ECONOMIC DEVELOPMENT ADVISORY BOARD
AGENDA
June 15, 2026
8:30 AM

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES FROM PREVIOUS MEETING**
   A. EDAB Minutes May 11, 2026
4. **NEW BUSINESS**
5. **OLD BUSINESS**
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 May 11, 2026
Summary
Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 6/15/2026

ATTACHMENTS:

	Description	Type
🗋	EDAB Minutes May 11 2026	Minutes
🗋	EDAB Minutes May 18 2026	Minutes

ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB) MEETING MINUTES

Monday, May 11, 2026
8:30 AM
City of Lauderdale Lakes City Hall Complex

I. Meeting Called to Order

Meeting called to order on Monday, May 11, 2026, at 8:46 a.m.

II. Roll Call

<u>Members Present</u>
Samuel Goodman, Chair
Patrick Green, Vice Chair
Derica Reed, Secretary
Neil Ramsay

III. Approval of Minutes from Previous Meeting

A. <u>Approval of Meeting minutes of April 13, 2026</u>
A motion to approve the April 13, 2026, meeting minutes was made by Board member Derica Reed and seconded by Board member Patrick Green. Minutes were approved.

III. Old Business

A. Long-term goals and objectives of the Board

- **Goal #1 – Financial Literacy and Business Resource Fair**
    - **Networking & Job Fair: Saturday, April 18, 2026, from 10:00 a.m. to 2:00 p.m. at the Hazell P Rogers Multipurpose Building- Auditorium**
        - **Post Event Report:**
            - The Career Fair received strong attendance and positive engagement between vendors and job seekers, with approximately 102–104 participants signing in. Board members recommended increasing the fair’s frequency—from annually to quarterly or every four months—to better meet ongoing workforce needs and maintain momentum.
            - Employers such as Waste Management shared valuable insights, including on-site CDL training opportunities that demonstrate clear career pathways. Participants expressed a desire for a broader range of employers at future events, including companies like Amazon, FedEx, UPS, Coca-Cola, and Publix, as well as more opportunities for on-site or scheduled interviews rather than online-only applications.
            - Challenges noted included employer willingness to conduct on-the-spot interviews and the logistical planning required to support them. Some invited vendors, such as Walmart, did not attend despite outreach efforts.

    - Attendees also reported limited follow-up from employers after the event, underscoring the need for stronger post-event engagement. Recommendations included offering job interview training, résumé workshops, and other skill-building sessions tied to the fair. Board members are committed to securing qualified speakers and organizing these workshops, targeting July or August.
    - Data collection and follow-up were identified as areas for improvement. While sign-in sheets captured attendee information, email survey response rates were low. Phone follow-ups provided some insights, but a simplified checkbox-style survey was recommended.
    - The Board agreed to send follow-up emails three months after the event to track job placements and gather additional feedback.
  - **Financial Literacy and Business Resource Fair**: **Thursday, June 20, 2026. Hazelle P. Rogers Multipurpose Building- Auditorium**
    - The June 20th financial literacy event has been confirmed, featuring at least two expert speakers—Ms. Nikita Bullock and Mr. Rod Harvey, who will deliver substantive, education-focused presentations.
    - The Urban League was also proposed as an additional speaker to strengthen connections to entrepreneurship and grant opportunities.
    - The Board emphasized providing unbiased financial guidance rather than sales-driven content. Topics will include networking, budgeting, entrepreneurship, business grants, marketing, credit, savings, debt management, retirement, and estate planning.
    - To maintain the event's educational integrity, vendors will not give formal presentations; instead, they will host informational tables for direct attendee engagement. Speakers will provide foundational knowledge to help participants make informed decisions when interacting with vendors.
    - Event promotion materials were finalized with minor adjustments, and coordination with the Public Information Office will ensure effective signage and printed flyers. The chamber will assist with outreach to local businesses.
    - The Board reaffirmed the importance of the event as a prerequisite for grant applicants, ensuring business owners understand essential financial management practices before receiving funding. This approach aims to reduce repeat grant requests caused by poor financial habits and to support long-term economic development by strengthening business knowledge across the community.

- **Goal #2 – Development and Economic Development Master Plan for the city of Lauderdale Lakes**
    - Board members reiterated the urgent need for a coordinated Economic Development Master Plan to reverse long-term decline, strengthen the business ecosystem, and improve overall economic conditions in Lauderdale Lakes. They emphasized that meaningful progress requires stronger engagement from city leadership, noting persistent operational and political barriers.
    - Members agreed on a dual-track strategy that supports both **"entrepreneurs by necessity"** and the established business community to foster sustainable growth. Without a supportive ecosystem, necessity-driven entrepreneurs lack the structure needed to scale or succeed. Board Member Neil Ramsay stressed the importance of grounding the plan in clear metrics and hard data, including business revenue segmentation and analysis of spendable income.

- Frustration was expressed regarding the city commission's limited commitment to economic development and restrictive budget posture. The commission's stance against expansion or development was described as a major obstacle to implementing impactful initiatives. Members also criticized the current strategic plan as outdated, operationally focused, and lacking any meaningful economic development vision.
- The Board emphasized the need for a formal master plan led by subject-matter experts, with Board member Ramsay offering to spearhead a data-driven framework to guide city policy. However, members acknowledged that commission support and explicit authorization are essential to avoid ineffective or symbolic efforts. Political and operational realities—including quorum challenges and board member turnover—have created a stalemate, further compounded by the commission's failure to fill vacant seats or engage constructively.
- Despite these constraints, the Board stressed the importance of adapting strategies while continuing advocacy. Improving community pride, aesthetics, and the overall business environment was identified as essential to attracting investment. Examples of successful local businesses, such as Smitty's, were cited as evidence of the community's potential. Members urged investment in beautification, signage, and safety to shift public perception and stimulate local commerce.
- The Board reaffirmed its commitment to working with the chamber and community partners to strengthen business engagement and deliver practical support. They emphasized leveraging local champions and organizing relevant training events as part of a long-term effort to break decades-old stagnation and advance economic transformation.

- **Other Business**
  - **Business Survey Insights and Economic Challenges**
    - Board Member Green reported that the Lauderdale Lakes Chamber of Commerce distributed a business survey, which revealed significant challenges facing the local business community. Among the 112–120 respondents, businesses cited high rent, lack of customers, marketing difficulties, and limited access to capital as major barriers to growth.
    - Additionally, 71% rated permitting and city processes as very serious issues. Nearly 43% of respondents indicated they had considered relocating, while a similar share planned to remain, reflecting mixed confidence in the city's business environment. Most businesses also reported declining revenues over the past year.
    - The survey highlighted a substantial group of "entrepreneurs by necessity"—owners operating businesses out of economic need rather than strategic planning—many of whom lack formal financial and operational knowledge. Board members emphasized the importance of distinguishing these entrepreneurs from more established businesses to tailor support effectively. Suggestions included segmenting businesses by revenue tiers (e.g., above $5 million, $1 million, under $100,000) to target economic development strategies better.
    - Past city marketing and technical assistance programs produced mixed results. While about 12 businesses received customized marketing support and remained operational after six months, some participants struggled to apply the strategies they had learned due to time constraints.

- The city continues to face challenges in securing business participation in educational programs because many owners are occupied with day-to-day operations.
- Business owners also expressed frustration with the city's physical environment, citing poor signage, untidy storefronts, and a lack of attractive retail and dining options as obstacles to economic vibrancy. The underperformance of the business sector has contributed to a heavy reliance on residential taxes.

- **Announcements**

  i. No announcements

- **Petitions from the Public**

  ii. No petitions from the Public

- **Future Agenda Items**

Adjournment (11:05 a.m.)

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Derica Reed, Secretary

ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB) MEETING MINUTES

Monday, May 18, 2026
8:30 AM
City of Lauderdale Lakes City Hall Complex

I. Meeting Called to Order
Meeting called to order on Monday, May 18, 2026, at 8:40 a.m.

II. Roll Call

<u>Members Present</u>
Samuel Goodman, Chair……Via Phone
Patrick Green, Vice Chair
Derica Reed, Secretary
Neil Ramsay
Jennifer Chambers

III. Discussion regarding the City's Economic Development Strategic Goals

Overview of Current Challenges

Lauderdale Lakes is confronting significant economic and community pressures that require coordinated, targeted intervention to reverse long-standing decline and position the city for sustainable growth. Key indicators underscore the urgency:

- The city's **21.7% poverty rate**, **median household income of roughly $50,000**, and **15.6% bachelor's degree attainment** reflect structural barriers that limit consumer spending, depress property values, and weaken workforce competitiveness.
- An estimated **$719 million in annual retail leakage** shows that residents are spending outside the city, undermining local businesses and reducing tax revenues needed for services and infrastructure.
- Aging commercial properties, underutilized corridors, and unattractive public spaces further deter investment, especially when compared to redevelopment progress in neighboring cities such as Lauderhill and Sunrise.
- Without intervention, the city risks continued economic stagnation, rising poverty concentration, business closures, and declining municipal revenues—threatening long-term viability and quality of life.
- Despite these challenges, Lauderdale Lakes' **cultural diversity** and **central location** remain powerful but underleveraged assets for revitalization.

Strategic Economic Development Goals and Proposed Solutions

The Board outlined a comprehensive strategy focused on poverty reduction, business growth, workforce advancement, and community revitalization. Key goals include:

1. **Reduce Poverty and Increase Household Income**
   - Lower poverty below **17%** by expanding workforce skills and creating higher-earning opportunities.
   - Prioritize vocational training in **HVAC, plumbing, electrical trades, healthcare support, cybersecurity, and AI-enabled business skills**.
   - Build partnerships with colleges, trade unions, employers, and private sector entities to deliver **apprenticeships, internships, and paid training**.
   - Strengthen entrepreneurship as a wealth-building pathway, with targeted support for **minority-owned, youth-owned, and women-owned businesses**.
2. **Retain Local Spending and Strengthen the Business Base**
   - Reduce the **$719 million retail leakage** through an expanded **Shop Lauderdale Lakes** initiative.
   - Implement a digital business directory, loyalty rewards, local coupons, seasonal campaigns, and mobile-friendly marketplaces.
   - Develop destination corridors featuring **restaurants, entertainment, fitness, wellness, and family-oriented attractions**.
   - Recruit missing business categories such as **mid-tier dining, specialty retail, co-working spaces, health-food concepts, and entertainment venues**.
3. **Modernize Commercial Development and Streamline Permitting**
   - Implement **digital permitting**, real-time license tracking, and standardized requirements to reduce delays and improve business friendliness.
   - Expand commercial revitalization incentives, including **façade grants, signage improvements, and property upgrade matching programs**.
4. **Strengthen Workforce Competitiveness**
   - Promote technical certifications and adult reskilling in **digital literacy, remote work, AI tools, e-commerce, and financial literacy**.
   - Expand youth exposure to **entrepreneurship, STEM, skilled trades, and healthcare pathways**.
   - Leverage federal and state grants, corporate sponsorships, and educational partnerships to fund training programs.
5. **Improve City Beautification and Code Compliance**
   - Enhance landscaping, lighting, signage, public art, sidewalks, entry monuments, and tree planting to elevate the city's visual appeal.
   - Continue targeted enforcement efforts, building on recent successes with **Walmart and Walgreens** to improve property maintenance and community pride.
6. **Build a Stronger Economic Identity and Brand**
   - Position Lauderdale Lakes as a **city of opportunity and growth** through digital marketing, investor packages, and success-story campaigns.

- Leverage multicultural diversity through signature events such as the **Taste of Lauderdale Lakes Caribbean Cultural Festival** to boost local spending and strengthen city branding.

7. Support Homeownership and Neighborhood Stability

- Expand first-time homebuyer programs, down payment assistance, financial counseling, credit repair, and housing rehabilitation.
- Utilize HUD programs, state housing grants, and community lending partnerships to increase property values and promote long-term wealth creation.

Board-Defined Strategic Goals and Priorities

Board members identified seven measurable, time-bound goals to guide Lauderdale Lakes' economic development strategy and ensure accountability:

- **Goal 1**: Modernize commercial development codes and policies with a full review and adoption planned by 2029, aimed at speeding permitting and encouraging investment.
- **Goal 2:** Strengthen two-way business engagement and communication to rebuild trust and improve responsiveness, addressing the poor survey response rate and outdated contact lists.
- **Goal 3**: Promote technology and digital services for businesses to modernize communication and support economic growth.
- **Goal 4**: Revitalize commercial corridors and underutilized properties, focusing on beautification and infrastructure improvements already underway in the Community Redevelopment Agency (CRA) redevelopment plans.
- **Goal 5:** Create a business improvement district (BID) defining geographic boundaries, qualifications, and funding mechanisms to attract investment and organize business advocacy.
- **Goal 6:** Establish an entrepreneurial incubator hub as a public-private partnership leveraging existing facilities (e.g., Dunkin Donuts incubator) to foster startup support and collaboration.
- **Goal 7**: Develop a business tax incentive and recruitment plan targeting high-quality employers with revenues over $100 million to increase the tax base and create high-paying jobs.

Board members emphasized that all goals must follow SMART criteria, include assigned leadership, and incorporate measurable benchmarks. They also agreed to unify these goals under the strategic priority: "Ensuring Lauderdale Lakes is one of Broward County's most business-friendly mid-sized cities."

Implementation Challenges and Governance Concerns

Board members raised several concerns about the city's capacity to implement these goals effectively:

- Lack of accountability and clear operational procedures. Members cited inconsistent procurement practices, limited transparency, and unclear internal processes. They recommended an operations review, procurement audit, and policy assessment.

- Uncertain collaboration with the City Commission. Doubts were expressed about the Commission's willingness to engage with the EDAB. Members proposed sending a formal letter to clarify the board's role and request improved responsiveness.
- Vocational training feasibility. Some members noted that workforce training is not typically a municipal function and should rely on partnerships with educational institutions and private entities.
- Current strategic plan lacks realism. The existing plan was described as aspirational without resource alignment. The board committed to producing a more actionable economic development addendum with measurable goals.
- Cultural and systemic challenges Members acknowledged that long-term mindset shifts—both within the community and city government—are necessary for sustained progress.
- Need for external partnerships. Given limited internal capacity, the board stressed building regional political relationships and partnerships beyond Lauderdale Lakes.

Communication and Process Improvements

Improved communication and structured processes were identified as essential to successful implementation:

- Business engagement challenges
  - Poor response rates and outdated contact information hinder data-driven planning. A formal communication plan is needed to ensure consistent two-way dialogue.
- Lack of clear public messaging
  - Members noted that residents and businesses are not adequately informed about city initiatives. Ideas included visible signage, billboards, and public displays of the economic vision.
- Meeting discipline and structure
  - The board agreed to maintain focused agendas, reduce off-topic discussions, and ensure meetings remain productive.
- Drafting and circulating strategic goals
  - Members committed to preparing a clear, economic-language version of the goals for staff and commissioners, with rapid review to meet submission deadlines.
- Reducing political rhetoric.
  - The board emphasized staying focused on actionable economic measures rather than political commentary.

Long-Term Vision and Strategic Framework

The board recognized that economic transformation will be a long-term effort requiring layered strategies and foundational work.

- Creating designated districts (business improvement, cultural) with clear geographic boundaries and governance is foundational.
  - These districts enable targeted investment, policing, event hosting, and grant eligibility.
- Building entrepreneurial ecosystems through incubators and public-private partnerships will nurture homegrown business growth without expanding government bureaucracy.

- Attracting corporations with significant revenues and high-paying jobs is essential to broaden the tax base and raise median incomes.
  - The approach favors recruiting established companies over supporting undercapitalized startups with little growth potential.
- The board stressed that economic development must include infrastructure upgrades, beautification, and cultural identity to change perceptions and attract residents and businesses.
- Achieving measurable reductions in poverty, retail leakage, and business vacancies requires both strategic vision and tactical implementation over multiple years.
- The board's role is advisory and to present coherent economic goals to the commission, but political will and resource allocation ultimately determine success.
- Prepare and send detailed measurable performance measures supporting proposed strategic economic goals, including improving business communication.
- Compile board members' goal suggestions and translate them into economic-centric, actionable language suited for the city's use.
- Circulate draft economic strategic goals to all board members for review, feedback, and final approval before submission to the city.
- Each board member to submit specific economic development goals to Ms. Chambers via email for aggregation and analysis.
- Provide a timely review and confirmation ("yes" or questions) on the circulated draft strategy to finalize the document.
- Vice Chair Green will lead and coordinate the process for drafting a letter to the city commission, prefacing the board's economic recommendations and emphasizing concerns over the current strategy and accountability.

IV. Announcements

i. Town Hall meeting – Cypress Preserve Trail Improvements
Date: May 21, 2026
Time: 5:30 p.m. -6:30 p.m.
Location: Lauderdale Lakes City Hall/Alfonso Geriffi Conference Room

Adjournment (10:46 a.m.)

Derica Reed, Secretary