



SOUTH FLORIDA REGIONAL PLANNING COUNCIL
CEDS STRATEGY COMMITTEE

SEPTEMBER 13, 2021

The CEDS Strategy Committee met virtually and in-person on this date at the Council Office at 1 Oakwood Boulevard, Suite 250, Hollywood, FL 33020. Chair Geller called the meeting to order at 10:03 a.m., reminded everyone of the meeting's procedures, and asked SFRPC Staff to conduct a roll call.

Chair Steve Geller (present)

Steve Abrams, Executive Director, South Florida Regional Transportation Authority * ✕

Maria Alonso, President, United Way of Miami-Dade *

Gretchen Beesing, CEO, Catalyst Miami *

Councilmember Joseph Corradino, President, Miami-Dade Urban League of Cities **

Nelson Fernandez, Executive Vice President, ANF Group **

Michael Finney, President & CEO, Miami-Dade Beacon Council * ✓

Lynn Goldman, Community Relations Coordinator, Broward Technical Colleges *

Oliver Gross, President, New Urban Development *

Jonathan Guevarra, President, College of the Florida Keys *

Gregory Haile, President, Broward College *

✓ George Hanbury, President, Nova Southeastern University *

Pablo Ortiz, Vice President & Vice Provost, Florida International University *

Madeline Pumariaga, President, Miami-Dade College *

Daniel Reynolds, President, Broward County AFL-CIO (present)

Matthew Rocco, President, South Florida Manufacturers Association *

Juliet Roulhac, Chair, Broward Workshop, Director of External Affairs, Florida Power and Light *

Daniel Samess, CEO, Greater Marathon Chamber of Commerce **

Newton Sanon, President & CEO, OIC of South Florida *

Jared Smith, Chair, South Florida Hospital Association, Chairman & CEO, Broward Health Coral Springs **

Bob Swindell, President & CEO, Greater Fort Lauderdale Alliance *

TJ Villamil, Intl Trade & Business Development, Enterprise Florida *

✓- John Wensveen, PhD., Chief Innovation Officer, Nova Southeastern University, Executive Director,

✓ Alan B. Levan | NSU Broward Center of Innovation *

Beverly Williams, President, Broward League of Cities *

Councilmember Cary Goldberg, Diversified Realty Development Co *

Councilmember Mayor Ana M. Ziade, City of North Lauderdale *

* Virtually Present

** Absent

Isabel Cosio Carballo, SFRPC Executive Director, and Sam Goren, Legal Counsel, were present.

II. Housekeeping Items

Chair Geller welcomed everyone to the meeting. The meeting commenced a little after 10:00 a.m. Chair Geller requested that everyone keep their speakers on mute unless they are speaking. He asked guests in the conference room to please wear masks during the meeting unless speaking or drinking a beverage. If there are any questions or problems with the web meeting, please call the Council at (954) 924-3653.

III. Roll Call

SFRPC staff called the roll of the Strategy Committee Members. Chair Geller mentioned that this meeting has been publicly noticed. Isabel Cosio Carballo, Executive Director, introduced guests in attendance including Manny Gonzalez from Miami-Dade County, Rick Miller from the South Florida Defense Alliance, John Rouge from the College of the Florida Keys, Margie Smith of Florida Small Business Development – Florida Keys, SFRPC staff, Ron Drew from the Greater Fort Lauderdale Alliance, Councilmember Goldberg, Councilmember Ziade, and Jaap Donath from the Beacon Council.

IV. Opening Comments

Councilmember Geller thanked everyone for their participation and assistance. He appreciates everyone taking the time from their busy schedule to serve on the Committee. The Committee consists of the region's top leaders and their insights, direction, and personal involvement in setting the region's agenda is needed. Not only in economic development, but in critical decision making in all areas of South Florida's future including water, wastewater, affordable housing, job creation and training, resiliency and climate change, education and economic inclusion, and the creation of opportunity for all segments of our communities. The Council is asking for your guidance and assistance in the creation of the CEDS to chart a better economic development future while positioning the region to access greater levels of state and federal funding. In this process the SFRPC is fulfilling its key role of regional convening and planning. Chair Geller, incoming Council Chair, will continue advocating for this expanded roll. Chair Geller looks forward to the Council convening additional regional conferences after COVID. The purpose of this effort is to develop a CEDS for 2022 – 2027. The Council is the Economic Development District for South Florida; designated by the U.S. Department of Commerce and Economic Development Administration in 1994. Work group meetings will be scheduled along the way for focus areas, project, and funding sources, and scheduled for 2-hour meeting blocks. SFRPC & TCRPC continue to work together on regional priorities. Chair Geller asked for comments at this time. No comments were offered. Chair Geller introduced Mr. Mark Cassidy and Ms. Eralda Agolli.

Public Comment - None

V. Presentation (SFRPC Staff)

Mr. Cassidy, Economic Development and Research Manager, introduced himself, defined meeting objectives, and explained the SWOT Survey and next steps. The Council is the Economic Development District designated by EDA. It is the responsibility of the Council to update the CEDS document. The 2022 -2027 CEDS will be developed over the course of the next year and is scheduled to be completed by September 2022. The CEDS reflects the past, present, and future of the regional economy, establishes regional goals and objectives, incorporates an action plan, and identifies priority projects and funding

sources. With the CEDS as the foundation document reflecting regional agreement on priorities, the region's stakeholders will be better prepared to move forward proposals when funding opportunities arise. Performance measures will be needed to evaluate progress and funding applications. Mark Cassidy discussed the 2017-2022 CEDS. Chair Geller would like the updated CEDS to contain greater detail on issues of importance and relevance to the South Florida Region. Example goals and objectives were discussed. East Central Florida CEDS is a strong example of a complete CEDS which avoids undue lengthiness discouraged by EDA. EDA investment priorities were reviewed along with the required components of the CEDS, SWOT Analysis, Action Plan, performance measures, and economic resilience. Mr. Cassidy then introduced Ms. Eralda Agolli, Program Manager, Economic Disaster Recovery.

VI. Presentation (SFRPC Staff)

Ms. Agolli introduced herself and thanked everyone for joining the meeting. She presented the CARES Act Scope of Work from August 2020 through June 2022. SFRPC received the EDA award to focus staff resources on priorities related to coronavirus response. Ongoing activities include technical assistance, enhancing regional planning, collaboration, intergovernmental coordination, and economic development of the business community. She discussed the grant roadmap and program activities up to June 2022. Her role is to work with the Committee and work groups to identify priorities and develop an economic resilience plan for South Florida.

VII. Presentation (SFRPC Staff)

Mr. Cassidy presented additional information about the CEDS. The CEDS development process will be led by Council staff, primarily Mr. Cassidy, with Ms. Agolli leading the CARES Act Economic Resiliency activities. The ideas will primarily come from the Strategy Committee and work group participants. The Council requests that each Committee Member join a work group according to their area of expertise and/or designate a member of their staff to participate in the work group meetings. The work groups will be divided by the focus areas designated in the larger CEDS Framework organizational chart. The work group focus areas include economic diversification, business attraction / workforce development, transit-oriented development, and environment and resilient infrastructure. The topics in the CEDS Framework Chart are not intended to be a definitive or exhaustive list of the topics and focus areas of the region. This is a starting point to guide the key themes of economic development in the region and how they are interconnected. Feedback was encouraged from the Committee, and none was offered.

Each work group will meet once in between each CEDS Committee Meeting. They will occur every other week on a regular day of the week. The work groups will discuss the activities that the organizations are currently engaging in and desired outcomes in a perfect world. With new funding, what types of projects would they seek? What connections or organizational relationships exist that can serve as steppingstones for priority projects? In the first meeting, the focus will be the CARES Act and economic resiliency. The next meeting will be the CEDS Focus Area and Action Plan followed by a meeting on Projects and Funding Sources. The final work group meeting will finalize everything in preparation of a draft 2017-2022 CEDS document. The meetings may be up to two hours long, and if need be, additional time may be scheduled to follow up.

Upcoming CEDS Strategy Committee Meeting Dates and Topics:

- December 2021
 - SWOT, Performance Measures, CARES Act
- March 2022
 - Vision statement, Action Plan, Goals and Objectives
 - Draft CARES Act Element

- June 2022
 - Projects and Funding Sources
 - Approve CARES Act Element
- September 2022
 - Approve final 2022-2027 CEDS

Mr. Cassidy presented an outline of the required components of a CEDS and provided some examples for the South Florida region. The summary background and baseline summary report provide a brief analysis of demographic and economic data; additional supporting information includes strong, holistic indices such as the Innovation Index or ALICE Index; and maps of current and future infrastructure in the region. The summary background provides a “State of the Region” and is organized according to focus areas. The traditional CEDS framework used by the Regional Planning Councils has been the Florida Chamber’s Six Pillars Framework. EDA has recently encouraged the RPC Economic Development Districts to move past the Six Pillars Framework to an organically defined framework suitable to each region. Thus, the summary background will likely be organized according to the proposed draft framework of the SFRPC CEDS: Economic Diversification, Business Attraction / Workforce Development, Transit Oriented Development, Environment and Resilient Infrastructure.

As an example of data presented in the summary background, Mr. Cassidy provided an overview of the 2020 Annual Report and Update, which included updated data such as new consensus sea level rise projections, economic data, COVID-19 Impacts, and Opportunity Zones. The 2020 Annual Report and update was an amendment to the current 2017-2022 CEDS requested by EDA to reflect current economic conditions in preparation for the 2022-2027 update. The overview included a summary of select items from the 2020 Annual Report and update.

Performance Metrics are also integrated into the summary background and evaluation framework for the CEDS priority projects. Most EDDs use common performance metrics including high school graduation rates, unemployment, and average wages. Additional metrics unique to each region can also be selected. Additional performance metrics will be discussed at the December CEDS Committee meeting. Some examples of suggested metrics were presented. It was explained to the CEDS Committee that there is an opportunity to think about what information we may not be currently leveraging to tell South Florida’s story and measure progress. The big picture is that because there is such a strong group of regional leaders, there is an opportunity to think of new ways to do things.

A discussion regarding the SWOT Analysis followed. Council staff will distribute a survey to the Committee following the meeting. The Survey will ask for the top five strengths, weaknesses, opportunities, and threats of the region in an economic development context. The survey will also ask Committee Members to choose a work group on which they and/or their representative would like to serve and identify performance metrics that are applicable to the relevant focus area.

Mr. Cassidy asked if there was any feedback from the CEDS Committee on the Survey and if there is anything that they see as critical to include. Chair Geller recommended that this be discussed at the end of the presentation. Mr. Cassidy summarized the meeting and next steps including distribution of the survey. Committee members are encouraged to respond to the Survey as soon as possible to facilitate the organization of the work groups and scheduling of meetings. In the first work group meeting, there will be a discussion of the CARES Act and economic resiliency. In the December CEDS Committee Meeting, there will be an update on the CARES Act economic resiliency work and discussion of the SWOT and Performance Metrics. Committee Members will be asked to discuss key takeaways from the SWOT,

performance metrics, and the Action Plan and Evaluation Framework. Mr. Cassidy concluded his presentation with a review of key milestones in the development of the CEDS. The floor was opened for discussion from the Committee.

Dr. George Hanbury mentioned that he was very excited to be on the CEDS Committee. He expressed disappointment that Palm Beach County is not a part of this planning process given that they function as part of the South Florida region. It was noted that Palm Beach is part of the Treasure Coast Regional Planning Council's planning area. Presidents and CEOs of the Greater Fort Lauderdale Alliance and the Beacon Council are going through an exercise similar to that of the Council and South Florida CEDS. Dr. Hanbury wonders if Council staff can send the questionnaires to not only the CEOs of those organizations, but possibly the members, because each of them is actively engaged in the region. He also encouraged the Council, if not prohibited by statute, to send the survey to Ms. Kelly Smallridge of the Business Development Board of Palm Beach County. The Council is in a wonderful position to consolidate this work. Many of the major businesses that Broward County seeks to attract are also Miami-Dade and Palm Beach priorities, including financial services, high tech, bio tech, marine, and traditional manufacturing.

Chair Geller welcomed and heartedly agreed with Dr. Hanbury's comments. He mentioned that the SFRPC and TCRPC meet at least twice a year in a joint meeting. He has invited this group of leaders to this Committee for two reasons. The first reason is for the CEDS development process itself. The second reason is that as the South Florida Regional Planning Council coordinates additional regional planning initiatives and convenings, the continued involvement and participation of this group of leaders is critical. He mentioned the Southeast Florida Transportation Council (SEFTC) as an example of an organization that only deals with transportation. It is important to have organizations that focus on a specific issue; but each issue also impacts myriad issues that other organizations focus on. To understand and integrate these issues it is important that everyone continue to meet and work together. When the pandemic ends, the goal is to return to at least two in-person regional conferences per year where these regional leaders will be a key part of the conversation. The CEDS Committee's goal is to develop the priorities based on SWOT, and next steps moving forward. This work should be the subject of a regional conference which includes Palm Beach County as well as the rest of the TCRPC counties (Martin, St. Lucie, and Indian River counties). With these regional conversations and planning effort, we will be able to address the challenges facing the region as well as individual local governments. For example, if we build resiliency in Broward, but there are not similar investments in Boca Raton and Aventura, Broward is still at risk; transit systems that stop at county lines; affordable housing only in one county; it is not going to work. We want to set the stage not only for the CEDS but for these regional conferences and future of South Florida.

Mr. Abrams thanked Mayor Geller for giving his "speech on transportation". As the representative of the "Palm Beach County Alumni Association" (former County Commissioner), he knows that Palm Beach County is very interested in the activities of Broward. He inquired about the seven-county plan Seven50 and asked whatever happened to that? Can this exercise be used to inform this process? When was that process?

Chair Geller observed that it may be helpful as a guide, however some of the information may be dated. Mrs. Cosio Carballo explained that the Seven 50: Southeast Florida Prosperity Plan, undertaken from 2011-2014, is being used in a variety of planning activities and informs policy decisions throughout the region to this day. A key step for Council staff will be to review the Seven50 and Strategic Regional Policy Plan to update and incorporate them into the CEDS update process.

Ms. Roulhac stated that she is excited to take on this work, but it seems very expansive. For context, there was reference to a 2022 plan, and if there is a 2017, it would be helpful for the Committee Members to have a copy of it. Particularly, there may be some carry forward items from the 2017 – 2022 CEDS which will give us a more foundational context base to move forward.

After a conversation regarding the best day of the week to plan for meetings, it was agreed that Council Staff would seek to schedule meetings on Mondays. Chair Geller asked if there were any additional comments.

Mr. Sanon commented that given the many silos we all work with, it is exciting to move everything forward together.

Public Comments

None

VII. Announcements

C. Upcoming Meetings

- 1) December 2021 TBD – SFRPC, Hollywood
- 2) March 2022 TBD – SFRPC, Hollywood
- 3) June 2022 TBD – SFRPC, Hollywood

VIII. Adjournment

The meeting was adjourned at 11:30 a.m.

This signature is to attest that the undersigned is the Chair of the SOUTH FLORIDA REGIONAL PLANNING COUNCIL CEDS STRATEGY COMMITTEE, and that the information provided herein is the true and correct minutes for the September 13, 2021, Meeting of the SOUTH FLORIDA REGIONAL PLANNING COUNCIL CEDS STRATEGY COMMITTEE adopted the 6th day of December 2021.



Steve Geller, Chair

12-6-21

Date