

June 16, 2016

The regular meeting of the **ECONOMIC DEVELOPMENT BOARD** was called to order by Chairman Monroig at 6:30 p.m., Thursday, June 16, 2016, at the Southwest Focal Point Senior Center, 301 NW 103 Avenue, Pembroke Pines, Florida. Present to-wit: Chairman Monroig, Vice Chairman Boisvert, Members Greenberg, Liebeskind, Meister, Migdalski, Perez, Lombardi, Leconte; M. Stamm, Liaison; C. Fermin, Community Planner, and Secretary Epstein. Absent: Members Ash, Chevannes, Cappella. Also present: Commissioner Iris Siple; Landscape Advisory Board Chair, Howard Vollovick; Social Media Committee Member Jalesa Johnson and former Commissioner J. McCluskey. The Secretary declared a quorum present.

APPOINTMENT OF CHAIR/VICE CHAIR

The Chairman opened the floor for nominations for Chairman. Member Liebeskind nominated Member Boisvert; Member Meister seconded the nomination. Member Lombardi nominated Member Monroig; Member Greenberg seconded the nomination. Prior to a vote, Member Boisvert declined the nomination, and Member Monroig was appointed as Chairman.

The Chairman opened the floor for nominations for Vice Chairman. Member Leconte nominated Member Boisvert; Member Liebeskind seconded the nomination. There were no other nominations. Member Boisvert was appointed as Vice Chairman.

MINUTES

On a motion by Member Greenberg, seconded by Member Meister, to approve the minutes of the May 19, 2016 meeting, as presented, the motion was PASSED UNANIMOUSLY.

LIAISON REPORT

- o Mr. Stamm distributed the monthly buildout/status report for Board review.
- o Major changes at Westfork Plaza
- o Approval of Memorial West bed tower
- o Hospital District guidelines forthcoming
- o Town hall meeting 6/27 on Memorial Hospital expansion
- o Approval for zoning changes for Sheridan Village commercial component coming soon
- o New Code section on driveways/front yards upcoming for P&Z review
- o FDOT grant going forward with new landscaping on Pines Blvd
- o Pembroke Road Overpass completion in August 2016

OLD BUSINESS

The Board reviewed and discussed the integrated Communications Strategic Plan, previously provided to the Board, with a view toward recommendations to be made to City Commission. The Plan recommends formation of a communications division, with a dedicated person to focus on internal and external communications; also, a new City app with an education component on uses for social media. The Plan also indicated a lack of ability to reach residents to communicate positively with the City.

Chairman requested Members to thoroughly review the Plan and to e-mail to Staff any feedback on policy decisions and recommendations by 6/30. He noted the need to focus on use of the City seal and the creation of new logo. Kudos were

expressed to Ms. Fermin for excellent work in preparing the Communications Plan.

NEW BUSINESS

Ms. Jalesa Johnson, member of the Social Media Committee, reported on: the Committee's goals; possible creation of position for social media chief information officer; the value in investing in this position; and the various social media platforms to implement. She noted that the Committee is meeting bi-monthly in order to make its recommendations timely.

The Board discussed possible EDB projects to focus on for 2016-17. They include: carry-over goals; finalizing branding; development of an overlay district; Howard Forman Park development; aesthetic quality of City; establishment of small neighborhood grants; establish regional transit plan; business survey.

DISTRICT REPORTS

District 1 - Mr. Migdalski reported successful meetings with residents on community problems.

District 2, 3 4 - No reports.

ABSENCES

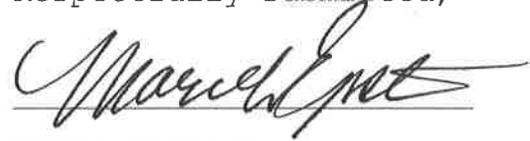
On a motion by Vice Chairman Boisvert, seconded by Member Greenberg, to approve excused absence for Member Leconte for the May 2016 meeting, and for Members Ash, Chevannes and Cappella for the June 2016 meeting, the motion was PASSED UNANIMOUSLY.

ADJOURNMENT

Member Greenberg moved to adjourn.

The meeting adjourned at 8:15 p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Marie Epstein", is written over a horizontal line.

Marie Epstein

Board Secretary

APPROVED: 8/18/16