




**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:** April 10, 2025

**RE:** Temp. Reso. No. 8393, Q3 2024 & Q1 2025 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 (Q4 2024 – Q1 2025) 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
<b>Trever Wade</b>	Chair	5/19/21 (Mayor Messam)	Insurance	93.5%
<b>Maggie Morales</b>	Vice Chair	5/5/21 (Commissioner Chambers)	Accounting	69%
<b>Darryl Holsendolph</b>	Member	5/17/17 (Commissioner Colbourne)	Special Events	68%
<b>Peter Apol</b>	Park of Commerce rep. (Miramar Park of Commerce)	2/16/22 (At Large)	Commercial Leasing	48%
<b>Shawn Jones</b>	Member	6/21/23 (Vice Mayor Davis)	Finance	100%
<b>Anneline Carter</b>	Minority business owner	5/19/21 (At Large)	Realtor	65%
<b>Irina Pinos</b>	Member	1/17/18 (Commissioner Barnes)	Educator	74%

## 3. Meetings and Activities

At the meetings in Q3 2024 & Q 1 2025, the board was involved in the following activities:

- Members served as the evaluation committee for grant applicants who graduated from the 2024 Miramar Business Academy (MBA) program and are City residents or who intend to open their business in the City. The MBA program is intended to support Miramar-based start-ups/early-stage companies to grow the City's small business ecosystem.
- New Economic Development Plan. Reviewed and provided final input on 100% completed draft. The plan is intended to guide economic development decisions for the next five years.



- Reviewed/discussed results to date of small business grant programs for signage; equipment/technology upgrades and /or professional services.
- Reviewed/discussed SizeUp, a new entrepreneur and small business interactive resource tool available on the EDH website page.

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

Board members approved funding for six 2024 Miramar Business Academy grant applicants to implement their business plans.

As the steering committee to the City's Economic Development Plan consultant, the board reached consensus to move the draft plan forward for consideration by Administration/City Commission.

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

An ongoing challenge is informing early-stage business owners of available assistance resources. The new SizeUp interactive tool should be marketed through all available methods and specifically mentioned to participants in the Miramar Business Academy (MBA) training program.

There is also a challenge in administering the small business grant program for equipment/technology upgrades involving online purchases and the City's procurement process. A lesson learned is to test administering a grant program prior to making it available to the intended users.

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

There is no funding source associated with this board.

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

For Q2 2025, the board will be involved with the following:

- Business outreach. Schedule a monthly 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.
- Discussion about initiatives that the board can undertake to be more active with City businesses.

#### **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.