



City of Lauderdale Lakes

Office of the City Clerk

4300 Northwest 36 Street - Lauderdale Lakes, Florida 33319-5599

(954) 535-2705 - Fax (954) 535-0573

CITY COMMISSION WORKSHOP MINUTES

City Commission Chambers

January 9, 2023

5:00 PM

1. CALL TO ORDER

Mayor Veronica Edwards Phillips, called the January 9, 2023, City Commission Workshop to order at 5:00 p.m.

2. ROLL CALL

PRESENT

Mayor Veronica Edwards Phillips
Vice Mayor Karlene Maxwell-Williams
Commissioner Tycie Causwell
Commissioner Mark Spence
Commissioner Sharon Thomas

ALSO PRESENT

Acting City Manager Treasa Brown Stubbs
City Attorney Sidney Calloway
City Clerk Venice Howard
City Staff

3. DISCUSSION

REVIEW OF THE JANUARY 10, 2023, CITY COMMISSION MEETING AGENDA

Item 10.A: Economic Development Manager, Vielka Buchanan, stated the Prosperity Partnership is Broward County's collective impact initiative focused on creating an inclusive economy that creates high-wage jobs, vibrant communities, and global competitiveness. This initiative is housed within the Greater Fort Lauderdale Alliance Foundation and Prosperity Broward is launching a pilot project to increase economic mobility through policy and system changes. To identify the area and population for the pilot, the Prosperity Broward's Data Working Group analyzed our local communities, which identified single mothers from Lauderdale Lakes as the segment of our population experiencing the highest level of disparities. The program's collective impact initiative focused on creating an inclusive economy.

Tracy Burges of The Greater Fort Lauderdale Alliance Foundation spoke about a co-design process and phases of the project.

Newton Sanon of Prosperity Broward spoke about including the people being serviced as a part of the process.

Ms. Buchanan explained services being provided to include career assessment, training courses, computer training programs, workshops, on the job training and assistance with interviewing.

Vice Mayor Karlene Maxwell-Williams, inquired as to the allocated funds and wanted to ensure there would be funds available for businesses who would like to participate in the Safe and Clean Program.

City Attorney, Sidney Calloway, explained that a motion to reconsider will be presented at the January 10th City Commission Meeting which if approved would stop the activity on the resolution.

Commissioner Mark Spence, asked about the program study that will help others in the future.

Ms. Buchanan confirmed that the Prosperity Broward Action Plan is a study that will help others and that monthly and quarterly reports will be received.

Commissioner Sharon Thomas, asked if staff will follow up with the participants.

Ms. Buchanan advised that there is a follow-up process.

There was City Commission consensus to pull the item from the January 10th agenda.

Item 10.B: Commissioner Spence stated that this legislature is causing a financial strain on seniors and asked the Commission to support this resolution.

Director of Development Services, Tanya Davis Hernandez, explained that concerns have been received from residents that they may not be able to afford or survive this process. Many of the seniors have fixed income and the increase is excessive.

Building Official, Roman Sanchez, explained that repairs in the older buildings are a major concern as significant repairs are needed. He said that extending the study may be helpful.

Mayor Veronica Edwards Phillips, asked about the timeframe for completing repairs.

Mr. Sanchez explained that the law and stated the repairs may take months.

Commissioner Thomas made comments as to the difficulties in this situation.

City Attorney Calloway, commented on the timeframe of the inspection. He spoke about the Milestone Inspection Report and Structural Integrity Study.

Item 10.C: Discussed at time certain 6:00 p.m. under Additional Workshop Items.

Item 10.D. Mayor Edwards Phillips advised that the AKA has requested to have a Farm Share Food Distribution as a part of the MLK celebration and would like to use the City's logo for advertising purposes.

Vice Mayor Maxwell-Williams inquired as to the use of the City's logo.

Acting City Manager, Treasa Brown Stubbs, advised that this will be a collaborative effort with the City and it would assist with advertising hence the use of the City's logo.

The Commission expressed that they were in favor of the Farm Share event.

Vice Mayor Maxwell-Williams inquired as to who will benefit from the event.

Ms. Brown Stubbs advised that it is a Farm Share event and cannot benefit only Lauderdale Lakes residents. However, she explained that marketing is geared towards the residents of Lauderdale Lakes.

4. DISCUSSION OF PROPOSED ORDINANCE(S)

5. ADDITIONAL WORKSHOP ITEMS

A. 2023 LOCAL GOVERNMENT ACADEMY

To Report on the 2023 Annual Local Government Academy sessions.

Executive Assistant to the City Manager, Veronica Gongora, stated that the Local Government Academy entails having a relationship with the City of Lauderdale Lakes residents. She spoke about marketing for the event and her communication to various mediums. She explained that the purpose of this event is to educate residents as to what each department does. The program begins on February 8th. Ms. Gongora advised that she would like to have 20 registered participants.

B. DISCUSSION REGARDING RESOLUTION AUTHORIZING CONTRACT AGREEMENT NO.: 22-3410-10R BUSINESS MARKETING CONSULTATION SERVICES, BETWEEN THE CITY OF LAUDERDALE LAKES AND MD MARKETING NETWORK, INC. FOR BUSINESS MARKETING CONSULTATION SERVICES - 5:15 P.M. TIME CERTAIN

Assistant Director of Financial Services, Bobbi Williams, explained the formal solicitation advertised and closed on August 31, 2023, yielding one response. After evaluation, MD Marketing network, Inc. received 255 points. City Staff recommends an award to MD Marketing Network, Inc. for a one program year.

Economic Development Manager, Vielka Buchanan, spoke about the Marketing Consulting Program assisting businesses with their marketing efforts. Businesses will receive training in branding and marketing of their businesses. Services will include technical assistance and marketing tools assistance, launching a campaign, and a graduation reception. Monthly reports and a final report will be provided. A breakdown of costs was provided will also be provided.

Melissa P. Dunn, CEO of MD Marketing Network, Inc. believes the program will benefit the businesses in the City. The goal is to teach small business about marketing and growing their businesses.

Commissioner Spence inquired as to how businesses in excess will be provided services.

Ms. Dunn explained that the program allows participation in the lunch meet ups and other activities.

Vice Mayor Maxwell-Williams inquired as to how the ten business will be selected.

Ms. Dunn suggested that the City look at the industry as far as need. She will look to staff to determine the metrics.

Commissioner Spence inquired as to branding.

Ms. Dunn advised that she will work with staff in regard marking and branding and make final selections.

C. FARMSHARE DISTRIBUTION PROPOSAL FROM AKA'S (MAYOR EDWARDS-PHILLIPS)

This item was discussed during the City Commission Meeting agenda review.

D. DISCUSSION REGARDING CITY MANAGER POSITION (MAYOR EDWARDS PHILLIPS)

Mayor Edwards Phillips expressed that the Acting City Manager has led the City with competence and wanted to discuss permanency of the position.

Commissioner Spence advised that he believes that it is in the best interest of the City to advertisement for the position.

Vice Mayor Maxwell-Williams advised that she would like the position advertised.

Commissioner Causwell requested to advertise the position.

Commissioner Thomas inquired as to who will review the applications that are received.

There was discussion in regard to outsourcing and doing a search.

Human Resources Director, D'Andrea Giddens Jones, provided an explanation of a search or in-house advertisement. An outside party would conduct a search. The Human Resources Department would manage an in-house advertisement.

Vice Mayor Maxwell-Williams advised that she prefers that a search be done rather than an advertisement for the position.

Commissioner Spence advised that he was not in favor of a search as he prefers hiring someone from Broward County.

Mayor Edwards Phillips inquired as to the cost for outsourcing.

Ms. Giddens-Jones advised that the cost could be up to \$50,000. She explained the process for advertising in-house via the Human Resources Department. She explained that the City Commission would have to decide what the City Commission is looking for and determine minimum qualifications.

Mayor Edwards Phillips inquired as to the process if there is consensus to hire the person being groomed for the position.

Ms. Giddens-Jones advised that the City will move into contract negotiations.

City Attorney Calloway read the qualifications for the position.

Commissioner Spence suggested bringing this item back for discussion and providing qualifications from the last search.

There was consensus to bring this item back at the next workshop.

E. DISCUSSION ON NATIONAL DAY OF RACIAL HEALING (VICE MAYOR MAXWELL-WILLIAMS)

Vice Mayor Maxwell-Williams explained that January 17th is the National Day of Racial Healing and asked to host a prayer vigil at 7:00 p.m. after the CRA meeting.

Administrative Services Director, Peggy Castano, explained that there will be minimal costs involved as most of the work will be done in-house.

F. DISCUSSION ON CITY'S NEWSLETTER (VICE MAYOR MAXWELL- WILLIAMS)

Vice Mayor Maxwell-Williams expressed that she is not in favor of printing the newsletter.

Commissioner Spence stated that the senior population is not computer saavy and may not have transportation to pick up a copy.

Commissioner Causwell advised that she would like to see the newsletter printed.

Commissioner Thomas said she would like the newsletter in print continued.

Mayor Edwards Phillips expressed that she is in favor of the newsletter being printed.

Vice Mayor Maxwell-Williams inquired as to how the City communicates events to its residents.

Mayor Edwards Phillips explained the various communication mediums in addition to online

publication.

Commissioner Spence stated that he would like to discuss communication further at another workshop.

G. DISCUSSION ON UNIFEST EVENT (VICE MAYOR MAXWELL-WILLIAMS) - 6:00 P.M. TIME CERTAIN

Vice Mayor Maxwell-Williams inquired as to various costs listed in the memo provided.

Acting City Manager, Brown Stubbs, explained the in-kind services provided and hard costs to the City.

Mr. Marion Zamora explained that there are fees of \$15 or \$20 charged for entry, as well as, \$10 parking fees assessed per vehicle. The cost of production \$151,000-\$181,000.

Vice Mayor Maxwell-Williams asked about incorporating diversity within the event.

Mr. Zamora expressed that the event is Caribbean oriented and that he is talking to various artists from various islands.

Mr. Glenn Joseph provided historical information about Unifest.

Commissioner Causwell asked about the date of the event.

Mr. Joseph stated the event will take place on May 21st.

Mr. Zamora advised that they will be bringing back local artists, top rated artists and continue with domino challenges, marching band, enhanced carnival parade, and include Haitian Flag Day.

Mr. Collin Rigg advised that the Unifest will be a community event.

Commissioner Spence asked about the role of the City in Unifest.

Ms. Brown Stubbs advised that the City and Unifest has a partnership.

H. DISCUSSION TO SUPPORT CITY OF LAUDERHILL RESOLUTION FOR CONDOS TO HAVE A LONGER TIMEFRAME TO COMPLETE INITIAL STRUCTURAL RESERVE STUDY (COMMISSIONER SPENCE)

This is a Resolution of support requesting the Florida legislature to allow Condominium associations to have a longer time frame to complete initial structural reserve study and the corresponding budget of the required reserve amounts for the repairs needed.

This item was discussed during the City Commission Meeting agenda review.

6. REPORTS

A. AMERICAN RESCUE PLAN ACT FUNDING

Assistant Director of Financial Services, Bobbi Williams, stated that during the current year to date period ending December 31, 2022, the City of Lauderdale Lakes has spent \$22,875 on ARPA projects and programs and the total project expense was \$269,596. The City of Lauderdale Lakes has spent \$27,973 during the current year to date period also ending December 31, 2022, on \$10 Million Loss Revenue Projects and Programs. The Total Projects expense was \$623,519 for the same category of expenses for a combined total of \$893,115 for ARPA and Loss Revenue Projects and Programs.

B. UAZ PROJECT

Public Works Director, Ron Desbrunes, updated that UAZ 123 encompasses Westgate and that the

completion date is January, 2023. He also advised that the work on Oakland Park Boulevard is being coordinated with FDOT. UAZ 113A is on schedule and the completion date is the end of January as final restoration is being done. Mr. Desbrunes stated that he will do an inspection to ensure structural integrity.

Commissioner Spence mentioned damage to a fence.

Mr. Desbrunes advised that he is aware.

There was discussion regarding closure of the bridge.

Mayor Edwards Phillips asked about the area by the Chevron gas station not being completed.

Mr. Desbrunes advised that he will look into this.

Mayor Edwards Phillips mentioned the replacement of grass in the swale area.

Mr. Desbrunes stated that he has a list for replacement of grass and so does the contractor.

Mayor Edwards Phillips suggested sitting down with the contractors to discuss how to minimize problems in the future.

C. UTILITY BOX PROJECT

Director of Public Works, Ron Desbrunes, stated the agreement will be presented to FDOT and then presented to the City Commission at the next City Commission meeting.

Commissioner Thomas spoke about pictures being used.

Mr. Desbrunes stated that staff is working with an artist on this matter.


D. PETITION FROM THE PUBLIC

7. ADJOURNMENT

Being that there was no other business to come before the City Commission, the Workshop was adjourned at 8:08 p.m.


VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:


VENICE HOWARD, CMC, CITY CLERK

