

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

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The Economic Development Advisory Board of the City of Fort Myers, Florida, met in regular session at Oscar M. Corbin, Jr. City Hall, 2200 Second Street, its regular meeting place in the City of Fort Myers, Florida, on Thursday, February 4, 2021, at 2:06 p.m. Present were: Ori Lee Ford (arrived at 2:10 p.m.), Chair, presiding, Dennis Landfried (arrived at 2:13 p.m.), Vice Chair, and Regular Board Members, Jerome Miller, Roy Kennix, Sharon Schulman, and Alternate Board Member Nannette Maxson and Duane Dyar. Also present were: Anthony Palermo, Assistant Community Development Director; Barbara Carr, Business and Economic Development Administrator; Grant Alley, City Attorney; Gwen Carlisle, City Clerk; and Jennifer Myers, Recording Specialist. Absent: Regular Board Member Ken Pariser and Regular Board Member John L. Kakatsch.

MOTION: Board Member Kennix moved to appoint Board Member Miller to preside over the meeting in the absence of the Chair Ford and Vice Chair Landfried; seconded by Board Member Schulman; motion carried unanimously.

CALL TO ORDER

Board Member Miller called the meeting to order at 2:06 p.m.

PLEDGE OF ALLEGIANCE TO FLAG AND ROLL CALL

Board Member Miller led the Pledge of Allegiance and roll call was taken by Recording Specialist Myers.

PUBLIC COMMENT - None

PRESENTATIONS

1. Stephen Koontz, Energy Services and Contracting, Trane US, Inc.
Topic: Ways to package deals for District Cooling Systems and their advantages for Economic Development (via Zoom)

Barbara Carr, Business and Economic Development Administrator, introduced Stephen Koontz, Energy Services and Contracting, Tampa Bay Trane, who identifies, develops, and implements building retrofits and operational changes that help owners achieve green high performance buildings. Since joining Tampa Bay Trane in 1997, Mr. Koontz has implemented more than \$200 million in energy saving projects.

Chair Ford arrived at 2:10 p.m.

Vice Chair Landfried arrived at 2:13 p.m.

Mr. Koontz gave a brief overview of the concept of district cooling, how it has been applied to development projects in the Tampa Bay area, and provided resources to explore and determine if this concept could assist the City of Fort Myers in its goals for economic development. Question and answer discussion ensued.

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REGULAR ITEMS

2. Election of Chair and Vice Chair

City Attorney Alley reported that the term of the Chair and the Vice Chair is for one year and after one year, a new Chair or Vice Chair must be elected, in accordance with the Economic Development Advisory Board City Code Provision, Section 2-145, based on Ordinance 3710. If the Board Member served two consecutive years, there must be someone new elected. If the Board Member served one year, they can be re-nominated and re-elected.

Chair Ford asked for nominations for Chair. Board Member Kennix nominated Vice Chair Landfried. Board Member Maxson nominated Board Member Miller. Board Member Kennix moved to close the nominations for Chair; seconded by Board Member Dyar; motion carried unanimously. A roll call vote was taken to nominate Vice Chair Landfried as Chair: Dyar – Yes; Kennix – Yes; Maxson – No; Schulman – No; Miller – No; Landfried – Yes; Ford – Yes.

Vice Chair Landfried was elected to Chair.

Chair Ford asked for nominations for Vice Chair. Vice Chair Landfried nominated Chair Ford. Chair Ford nominated Board Member Miller. Board Member Kennix moved to close the nominations for Vice Chair. A roll call vote was taken to nominate Board Member Miller as Vice Chair: Dyar – Yes; Kennix – No; Maxson – No; Schulman – Yes; Miller – Yes; Landfried – No; Ford – Yes.

Board Member Miller was elected to Vice Chair.

Board Member Dyar stated that according to the Robert's Rules of Order, the current Chair and Vice Chair are to finish presiding over this meeting and next meeting the newly elected Chair and Vice Chair will preside.

3. Approve Minutes of the January 7, 2021 Economic Development Advisory Board Meeting

MOTION: Vice Chair Landfried moved to approve the Minutes of the January 7, 2021 Economic Development Advisory Board Meeting; seconded by Board Member Maxson; motion carried unanimously.

4. Discuss the presentation at the February 16, 2021 City Council Meeting

City Clerk Carlisle stated that the Board's presentation to City Council is scheduled on February 16, 2021 and the Board previously agreed that Board Member Miller would be the presenter. Board Member Miller felt that the presentation should be a group effort. City Clerk Carlisle reminded the Board Members presenting that they will need to maintain social distancing.

Board Member Miller noted that at the last meeting the focus areas were defined as either priorities or supportive roles. He conveyed that it is the City Manager's goal to work with this Board and staff to consolidate several Ordinances into one pertaining to disadvantage businesses. Chair Ford stated that if it is the desire of the Board, he will continue to work with the City Manager on a disadvantaged business program. Chair Ford reported that he had a conversation with a representative from the Lee County Economic Development Office

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and Florida Gulf Coast University (FGCU) Small Business Development Office and they wish to engage with the City in the creation of a disadvantaged business program. He felt that the different groups collaborating will make a better outcome and will lend continuing efforts once the City Manager retires in May, 2021. Vice Chair Landfried felt that Chair Ford should continue leading the disadvantaged business program initiative on behalf of the Board. Chair Ford stated that the objective is to have a program in place in the City, the County and FGCU wherein each entity will have its own program but they all will work together for facilitation. Board Member Miller stated that it has been brought up in previous meetings how important a staff person will be to facilitate the program and asked if the Southwest Florida Enterprise Center (SWFEC) should be a part of the conversation. Chair Ford mentioned that the SWFEC is now part of the Community Redevelopment Agency (CRA) and will be included in the conversation. Ms. Carr recommended reaching out to the Director of the SWFEC or the CRA Board. She advised that SWFEC scheduled a series of classes beginning February 24, 2021 on how to start a business and that Board Members could audit the classes to see what their offerings are at this time. Board Member Schulman suggested that when presenting the focus areas to Council, it should be detailed how the Board will act on each focus area and in the supportive roles, who the partners will be. Chair Ford felt that the details would not be necessary during the presentation.

Board Member Miller asked if this Board can create a disadvantaged business ordinance task force with Chair Ford leading. Vice Chair Landfried felt that Chair Ford implied that was happening already without needing an official motion. City Attorney Alley replied that a task force can be created with a defined role and defined members. He suggested that only one member of this Board be on the task force and the task force be formally approved so that it can empower the Board Member leading it who can report back to the Board. City Clerk Carlisle inquired how the task force will be organized and will this Board decide what the task force will be assigned to do. Board Member Miller stated that it is a collaborative effort and that Chair Ford will spearhead discussions with other agencies. City Attorney Alley stated that creating a task force will officially create a subcommittee which will need to be serviced by the City Clerk, the Community Development Department, and City Attorney's Office. He suggested that the leader of the task force bring to the next meeting its structure such as the number of members. Chair Ford mentioned that he will bring a list of people that can be asked to join the task force. City Clerk Carlisle stated that the task force discussion item will be on the March agenda.

MOTION: Board Member Miller moved to create a Disadvantaged Business Ordinance Task Force lead by Chair Ford as the representative from this Board; seconded by Board Member Schulman; motion withdrawn for further discussion at the next meeting.

Chair Ford stated that local business preference incentives should be incorporated in their efforts so that any business located in the City, DBE or not, will get preference. Board Member Kennix recommended considering a model that has been used widely where the Ordinance has both Minority Business Enterprises (MBE) and Disadvantage Business Enterprises (DBE). Vice Chair Landfried asked the timeframe allowed for the presentation to Council. City Clerk Carlisle replied 15 minutes and mentioned that at the time of the presentation to Council the Board could suggest creating a disadvantaged business task force. Vice Chair Landfried recommended that he open the presentation, followed by Chair Ford discussing the Disadvantage Business Ordinance wherein he can discuss the

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consideration of forming a task force, and then Board Member Miller can go through the rest of the list.

Board Member Miller noted that the Mayor is forming a Homeless Task Force and asked if homelessness should be added to the focus area of Affordable/Attainable Housing. Board Member Schulman felt that it can be something the Board can support, however, it should not be the Board's primary mission. Chair Ford felt that it would be a supportive role and the Board agreed. Board Member Miller mentioned that he attended and spoke at the Beautification Advisory Board and they agreed with this Board's initiative for a portal park. He noted that the bulleted item under the Fort Myers Economic Development Office (EDO) entitled *Discuss budget for the EDO including outsource for web design and maintenance* can be eliminated from the discussion due to Ms. Carr working on the website. Board Member Kennix suggested under the Disadvantage Business Ordinance item to note the Board recommends strengthening the existing MBE program and the development of a DBE program with the need for a full time staff person who has the responsibility for the administration of both programs. After discussion, Board Member Kennix suggested under the Disadvantage Business Ordinance item that *Existing and possibly new role of Fort Myers Enterprise Center* be stricken. Board Member Miller stated that he will make those suggested changes. City Attorney Alley suggested a final approval of this Document for the purposes of the presentation to Mayor and Council.

MOTION: Vice Chair Landfried moved to accept the Economic Advisory Board Council Recommendations/Updates to City Council – Focus Areas by Priority based on the changes made at this meeting to be presented to City Council at the February 16, 2021 City Council Meeting; seconded by Board Member Maxson; motion carried unanimously.

REPORTS

5. Community Development Department Director's Report

Anthony Palermo, Assistant Director of the Community Development, suggested that the Board review the Development Activity Map on the City website as it was recently updated with several developments. He conveyed that he and Ms. Carr took a tour of the City Walk construction site along with planners from the Florida Planning and Zoning Association.

6. Business and Economic Development Administrator's Report

Ms. Carr outlined the website design via a slide show presentation and asked that the Board share any information or ideas with her regarding the content of the website. Board Member Miller felt that the design looks excellent, the content is covered, and volunteered to get pictures of the Wards. He suggested adding the City's previous and current Strategic Plan to the content. Ms. Carr noted that there is a section with access to previous City's plans and she will add the Strategic Plan as well. She noted that the website has not been released yet and invited Board Members to reach out to her with comments or content suggestions. Board Member Dyar asked if there is a Search Engine Optimization (SEO) budget for the keywords. Ms. Carr stated that there is not a marketing budget although she will check to find out if there is an SEO budget. Board Member Dyar offered to assist in the website technology. Chair Ford asked if there will be an interactive page on the website to send comments. Ms.

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Carr noted that her name, email and phone number will be on the pages. She could add a form where comments or questions can be sent directly to her.

Ms. Carr reported that the Florida International University (FIU) has scheduled stakeholder meetings on February 23, 2021 and February 25, 2021 for the City of Fort Myers Community Economic Development Initiative and she will provide that registration information to the Board. She conveyed that FIU will be giving a formal presentation at the Board's next meeting in March.

BOARD MEMBER FOCUS AREAS, COMMENTS AND CONCERNS - None

CHAIRMAN'S REPORTS

7. Chair's Report - None

8. Next Meeting – March 4, 2021

ADJOURNMENT: *There being no further business, it was moved by Vice Chair Landfried; seconded by Board Member Maxson; and unanimously carried to adjourn the meeting at 4:23 p.m.*