



ECONOMIC DEVELOPMENT ADVISORY BOARD AGENDA

September 8, 2025

8:30 AM

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES FROM PREVIOUS MEETING**
 - A. EDAB Minutes August 11, 2025
- 4. NEW BUSINESS**
- 5. OLD BUSINESS**
 - A. Post Event Report- 2ndAnnual FLBRF
- 6. OTHER BUSINESS**
- 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 August 11, 2025
Summary
Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 9/8/2025

ATTACHMENTS:

Description	Type
<input type="checkbox"/> EDAB Minutes Aug 11 2025	Minutes

ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB) MEETING MINUTES

Monday, August 11, 2025
8:30 AM
City of Lauderdale Lakes City Hall Complex

I. Meeting Called to Order

Meeting called to order on Monday, August 11, 2025 at 8: 49 a.m.

II. Roll Call

Members Present

Derica Reed, Secretary
Patrick Green
Neil Ramsay
Daphne Edwards

Member Absent

Latasha “Taj” McGill
Samuel Goodman, Vice Chair

Guest

Celestine Dunmore, CRA Executive Director

III. Approval of Minutes from Previous Meeting

A. Approval of Meeting minutes of June 9, 2025

Motion to approve June 9, 2025 meeting minutes was made by Board member Neil Ramsay and second by Board member Patrick Green. Minutes were unanimously approved.

Board Member Green requested to add to upcoming agendas “Matters Arising” addressing questions or concerns from previous meeting. This request was supported by all Board members.

IV. Old Business

- Discussion regarding the establishment of the Lauderdale Lakes Chamber of Commerce
 - **Committee Formation & Leadership Election**
On June 25th, the Chamber hosted a pivotal meeting with 26 local business leaders, culminating in the election of a 9-member interim board. Roles filled include President, Vice President, Treasurer, and Directors of Events and Marketing.
 - **Legal Establishment**
The Chamber was officially registered with the State of Florida. Articles of incorporation were approved, and bylaws were adopted during the second meeting on July 8th. The committee is currently awaiting the IRS-issued Employer Identification Number (EIN), after which a bank account will be opened.

- **Marketing Infrastructure** and outreach
 - Branding and outreach efforts are underway:
 - Logo has been created
 - Website development is in progress
 - Facebook page was created
 - **Website Integration-** Board Member Reed proposed that once the Chamber of Commerce website is completed, the City's official website should include a direct link to it. This would help increase visibility and drive traffic to the newly formed Chamber.
 - **Public Promotion Opportunities-** Board Member Ramsay suggested that the Chamber Committee explore City ordinances to determine whether promotional tools such as bus bench ads, billboards, and other public signage can be used to raise awareness and support for the Chamber.
- **Community Engagement**
 - At the second Financial Literacy and Business Resource Fair, 19 businesses signed up to attend future Chamber meetings.
- **Upcoming Events**
 - Monthly Business Breakfasts will begin in September, featuring City Manager Venice Howard as the inaugural guest speaker. She will present on the City's Business Tax Receipt process.
 - The first breakfast will be held at Lauderdale Lakes Industrial Park.
- **Membership Structure**
 - Research on membership tiers has been completed. Final tier levels will be determined at the next committee meeting on Tuesday, August 12th at 7:00 p.m.
- **Funding Request**
 - During the recent Commission Workshop, Board Member Green requested a \$5,000 contribution from the city to support the first three breakfast events.
- **Membership Fees**
 - Preliminary discussions suggest a starting membership fee of approximately \$150, with multiple tier options. This is notably lower than the average \$500 fee at other chambers.
- **Nonprofit Designation**
 - Clarification is needed regarding the appropriate nonprofit status—whether 501(c)(3) or 501(c)(6)—to best support the Chamber's advocacy functions.
- **Hosted 2nd Annual Financial Literacy and Business Resource Fair**
 - Staff Liaison Buchanan provided an update on the outcome of the event:
 - Event success metrics reported with 8 partner organizations participating at the event with 71 registered attendees.
 - Positive feedback received from 4 attendees that responded to the survey sent via email after the event. These highlighted pre-registration efficiency and excellent network opportunities.
 - Expense report was not provided. Staff Liaison Buchanan will provide details at the next meeting.
 - Board Member Ramsey recommended exploring the option of live-streaming events to engage a broader audience. This approach could extend the Fair reach to more residents throughout the year, reduce event-related costs, and increase the frequency and impact of financial literacy initiatives.

- Board Member Green suggested that the newly formed Chamber of Commerce could enhance the Annual Financial Literacy and Business Resource Fair by hosting monthly or quarterly events. These events would spotlight available resources for local businesses and serve as promotional opportunities for the annual fair.
 - The Chamber could stream these quarterly events throughout the year, helping to maintain engagement and visibility. Additionally, the Chamber would continue its financial literacy programming year-round.
 - Streaming could be hosted at the “Born with Purpose” facility, providing a consistent and accessible venue for these initiatives.
- **Goal #3 – Land development and Redevelopment of neglected commercial plazas**
 - A few months ago, Board Member Ramsay requested information regarding the total number of City liens.
 - City staff responded that there is a formal process for obtaining such information. Interested parties may submit a “Public Records Request” via the City’s website or contact Ms. Tanja McCoy, Director of Development Services, directly.
 - Board Members Green and Ramsay expressed concerns about the bureaucratic hurdles involved in accessing the requested data.
 - As a result, the Board has requested that Ms. Tanja McCoy be invited to attend the next Board meeting, scheduled for September 8, 2025, to provide an overview of City liens and update the Board on any progress made in streamlining the information request process.
 - Board Member Ramsay proposed that the Board explore Greenscapes and landscaping initiatives, emphasizing their connection to the tree canopy program and broader economic development. He cited successful examples in high-value communities such as Las Olas and Parkland, where strategic landscaping has contributed to community appeal and growth.
 - It was noted that such initiatives may fall under the jurisdiction of the City’s Beautification Advisory Board. To ensure alignment, the Board recommended learning more about the Beautification Advisory Board’s goals and initiatives and fostering collaboration between both boards.
 - A strategic alignment initiative was proposed to encourage cooperation across all City advisory boards. This would begin with an information-gathering phase, followed by a joint meeting to coordinate efforts and advance shared economic development objectives.

V. Other Business

- Secretary Reed proposed that the Board hold a strategic planning session to outline activities for the remainder of the current year and develop programming for the upcoming year. The goal is to minimize last-minute planning challenges and secure preferred venues well in advance.
- She also stressed the importance of reviewing the expense report from the previous annual Financial Literacy and Business Resource Fair. Additionally, she requested information on the proposed budget allocation for the Board in the new fiscal year beginning October 1st.

A. Announcements

- No announcements

B. Petitions from the Public

- No petitions from the Public

C. Future Agenda Items

- Add “Matters Arising” to future agenda items. The purpose is to discuss items noted in past minutes and required follow up.
- Strategic Planning session for the next meeting

D. Adjournment (9:52 a.m.)

Derica Reed, Secretary

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