



**ECONOMIC DEVELOPMENT ADVISORY BOARD
AGENDA
April 14, 2025
8:30 AM**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES FROM PREVIOUS MEETING**
 - A. EDAB Minutes March 10, 2025
- 4. NEW BUSINESS**
 - A. Discussion regarding Eminent Domain
 - B. City's Marketing Campaign's Procedures
- 5. OLD BUSINESS**
- 6. OTHER BUSINESS**
 - A. Discussion regarding Business Development Assistance Prg
- 7. ANNOUNCEMENTS**
- 8. PETITIONS FROM THE PUBLIC**
- 9. FUTURE AGENDA ITEMS**
- 10. ADJOURNMENT**

If a person decides to appeal any decision made by the Board, Agency, or Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (FS 286.0105)

Any person requiring auxiliary aids and services at this meeting may contact the City Clerk's Office at (954) 535-2705 at least 24 hours prior to the meeting. If you are hearing or speech impaired, please contact the Florida Relay Service by using the following numbers: 1-800-955-8770 or 1-800-955-8771.

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact: No

Contract Requirement: No

Title

EDAB Minutes March 10, 2025

Summary

Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 4/14/2025

ATTACHMENTS:

Description	Type
<input type="checkbox"/> EDAB Minutes Mar 10 2025	Minutes

ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB) MEETING MINUTES

**Monday, March 10, 2025
8:30 AM
City of Lauderdale Lakes City Hall Complex**

I. Meeting Called to Order

Meeting called to order on Monday, March 10, 2025 at 8:40 a.m.

II. Roll Call

Members Present

Bessie Dennis, Chair
Samuel Goodman, Vice Chair
Derica Reed, Secretary
Taj McGill
Patrick Green

III. Approval of Minutes from Previous Meeting

A. Approval of Meeting minutes of February 14, 2025

Motion to approve February 14, 2025 meeting minutes was made by Board member Patrick Green and second by Board member Derica Reed under the condition that the names of the Board members that were sworn will be listed in the "Swearing In of Board Members" section of the minutes. Minutes were unanimously approved.

IV. New Business

- No updates

V. Discussion regarding long-term goals and objectives of the Board

- **Goal #1- Establishment of the chamber of commerce**
 - Meet and Greet event scheduled for March 27, 2025 starting at 6:00 p.m.
 - Board members were informed that postcard announcing the event was mailed out the ending part of February 2025. Emails promoting the event were sent to businesses in the community as well as announcements through social media and city's website. Large announcements have been placed on State Road 7 corridors heading south and north.
 - Board members requested to make phone calls to all businesses in the database during the current week. To date, only 2 individuals RSVP for the event.
 - Board members tested the QR codes on the flyer and post cards and indicated that these were not working.
 - Board members decided due to the problems with the QR code and the low number of people responding to the invite to reschedule the event to another Thursday in the following months subject to availability.

- The motion to reschedule the event was made by Board member Green and the motion was second by Board member Reed. Motion was unanimously approved.
 - Board members indicated that they would like to understand the process followed in promoting city's events. They requested to invite to the next Board meeting the Communications and Public Relations Manager, Aubyn Lewis and have him explain the process.
- **Goal #2 – Host the 2nd Financial Literacy and Business Resource Fair**
 - Board members were informed that Saturday, May 3, 2025 was the only date with an available venue to host the event. Request for available space was made for all Saturdays in the months of May and June 2025.
 - No decision was made after the announcement.
 - **Goal #3 – Land development and Redevelopment of neglected commercial plazas**
 - Board members were reminded the City Attorney is scheduled to attend the next Board meeting to discuss the topic of "Eminent Domain."

VI. Old Business

- No updates

VII. Announcements

- No announcements

VIII. Petitions from the Public

- No petitions from the Public

IX. Future Agenda Items

- No updates

X. Adjournment (10:57 a.m.)

Derica Reed, Secretary

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