



**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:** July 3, 2024  
**RE:** Temp. Reso. No. 8166, Economic Development Advisory Board Update

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**1. Introduction**

Economic Development Advisory Board (EDAB)

Meeting Information

Day: 2<sup>nd</sup> Thursday/month

Time: 5:30 PM

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

Staff Liaison: Richard Hughes ([rhughes@miramarfl.gov](mailto: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 (Q1 – Q2 2024) 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	96%
Maggie Morales	Vice Chair	5/5/21 (Commissioner Chambers)	Accounting	69%
Darryl Holsendolph	Member	5/17/17 (Commissioner Colbourne)	Special Events	61%
Peter Apol	Park of Commerce rep. (Miramar Park of Commerce)	2/16/22 (At Large)	Commercial Leasing	58%
Shawn Jones	Member	6/21/23 (Vice Mayor Davis)	Finance	100%
Anneline Carter	Minority business owner	5/19/21 (At Large)	Realtor	61%
Irina Pinos	Member	1/17/18 (Commissioner Barnes)	Educator	73%

## 3. Meetings and Activities

At the meetings in Q1 - Q2 2024, the board has discussed the following:

- Participating in the evaluation of grant applications for the Miramar Business Academy program. Members agreed that they want to be involved in the proposed pitch competition. Successful candidates will receive up to \$10,000 toward implementing their business plans.
- Development of the new Economic Development Plan.
- The Foreign Direct Investment (FDI) IT industry value proposition prepared by the city's consultant. Board members support the messaging directed toward IT businesses and the overall effort to bring additional FDI to the city.
- Business outreach. At a meeting hosted by the owner of Cleveland's Ice Cream, the board learned about the owner's experience doing business in the city and his possible future expansion plans.



- New business assistance. Members discussed how to better educate businesses on the process for operating in the city. In particular, the board wants property owners/managers to have information available to give prospective tenants, so they know the steps to follow.

#### **4. Accomplishments and Outcomes**

EDAB is serving as the steering committee to the city's Economic Development Plan consultant. Early input was given on key project objectives and timeline. The plan is intended to guide economic development decisions for the next five years. At the business outreach meeting at Cleveland's Ice Cream, board members offered their support and suggestions for expansion.

#### **5. Challenges and Lessons Learned**

A challenge in developing the new Economic Development Plan is to reinforce that the city is one community, since there remains a perception of older versus newer areas. The board impressed on the city's consultant the importance of developing plan themes that message "One Miramar".

There is also an ongoing sense of frustration from new businesses over the processes for opening a business in the city, since they seem to be unaware of the steps before committing to a location. It could be helpful to get the city's "How to do Business Guide" in the hands of commercial leasing and property managers so they can share it with prospective tenants in advance of executing a lease.

#### **6. Financial Overview**

There are no funding sources associated with this board.

#### **7. Future Plans and Recommendations**

For Q3 2024, the board will be involved with the following:

- Hold a Pitch Competition for Miramar Business Academy grant applicants. EDAB will serve as the evaluation committee and awarding grants to support Miramar entrepreneurs/early stage businesses.
- Develop a letter from the board that would be sent to commercial property owners/managers with the "How to do Business Guide" to help them inform prospective tenants of the steps to follow in opening their business.
- Finalize the draft Economic Development Plan for City Commission consideration.

## **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). 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.