



**CITY OF MIRAMAR
INTEROFFICE MEMORANDUM**

TO: Mayor, Vice Mayor, & City Commissioners
FROM: Dr. Roy L. Virgin, City Manager 
BY: Anita Fain Taylor, Director, Economic Development & Housing
DATE: February 26, 2026
RE: Temp. Reso. No. 8640 Q1 & Q2 2026 Economic Development Advisory Board Update

1. Introduction

Economic Development Advisory Board (EDAB)

Meeting Information

Day: 2nd Thursday/month

Time: 5:30 PM

Location: Room W-202E (2nd Floor, 2200 Civic Center Place)

Staff Liaison: Richard Hughes (rhughes@miramarfl.gov; 954-602-3267)

The Economic Development Advisory Board (EDAB) was created through ordinances approved from 1996 to 1999. Its primary purpose is to advise the city administration and commission on matters related to business attraction, retention and expansion. Early in its history it focused on business attraction using economic development incentive offers for companies to locate in the city, such as NBC6. That activity was formalized by creating the economic incentive program (*Section 2-261 City Code of Ordinances*). Since then, the board has been involved in the development of citywide economic development plans; proposed land development code amendments; proposed small business assistance programs; and held some of its meetings at local businesses to gain insights on their experiences operating here. The purpose of this report is to highlight the board's activities in the most recent quarters (Q4 2025 & Q1 2026) and those that are planned soon.

2. Board Composition

There are seven city commission-appointed members on the board: one appointed by each commissioner; one who owns, manages or operates a minority-owned business; and one who represents a commerce park. A board chair and vice chair are elected annually in April. Below is information on the current board members:

NAME	ROLE	APPOINTMENT DATE	BACKGROUND	ATTENDANCE
Trever Wade	Chair	5/19/21 (Mayor Messam)	Insurance	92%
Maggie Morales	Vice Chair	5/5/21 (Commissioner Chambers)	Accounting	68%
Darryl Holsendolph	Member	5/17/17 (Commissioner Colbourne)	Special Events	60%
Peter Apol	Park of Commerce rep. (Miramar Park of Commerce)	2/16/22 (At Large)	Commercial Leasing	43%
Shawn Jones	Member	6/21/23 (Vice Mayor Davis)	Finance	100%
Nancy Levros	Minority business owner	6/4/25 (At Large)	Legal	75%
Irina Pinos	Member	1/17/18 (Commissioner Barnes)	Educator	76%

3. Meetings and Activities

At the meetings in Q1 & Q2 2026, the board was involved in the following activities:

- Program updates. Staff presented updates on the small business signage grants and Shop Local (“Open Rewards”) programs.
- Sunshine law. The city clerk presented information on the state Sunshine law and city code provisions covering board activities.
- Business outreach. At a meeting hosted by the owner of Juici Patties, the board learned about the owner’s experience in choosing Miramar, their operations since opening, expanded menu items and new marketing initiatives.

- Business testimonials. Staff presented video testimonials from a mix of businesses, including those with global operations (Claro; Nutrition Formulators) and those that have participated in city programs (signage grants; Miramar Business Academy). These will be used on the city's website and social media platforms for business attraction marketing.
- Miramar Business Academy (MBA) mentorship. The board was informed that a business coach has been retained to provide follow-up assistance to businesses that completed the MBA training and received city grants to implement their business plans. The services include monthly group coaching sessions, one-on-one coaching and peer-to-peer interactions to strengthen the city's entrepreneurial system.

4. Accomplishments and Outcomes

Board members gave ideas and feedback to the owner of Juici Patties for expanded marketing reach such as launching a Next-Door ad campaign and offering to distribute promotional flyers on social media.

The board suggested that staff expand the reach of the MBA mentorship to include program grant applicants who were not selected for the pitch competition and those who participated but were not awarded grants.

5. Challenges and Lessons Learned

Businesses like Juici Patties that are within town center don't have the advantage of visibility from the main roads. They will need to be creative in marketing to draw customers to their stores (e.g., hiring someone to hold a sign on a main road). For those businesses, the availability of nearby on-street parking will be a challenge once other restaurants open and/or they are used by residents. One possibility is to reserve those spaces for the businesses, though enforcement could be difficult. The parking garage is available, though that has limitations due to reserved parking for residents and use by city workers during weekdays.

6. Financial Overview

There is no funding source associated with this board.

7. Future Plans and Recommendations

For Q3 2026, the board will be involved with the following:

- Target industry sector marketing brochures. Staff are working with a marketing company to create marketing brochures on targeted industries (aviation; technology; financial services) for the city's foreign direct investment (FDI) attraction strategy. The board will provide input early in the process.

- Permitting. The board will get a status update from staff on the permitting process, including the transition to the new electronic system. Members have questions and concerns on this subject.
- Business outreach. Schedule a meeting off-site at a company. This is done periodically so the board can learn about the company and its experience doing business in the city.

8. Conclusion

The EDAB has been involved in a variety of economic development related activities since its inception. As the city experienced high growth in the late 1990s and early 2000s, it focused the city's corporate attraction strategy through incentives. During updates to the city's development regulations, it has provided input on issues affecting businesses (e.g., signage regulations). For department programs, it has provided input on program design and implementation. On a broader scale, it has guided the work on Economic Development Plans that provide direction on the city's future growth. Finally, by periodically holding meetings at businesses the board has been able to learn about the city's diverse business community and hear directly about their experiences being in the city.