



MINUTES OF THE CITY OF MIRAMAR COMMISSION WORKSHOP

March 18, 2020

6:00 P.M.

A Workshop of the Miramar City Commission to discuss the Broward College MOU: for the Broward UP (Unlimited Potential) Program was called to order by Mayor Messam at 6:29 p.m. in the Commission Chambers, Town Center, 2300 Civic Center Place, Miramar, Florida.

Upon call of the roll, the following members of the City Commission were present:

Mayor Wayne M. Messam
Vice Mayor Alexandra P. Davis (Telephonic)
Commissioner Winston F. Barnes
Commissioner Maxwell B. Chambers
Commissioner Yvette Colbourne (Late 6:50 p.m.)

The following members of staff were present:

City Manager Vernon Hargray
Director of Economic & Business Development Anita Taylor
Broward College President Gregory Haile (Virtual presentation)
Dr. Wilhelmena Mack, W. Mack and Associates
City Attorney Burnadette Norris-Weeks
City Attorney Norman Powell
City Clerk Denise A. Gibbs

Director of Economic & Business Development Anita Taylor indicated Broward College President Gregory Haile would give a presentation remotely, noting Mr. Haile was the seventh president of Broward College, assuming that role on July 1st, 2018. During the same year, he was a member of Governor elect Ron DeSantis's Transition Advisory Committee on Education and Workforce Development. The intent was for the City and Broward College to establish a memorandum of understanding (MOU) for the City to become involved with BC's UP (Unlimited Potential) Program. She said, along with President Haile, Dr. Wilhelmena Mack of W Mack and Associates would discuss the innovation hub, and how the two were connected.

Broward College (BC) President Gregory Haile gave a presentation on the BC's UP Program, as detailed in the backup. **(The transcription of Mr. Haile's presentation was not possible, as the dialog was unintelligible due to poor audio.)**

Dr. Wilhelmena Mack, M. Mack and Associates, continued the presentation, stating she enjoyed working with the City of Miramar, as she found the City super progressive. They wished to work through the City's Economic Development Department to create an innovation hub, a physical location in Miramar where residents and business owners seeking to expand and grow could seek available resources. Some of the key ideas highlighted and further detailed in the backup included:

- The hub would be a one-stop business and community resource, and referral center
- The hub did not wish to duplicate initiatives currently undertaken by other organizations
- The hub would connect with and provide established small, startup and scale up businesses with assistance in connecting with community resident and business resources, covering the full gamut of businesses in the area
- The physical presence of the hub in the City would create a nurturing environment that actively supported successful business operations, workforce development and retention
- The program would work to ensure the City had a sustainable workforce, giving every resident of Miramar opportunities or employability skills with which they could contribute to their community
- The hub would be proactive in identifying the skills, knowledge and abilities participants should have
- Individuals working in the City's zip codes had specific social needs that had to be addressed, such as childcare, transportation, workforce housing, etc., as they played a part in people's ability to work
- Regarding business education, training and workforce development, they would establish what they needed to do to constantly remain current to ensure Miramar residents had the required skill sets
- They looked at the demographic profile of Miramar; that is, the skill of persons living within the City's zip codes, looking at such factors as: social service needs, current and potential residential employment, and business opportunities
- It was important to look at what skills were required for the current jobs available and those skills needed in the future
- The average age of Miramar's residents is 36.2 years, with two thirds of residents being homeowners, so their individual issues had to be determined
- Education attainment showed residents having high school diplomas and some college experience, and what could be done to develop them to the next level
- The average earnings of residents was \$39,000.00, with a slight difference between males and females

- Poverty rates were important, as in many instances when it came to employment, there was the working poor element to consider, and the program would look at jobs that motivated individuals to come to the hub
- They looked at social services organizations, as part of the challenge in Broward was much of their work was done in silos; they wished to make sure, as they developed the hub, they had an opportunity to look at a cross section of social services and support services available in the community; they wanted to establish an identifiable relationship, so they could tailor their approach as they entered into the community to ensure the hub was meeting residents' and businesses' needs based upon their perspective of what was needed
- On a regular basis, via the City's Economic & Business Development Department staff, local businesses had been contacted and given the Bravo Questionnaire; this was administered in conjunction with Broward Alliance, reaching out to businesses of all sizes to identify their needs; 42 were contacted over 2019 and 2018, and it was with these businesses they would begin to work, calling them warm leads; they already contacted those business owners and was told their workforce projections would have little change, other than possibly decreasing, and this was pre-Covid-19; the businesses were asked if they knew of various types of assistance or resources that could be available, and what assistance and/or resources could they bring to bear to help address issues
- Current and potential employment opportunities indicated where the workforce saw possible increases, businesses wishing to grow and move to the next level; if there would be an increase, what support services were needed, specifically, skills, knowledge and abilities the workforce should have; they wished to know how to partner with businesses to make sure they could access those resources
- They wished to ensure that Miramar, as one location, had the resources and could handle any issues/concerns; individual local businesses would become their clients, as they partnered with the City in identifying issues, challenges and opportunities, and ways in which they could be addressed
- Phase II of the process got into workforce and business development; once the City approved partnering on the Broward UP project, working with City staff, they would determine what had worked and what had not, looking at entry level positions, promotional positions, hard to fill job opportunities, small businesses, startups, and scale-up opportunities; they would engage education and financial services and business organizations
- They held initial conversations with organizations, such as Memorial Hospital, to learn what jobs they had available that were hard to fill, and the partnership with Broward UP would show real opportunities with whom individuals could be matched, and how that information could be shared with the community; these would be jobs that provided an entrance for individuals into organizations that provided steady and secure employment with benefits
- Opportunities could be generated for the City's new graduates, particularly if they went after such jobs as certified nursing assistant (CNA); these were jobs individuals sought while they pursued furthering their education and skills, or while they were looking for a more permanent job

- There were companies with less than 50 employees among the abovementioned 42 companies that had different skill level jobs available for which they needed assistance to fill
- Small business and startup scale opportunities were among organizations that said they had no changes operationally, or in their sales or workforce; this was a perfect opportunity for them to meet with these companies to explore what was preventing them from moving their organization forward, or if they spoke to anyone, such as a mentor or entrepreneur to help address their issues; they believed once those issues were identified, they could assist those businesses in addressing them
- Phase III, the actual implementation of the Innovation Hub, would have brought to bear the key lessons learned during the Broward UP implementation stage; they went through and examined the different resources currently available, and they would look at the education institutions existing and available in the County, bringing all the key partners to the table to determine what made sense for them to provide, the key services the City could provide, and what key services that ought to be provided by local social service organizations to allow each business to function within a sphere that made sense
- A list of innovation centers they spoke with was provided, including those that were NASDAQ Center of Entrepreneur Award winners; the companies from which they collected data were mostly based in the U.S.A., such as University of Florida, the University of Tampa and Nova Southeastern University (NSU); by looking at the services their innovation centers provided, it enabled them to carve out those things that made sense for the City; NSU was in the process of creating the Broward Innovation Center, and the goal was for their innovation center to act as a catalyst for the next generation of startups and scale ups, working through Broward County, the Fort Lauderdale Alliance, and the Broward Workshop; NSU already committed \$5 million to the project, as did Broward County, and what they would do to generate the \$10 million
- By their innovation hub pulling together all the information, resources and services together into one physical location, they could provide referrals, resources, etc. to make sure they were creating and maintaining a workforce that would provide residents places to work, and for Miramar to become the city of choice
- They would look at what jobs would disappear, what jobs would become automated, and what the City could do for individuals losing those jobs by helping to create the skills that would backfill the lost jobs.

Ms. Taylor indicated City staff was seeking Commission consensus to move forward with bringing a resolution for City Commission consideration to enter into an MOU with Broward College.

MAYOR MESSAM: Thank you so much for everyone for the presentation, and thank you, President Haile, for the leadership that you're providing for Broward County at Broward College, and your efforts and energy towards ensuring that all of Broward County receives the education and technical training needed to ensure economic mobility, as you

discussed. Before we let you go, I did have a question for you, President Haile, regarding the certifications programs that you offer at Broward College. These are some wonderful and dynamic and relevant certification programs that definitely make certificate holders competitive in the marketplace and in the workplace. Can you share if there are any other additional or new certifications, perhaps, that may be under development that would be available through the Broward UP Program?

MR. HAILE: **(Unintelligible due to poor audio 41:08 to 42:10).**

MAYOR MESSAM: That's outstanding, thanks so much. Before I give comments and questions regarding staff with the innovation lab, I'd like to see if the Commission has any specific questions for Dr. Haile, who's joining us by Skype, so we can get his questions out of the way, and then we can focus on the inquiries with the staff. So I'll start with Commissioner Barnes and work our way down. Commissioner Barnes, you're recognized.

COMMISSIONER BARNES: President Haile, Commissioner Barnes.

MAYOR MESSAM: Can you turn your mic on, Commissioner Barnes.

COMMISSIONER BARNES: It's on.

MAYOR MESSAM: Can we have Commissioner Barnes's mic -- go ahead, Commissioner Barnes.

COMMISSIONER BARNES: This one works?

MAYOR MESSAM: Yes.

COMMISSIONER BARNES: Okay. Couple of questions, and I don't need immediate answers, but just asking that these be borne in mind. As one of the recipients of programs like the Pell Grant, BEOG and stuff like that, what are in your plans to help youngsters to stay away from being shunted off to the tuition loan offices? And how does Broward College plan on dealing with the push we've seen recently where people are saying you don't need a degree, you need to go to trade school? Hopefully these are considerations that will be a part of the package as it gets revised along the way. As I said, I don't necessarily need immediate answers, but these are some of my concerns.

MR. HAILE: **(Unintelligible due to poor audio 43:41 to 45:32).**

COMMISSIONER BARNES: Thanks so much.

MAYOR MESSAM: Thank you, Commissioner Barnes. Commissioner Chambers, followed by Commissioner Colbourne, then Vice Mayor Davis, if you have any comments or questions. Commissioner Chambers, you're recognized.

COMMISSIONER CHAMBERS: Thank you, Mayor. President Haile, I want to thank you, sir, for your leadership and commitment. I'd also like to thank your staff for assisting me with my college workshop, "Make your college application count." And I'm looking forward to sitting down with you and working out some things to further enhance my program. So I want to thank you and your staff once again for all that you're doing, and all that you will be continuing to do for the Broward County community, thank you.

MR. HAILE: Thank you very much. It's my honor to **(Unintelligible 46:15)**.

MAYOR MESSAM: Commissioner Colbourne, you're recognized.

COMMISSIONER COLBOURNE: Thank you, good evening. Yes. I missed most of the presentation, so I would certainly welcome getting with staff afterwards and going through some of the details, and I'll just hold my questions until that time. But I do appreciate you coming today, and President Haile for being here at least in voice for this presentation. Thank you.

MR. HAILE: Thank you, Commissioner Colbourne.

MAYOR MESSAM: Thank you, Commissioner Colbourne. Vice Mayor Davis, any comments or questions for President Haile?

VICE MAYOR DAVIS: Yes. I'm with you all. I hope you can hear me.

MAYOR MESSAM: Yes, we can hear you.

VICE MAYOR DAVIS: Alright. (MR. HAILE: **(Unintelligible due to poor audio 47:10 to 47:20)** at the library. If you could speak to that and the handling of that. **(Unintelligible due to poor audio 47:25 to 47:52)**).

MR. HAILE: **(Unintelligible due to poor audio 47:52 to 52:10)**.

MAYOR MESSAM: Thank you, Vice Mayor. At this time, President Haile, we thank you again. This Broward UP Program for the City of Miramar is a very timely resource directly impacting the socio-economic challenges of the 33023 zip code. And with this program, it's a very innovative way to bring education outside of the brick and mortar of your many campuses throughout the County, and working with municipalities and other organizations to ensure that post-high school education and certificate programs are available for individuals that can lead to a pathway to associate and bachelor degree programs and, quite frankly, vocational opportunities as well. So thank you so much for your time, and thank you for the presentation.

MR. HAILE: Thank you, Mr. Mayor. **(Unintelligible due to poor audio 53:07 to 53:11)**.

MAYOR MESSAM: Thank you. In regards to, and we'll have opportunity for questions and comments for our staff. Are there any other comments for President Haile? Because we're trying to let him okay. For staff, I have a couple of comments, and then I'll recognize Commissioner Chambers. I'm very excited about the draft proposal. I'm definitely in support of having the City begin to sit down to draft a memorandum of understanding with Broward College; I'm for this resource. And, most importantly, one thing I did leave out is that it's free for our residents, so it's a no brainer, for me at least. I'm excited, though, about the innovation lab and the prospects of it in whatever form it will take. I remember in my inaugural State of the City Address, in talking about the need of the City to begin to think about the future, to begin to directly address the threats of innovation and disruption in various marketplaces that are impacting our businesses. And that the need for the City to engage the business community to begin to challenge them, recognizing that the economy is changing, gig economy is amongst us, and we have to work with the workforce and with the needs of our corporations to ensure that from an ecosystem, an economic ecosystem that we're all working in partnership. And I think that with the resources of third party partners, like Broward College, other institutions of higher education and other third parties that will partner with us, that we continue to push the envelope. I really like the fact that we're not leaving anyone behind in this process, because we're starting with the workforce for those who are most economically impacted, but I definitely love all the three phases that this innovation lab is evolving to, especially with Phase III. Because I really believe we have the foundation here in the City of Miramar to not only address the workforce, and making sure that the workforce is skilled and prepared for the needs of our current businesses, but I really see Miramar, as well, being a place where innovators want to come. Where people who are solving the challenges of our society would want to come, where new entrepreneurs that are inventing things, making things, producing ideas that are really shaping the future of our society. Just the other day, like two weeks ago, before Covid-19 really became the big issue that it is right now in America, a Miramar-based biotech company was hired by China to utilize their technology to begin to develop a vaccine for the Coronavirus. How many people know that? That is something that puts Miramar beyond being on the map if they are successful, and they're thinking that this may be available within a matter of a few short months, if they're successful. So how can we continue to push the envelope, create an environment where other biotech companies -- President Haile talked about health sciences. You have industries like FENTECH; we have so many industries that are really looking for a new place outside of Silicon Valley, where we have a multiple of higher education institutions, we have a diverse workforce, we're the gateway to the Caribbean, the gateway to South America. We are primed to be that location, so I'm really excited about the prospects of this, and looking forward to us to continue, but it has my support for the MOU. At this time, I'll recognize Commissioner Chambers.

COMMISSIONER CHAMBERS: Thank you. Dr. Mack, I'd like to thank you so much for your presentation. I am looking forward to sitting down with you, because I do have jobs program, and what I now envision is to, maybe, turn it over to you and staff to see if you guys could work that to make sure it comes to fruition. So I'd love to sit down with you

and staff and try to move that away from my table, and kind of move it with you. You guys are in very capable hands, so thank you guys so much for the presentation. Thank you.

MAYOR MESSAM: Thank you, Commissioner Chambers. Are there any other comments from the Commission? Hearing none. Any other comments, Vice Mayor Davis, before we conclude the workshop and go into our Commission Meeting?

VICE MAYOR DAVIS: No, thank you.

MAYOR MESSAM: Alright. Well, thank you all so much for the presentation. And do we have consensus to allow staff to work with Broward College to draft the MOU to work with the Broward UP Program? Are there any objections?

COMMISSIONER CHAMBERS: No.

MAYOR MESSAM: Hearing none, proceed.

MS. TAYLOR: Thank you.

MAYOR MESSAM: You have direction.

MS. TAYLOR: Thank you.

ADJOURNMENT

The meeting was adjourned at 7:27 p.m.

Denise A. Gibbs, CMC
City Clerk
DG/cp