



**MEETING SUMMARY**  
**SOUTH FLORIDA CEDS STRATEGY COMMITTEE**  
**January 17, 2024**

The South Florida CEDS Strategy Committee met virtually and in person on this date at the South Florida Regional Planning Council, 1 Oakwood Boulevard, Suite 250, Hollywood, FL 33020. Chair Geller welcomed everyone and called the meeting to order at 10:15 a.m. He reminded everyone of the meeting’s procedures and had Isabel Cosio Carballo, the Council’s Executive Director, lead the Pledge of Allegiance.

**I. Pledge of Allegiance and Roll Call**

- Senator Steve Geller, Chair, CEDS Strategy Committee\**
- Michael Bateman, VP, Career Source Broward\**
- Dr. Jonathan Gueverra, President, College of the Florida Keys*
- George Hanbury, President & CEO, Nova Southeastern University\**
- Steven Hudson, CEO, Hudson Capital Group and Chair, Broward Workshop\**
- Dr. Ana Carolina Coelho Maran, District Resiliency Officer, South Florida Water Management District\**
- Rodrick Miller, President & CEO, The Miami-Dade Beacon Council\**
- Daniel Samess, CEO, Greater Marathon Chamber of Commerce\**
- Newton Sanon, President & CEO, OIC South Florida\**
- Randall Vitale, President, BBX Capital*
- John Wensveen Ph.D., Chief Innovation Officer & Executive Director, NSU and Alan B. Levan / NSU Broward Center of Innovation\**

\* Virtually Present

**SFRPC Staff:**

- Isabel Cosio Carballo, Executive Director*
- Randy Deshazo, Deputy Director, Chief of Staff, and Director of Economic Development and Research*
- Eralda Agolli, Program Manager – Community and Economic Development*

**II. The Business Case for Aligning Local Housing and Transportation Policy in South Florida**

### **Meeting Kickoff:**

- Chair Geller led the meeting, aiming for consensus on the "Business Case" framework.
- Council staff presented data and a report outline, paving the way for collaborative action.

**Vision:** A unified "Business Case" aligning South Florida's housing and transportation policies, backed by business leaders and shaping regional growth.

### **Key Strategies:**

- **Policy Agenda:** Develop a policy agenda and secure business leader support for joint investments.
- **Release Timeline:** Release the "Business Case" report in June-July of 2024 followed by a high-profile event in Mid-November showcasing findings and garnering support.
- **Sub-Committees:** Staff will recruit volunteers and form groups focusing on:
  - Housing & Transit-Oriented Development (TOD)
  - Higher Education Housing
  - Financing Tools

### **Innovation and Collaboration:**

- Leverage existing efforts ("Solutions Tank") and partner with relevant organizations, not reinventing the wheel.
- Conduct an "assets inventory" of ongoing projects and align with major initiatives (Newton Sanon).
- Explore potential solutions: Dr. Wensveen stated "innovation challenge" themes like zoning reforms, public-private partnerships, developer Incentives, supportive housing, Community Land Trusts, and community engagement.
- Consider successful models like Vienna, Austria, for inspiration.

### **Actionable Next Steps:**

- Council staff will:
  - Gather feedback from large employers to understand their needs and gaps.
  - Identify sub-committee volunteers who can sign up for specific areas.

### **Overall Outcome:**

Productive discussions laid the groundwork for a collaborative effort aligning South Florida's housing and transportation policies. Leveraging existing initiatives, innovative solutions, and business engagement will be key to success.