

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

1 | Page

The Economic Development Advisory Board of the City of Fort Myers, Florida, met in regular session at the Southwest Florida Enterprise Center, 3903 Dr. Martin Luther King, Jr. Boulevard, a meeting place in the City of Fort Myers, Florida, on Thursday, June 2, 2022, at 2:00 p.m. Present were: Chair Dennis Landfried, presiding, Vice Chair Jerome Miller, Regular Board Members Ori Lee Ford, John Kakatsch (Left at 4:14 p.m.), Roy Kennix (Arrived at 2:09 p.m. and left at 3:26 p.m.), and Ken Pariser and Alternate Board Members Duane Dyar (Left at 4:05 p.m.) and Nannette Maxson (Arrived at 2:13 p.m.). Also present were: Grant Alley, City Attorney, Steven Belden, Community Development Director (Arrived at 2:03 p.m.), Phyllis Calloway, Community Redevelopment Agency Assistant Director, Gwen Carlisle, City Clerk, and Jennifer Myers, Recording Specialist. Absent: None.

CALL TO ORDER

Chair Landfried called the meeting to order at 2:00 p.m.

PLEDGE OF ALLEGIANCE

Chair Landfried led the Pledge of Allegiance.

PUBLIC COMMENT – None.

ANNOUNCEMENTS

City Clerk Carlisle announced that Board Member Schulman resigned from the Board. Chair Landfried stated that on behalf of the Board, he thanked her for her service to the Board and let her know that her expertise on water issues will be missed.

Board Member Kakatsch suggested that Alternate Board Member Maxson be moved to replace the Ward 6 vacancy. Chair Landfried recommended that he make his recommendation to Councilperson Bonk in Ward 6 as she will choose the person to fill the vacancy.

Chair Landfried thanked Councilperson Burson for being present and for the monthly meetings he has with him wherein he provides updates on City business to share with the Board.

1. PRESENTATIONS

1.1. Welcome the Director of Parks and Recreation, Elgin Hicks

Elgin Hicks, Director of Parks and Recreation introduced himself and mentioned that he looks forward to working with the Board.

Chair Landfried stated that the Board has discussed the need for green space and will continue to explore opportunities for green space. Mr. Hicks replied that he will be working on that topic as well. Vice Chair Miller noted his involvement in the City's Parks and Recreation Department and suggested marketing the City's parks and recreational facilities and venues. Board Member Ford recommended that Mr. Hicks return to a Board meeting in the future to present his vision and plans for open space, parks and recreation activities, and developments. Vice Chair Miller suggested the City get an updated Parks and Recreation Master Plan.

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

2 | Page

1.2. Update on a new program that assists small Businesses to become more sustainable by Tatum Walker, Business Development Specialist, Lee County Economic Development Office

Tatum Walker, Business Development Specialist, Lee County Economic Development Office gave a brief overview of the Lee County American Rescue Plan Act (ARPA) Workforce Training and Certification Program and Small Business Technical Assistance Program.

Board Member Kennix arrived at 2:09 p.m.

Chair Landfried inquired how the Board could help her with the programs. Ms. Walker stated spreading the word to the community about the programs would be helpful and noted that there is coordination between her and the City's Southwest Florida Enterprise Center. Discussion ensued regarding the programs.

AGENDA REORDERED

1.4. Update on the Disadvantage Business Enterprise (DBE) Program by DBE Committee Members: Sarah Adomakoh, Julio Rodriguez, Guido Minaya, and Karen Moore

Board Member Ford introduced Karen Moore, Chair of the Horizon Council Inclusion and Diversity Committee.

Ms. Moore outlined that the Horizon Council's Inclusion and Diversity Committee has 4 Sub-Committees: (1) Advocacy (2) Research (3) DBE (4) Supplier Diversity. She conveyed that Lee Ford is a member of the DBE Sub-Committee and Denise Finn, City Purchasing and Contracts Manager is the Chair of the Supplier Diversity Sub-Committee.

Ms. Moore reported that the first step to understand the DBEs in the market whereby the Research Sub-Committee is investigating how many DBEs and MBEs there are in the market, how many are certified, how many are using their certification, and they are hoping to get a research survey out in the next 60-90 days. Ms. Moore stated that Board Member Ford is on the DBE Sub-Committee and is guiding the team where to look for information and ways to get the private business community on-board with their efforts of inclusion and diversity for economic impact. Discussion ensued regarding the programs.

City Clerk Carlisle advised that the MBE program is a topic on the City Council's Workshop Agenda on June 13, 2022. Vice Chair Miller suggested that Board Members Ford and Kennix be present at the Council's Workshop to discuss the key points of the program. Chair Landfried noted that he will ask the Mayor if the Board Members Kennix and Ford can be a part of the discussion at the workshop. He asked that Vice Chair Miller distribute the key points of the program with the Board Members.

City Attorney Alley explained the Community Redevelopment Agency (CRA) Tax Increment Financing (TIF) MBE incentives and noted that the City's challenge with the MBE Program is ensuring that the general contractor meets the MBE requirements that they agreed to in the contract.

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

3 | Page

Chair Ford felt that the City will also need adequate staff assigned to the DBE and MBE Programs on a full-time basis who is responsible for implementing all aspects of the DBE and MBE Programs and ensure compliance.

Sarah Adomakoh via Zoom, Research Sub-Committee Member stated one of the key roles of the Research Sub-Committee is to pull in all relevant partners to look at what they are doing and gather data to centralize the information with no duplications. They will also visit businesses to hear what their challenges are in becoming certified or if they want to be certified and use that information in general reports to develop appropriate campaigns. The private sector needs will be explored for public private partnership best practices for the ultimate impact being economic development and inclusive growth.

Board Member Ford stated that the Lee County ARPA Workforce Training and Certification Program and Small Business Technical Assistance Program will help assess private businesses as to what they need and getting certified. Vice Chair Miller inquired about the certification progress timeframes.

Board Member Ford introduced Julio Rodriguez, DBE Sub-Committee Member and DBE Program Manager for the Lee County Port Authority (LCPA). His position is to ensure that DBEs have an equal opportunity to participate in and receive contracts from the Department of Transportation (DOT) in which he also monitors the contracts for compliance.

Julio Rodriguez, DBE Sub-Committee Member explained that the State's MBE Certification Process takes approximately a month, and the Federal DBE Certification Process takes approximately 90 days and neither has any costs involved. Discussion ensued regarding the administrative process of getting certified. Mr. Rodriguez felt that the City needs to decide what is the goal of their program, which certification they will accept or if they want to create their own certification, so that the program will be mathematically sound and will withstand challenges.

Board Member Kennix noted that the Florida Office of Supplier Diversity, which is the entity that is responsible for certifying persons for the State's MBE Program, has a certification requirements checklist and requested that the Certification Checklist be distributed the Board Members.

Board Member Ford suggested inviting a representative from the Office of Supplier Diversity to a Board meeting to present their MBE Program. Mr. Rodriguez stated that they do have outreach efforts that bring information to communities. Board Member Kennix suggested that the Small Business Development Centers (SBDC) be invited as well as they work close with the Office of Supplier Diversity. Vice Chair Miller noted that the Lee County ARPA Program should be involved in the discussion as well. City Clerk Carlisle suggested that the meeting with the Office Supplier Diversity could be sponsored and announced by this Board as being open to the public for information, answering questions, and filling out applications. Ms. Moore stated that the Sub-Committee will get this planned out. Board Member Ford stated he and the combined groups could work on this and he will bring back updates to the Board.

1.3. Update on the criteria for the local business preference and the Minority Business Enterprise (MBE) Program by Denise Finn, Purchasing and Contracts Manager

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

4 | Page

Denise Finn, Purchasing and Contracts Manager noted that the City is only working with Ordinance 3126 which established the MBE Program, and which replaced the DBE program. The City is reviewing the MBE Ordinance, and it will be discussed at a City Council workshop on June 13, 2022.

Vice Chair Miller asked how to educate businesses on the certification process. Ms. Finn replied that her office has MBE Program information on the City Procurement website, the Office's signature lines, a how-to-do booklet they give out, and their booth at the Gulf Coast Association of Procurement Officers trade shows. She is intending on starting a community outreach program wherein their department will go to different areas of the City on a quarterly basis and she asked for this Board's assistance to get the community outreach program started. Board Member Ford noted that the community outreach program should include collaborative efforts with the Southwest Florida Enterprise Center and other agencies or departments that are dealing with minority businesses as well.

Ms. Finn noted that whenever the City puts out a solicitation it is also sent to the Florida Office of Supplier Diversity, and they send it out to all their MBE Vendors. The City's current MBE Program requires that the businesses must be in Lee County and registered with the Florida Office of Supplier Diversity.

Vice Chair Miller inquired if their office needs staff in the Procurement Department to help with the liaison process for businesses. Ms. Finn replied that they could use help due to tight staffing levels. Vice Chair Miller inquired if there would be an advantage to go outside of Lee County. Ms. Finn replied that questions going to the Council are whether to keep the business local as in the Local Business Preference Ordinance, whether to keep the businesses within Lee County or go outside of the County in the MBE Ordinance, and do they want to expand the program.

Board Member Kennix stated that the MBE Program requires a general contract to have 15% MBE participation, however, if the general contract cannot find one certified MBE businesses to make up the 15%, they will bring together more than 1 MBE to meet the 15% which is a good thing because it gives the non-certified MBE businesses opportunities to participate, and technical assistance could help them come together. Ms. Finn replied that they do encourage using multiple MBE businesses and in solicitations they use a point system wherein for the general contractor gets more points using multiple MBE business. They also offer on the Procurement website, a list of all their solicitations and a live list of every vendor that is certified by the State and has its business in Lee County.

Board Member Ford stated that he is currently working on a Disadvantage Business Enterprise (DBE) program where the disadvantaged business percentage goal will be guaranteed to make a local economic impact. The MBE program provides any business in Florida to qualify as a certified minority, so it does not guarantee local impact. He mentioned that the City's Local Vendor Preference Ordinance designates 5% for businesses in the City and 3% for businesses in Lee County.

Board Member Kennix left the meeting at 3:26 p.m.

2. APPROVAL OF MINUTES

2.1. Approve Minutes of the May 5, 2022 meeting

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

5 | Page

MOTION: Board Member Kakatsch moved to approve the Minutes of the May 5, 2022 Regular Meeting; seconded by Board Member Dyar; motion carried unanimously.

3. STAFF UPDATES AND REPORTS

3.1. Phyllis Calloway, Southwest Florida Enterprise Center Director and Community Redevelopment Agency Assistant Director

Phyllis Calloway, Community Redevelopment Agency Assistant Director thanked the Board for having their May meeting at the Southwest Florida Enterprise Center, Vice Chair Miller for donated furniture for the Enterprise Center's office and tenants, and Board Member Ford for donating snacks and beverages at the job fair that followed their Train-to-Gain Graduation of 11 high school students where all students obtained jobs or apprenticeships.

Ms. Calloway noted that they met with the new superintendent of education for the school district, he attended the Train-to-Gain Graduation, and they will be discussing future collaborations for external opportunity for students at the Enterprise Center. The Enterprise Center is also working on collaborations with Southwest Florida Impact Partners, Lee County, and local businesses.

3.2. Steven Belden, Community Development Department Director

1. Monthly Development Activity Report

Steven Belden, Community Development Department Director reported that the Monthly Development Activity Report for May totaled \$7,900,000.00 and that April total approximately \$12,000,000.00 showing a slowing trend. Discussion ensued regarding the decrease in the permit activity.

Board Member Kakatsch asked if there is a plan to redo Dunbar. Mr. Belden replied yes and part of it is through the Community Redevelopment Agency (CRA) Dunbar Plan and part of it is through the MLK Corridor Plan in the Florida International University (FIU) Community Economic Development Plan. He reported that he had a strategy meeting with Ned Murray, Florida International University (FIU) and John Talmage, Lee County Economic Development Director to formulate a core group to work on the implementation process of the FIU Community Economic Development Plan. They will be attending one of this Boards meetings to get Board Member's input and determine how much participation the Board wants to contribute to the implementation plan.

Vice Chair Miller inquired if the CRA East Fort Myers plan was sunsetted. Mr. Belden replied that a new plan is being prepared for East Fort Myers at this time and once it is established and approved by Council, the CRA East Fort Myers District will be reestablished.

Board Member Ford inquired if the Community Development Department monitors land use to find spots that may be desirable for conservation or other purposes. Mr. Belden replied that the planning and zoning staff review land use, however, there are other factors as well such as if it has to do with conservation land that would first involve the Parks and Recreation Department who will review the Master Plan and that will drive reassign property zones based on the purpose for the land. The Community Development Department is always working to

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

6 | Page

update the zoning designations for properties as well as zoning codes that redefines zoning uses that reflect recent changes in technology, business, and business operations. Board Member Kakatsch asked about the anticipated population growth. Mr. Belden replied that it is hard to predict and the latest estimate for the current population is approximately 92,000. Discussion ensued regarding population growth and future redevelopment.

Mr. Belden stated that the City received their preliminary ad valorem value estimates and they anticipate a 17% increase from the previous year. He noted that last year it was increased 10% from the previous year and now the values are over \$10 billion dollars.

Mr. Belden stated that in May property owners in Midtown were invited to attend an open house to give their thoughts and fill out surveys about Midtown so that information can be provided to Council for their consideration. There was not a great level of participation, however, most attendees did not have an interest in preserving the City of Palms Park stadium and would like to move it forward as soon as possible.

AGENDA REORDERED

4. BOARD MEMBER FOCUS AREAS, COMMENTS AND CONCERNS

4.1. Report on Cultural, Sport, Tourism Development (Vice Chair Miller)

1. City of Palms Park and Parks and Recreation

Vice Chair Miller felt that the City should have a professional assessment done to evaluate what would be the best use for the City of Palms Park so the Council can make an informed decision. Discussion ensued regarding moving forward with the City of Palms Park.

Mr. Belden noted that Council has a budget workshop on June 23 and 24, 2022 and the City of Palms Park will be a topic of discussion.

Board Member Dyar left the meeting at 4:05 p.m.

Chair Landfried noted that the request for a professional assessment of the City of Palms Park be added to their list of recommendations to Council.

AGENDA REORDERED

5. PRESENTATION TO COUNCIL

5.1. Discuss next presentation to Council

Chair Landfried requested that the Board Presentation of their list of recommendations to Council be added to the Council meeting agenda on July 18, 2022, however, they will provide the list of recommendations to Council at the meeting. The Board can finalize their list of recommendations to Council at their July 7th meeting.

Board Member Kakatsch left the meeting at 4:14 p.m.

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

7 | Page

4. BOARD MEMBER FOCUS AREAS, COMMENTS AND CONCERNS

4.1. Report on MLK Boulevard Corridor (Board Member Maxson)

1. Update on the presentation of the BCycle System to the Bicycle and Pedestrian Advisory Board on May 19, 2022

Board Member Maxson reported that at the Bicycle and Pedestrian Advisory Board on May 19, 2022 she gave a presentation on the BCycle System. She noted that it was discussed that there may not be enough bike paths downtown to make it safe for biking and she suggested a small pilot program to see how it works and they did like that idea. Board Member Maxson stated that the owner of BCycle is going to provide the City with the financials to see if it could be profitable and has volunteered to fly into town in June to tour the City and recommend sites that the bike stations can be located. She is trying to arrange for the City Manager, City Attorney, and Councilman Bochette to be at the meeting with the BCycle owner.

Chair Landfried stated that it can be potentially added to the list of recommendations at the July meeting.

- Report on Disadvantage Business Enterprise Program (Board Member Ford) - None
- Report on business development/education assistance with FGCU, Enterprise Center and technical training (Board Member Pariser) – None
- Report on Palm Beach Boulevard corridor (Board Member Kakatsch) - None
- Report on affordable housing (Board Member Kennix) - None
- Report on water quality (Board Member Schulman) - None
- Report on US 41 Corridor (Board Member Dyar) – None

6. OTHER BUSINESS

Chair Landfried reported that during his monthly meeting with the Councilperson Burson, the Board's liaison he was advised that the Edison Mall bought the vacant Sears building wherein they will begin trying to fill the vacant space; Councilperson Burson will be advocating for a \$20,000.00 budget for this Board during the upcoming budget sessions; The Amphitheater at Centennial Park has opened; and a community notice will be going out soon for a public meeting at St. Hilary's Episcopal Church to discuss Memorial Park, located at the base of the Cape Coral Bridge, wherein they are considering reconfiguring that park and relocating the City's boat ramp at that location.

Chair Landfried noted that he was approached by the Amavida Retirement Community to get memberships for their residents at the City golf courses wherein he passed the information onto Councilperson Burson. He felt that this may be an avenue for the Board to reach out to retirement communities for golf course memberships to bring in supplemental income at the golf courses.

MINUTES - ECONOMIC DEVELOPMENT ADVISORY BOARD

June 2, 2022

8 | Page

Board Member Pariser inquired if the collaborative meeting with the City's Boards and Committees Chairs has been scheduled. Chair Landfried replied that he is still working on the Chairs meeting effort.

Vice Chair Miller stated that due to Board Member Schulman resigning from the Board, he will volunteer to take over her water quality focus area and the Board agreed.

City Clerk Carlisle stated that there are still membership positions available on the new Environmental Board and asked the Board to pass along information to people that may want to apply by contacting their Ward Councilperson.

Chair Landfried mentioned that Councilperson Burson listens to this Board's meetings and picks up and moves forward to Council ideas and discussions by the Board, therefore, even when this Board is not presenting their recommendations to Council, they are still being heard and pursued.

7. NEXT MEETING ANNOUNCEMENT – July 7, 2022

ADJOURNMENT: *Board Member Pariser moved to adjourn the meeting at 4:25 p.m.; seconded by Board Member Maxson; motion carried unanimously.*