

**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING**  
**JANUARY 12, 2021 at 5:30 PM**  
***VIRTUAL MEETING AND PUBLIC COMMENTS PROCEDURE***

The Dania Beach Community Redevelopment Agency (CRA) will be conducting a “Virtual” CRA Board meeting utilizing communications media technology (“CMT”), in accordance with Emergency Ordinance No. 2020-017 and City Manager’s Order Adopting Rules for Use of Communications Media Technology for Public Meetings During Health Emergency, related to conducting public meetings while under the public health emergency related to the spread of Novel Coronavirus Disease 2019 (COVID-19). City Hall building is closed to the public.

Please visit [www.daniabeachfl.gov/virtualmeetings](http://www.daniabeachfl.gov/virtualmeetings) for detailed instructions on how to attend and participate in virtual CRA Board meetings. Public access to this virtual meeting can be accomplished as follows:

- Watch Meeting on the City’s YouTube Channel at [www.daniabeachfl.gov/2654/Watch-DaniaTV](http://www.daniabeachfl.gov/2654/Watch-DaniaTV)
- Watch Meeting on Comcast Cable Channel 78
- Join the Meeting virtually or by telephone using RingCentral Meetings

Any member of the public wishing to comment publicly on any matter including on specific agenda items can do so by one of the following options:

Before 2:00 p.m. on the day of a meeting, comments can be submitted into the record using the following link:

<https://daniabeach.seamlessdocs.com/f/PublicSpeakingFormCRAMeeting> *(all public comments submitted will be provided to the CRA Board prior to the meeting and will be attached to the minutes of this meeting and become part of the official record)*

Participating in a public meeting using the video conference platform:

- Virtual attendance: download and install RingCentral Meetings and join using the meeting ID; to be recognized during public comment, click “Raise my hand” in the software
- Telephone attendee: dial meeting phone number and enter meeting ID; to be recognized during public comment, dial \*9 to raise your hand

For more information about this CRA Board meeting or submitting a public comment at the meeting, please contact:

Thomas Schneider, City Clerk  
City of Dania Beach  
100 W Dania Beach Boulevard  
Dania Beach, FL 33004  
954-924-6800 | [tschneider@daniabeachfl.gov](mailto:tschneider@daniabeachfl.gov)

NOTICE: This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 954-924-6800 ext. 3624, no later than two days prior to such proceeding. Anyone wishing to appeal any decision made by the Dania Beach City Commission with respect to any matter considered at such meeting or hearing will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Agenda items may be viewed online at [www.daniabeachfl.gov](http://www.daniabeachfl.gov).

**Instructions for Participating and Viewing  
Dania Beach CRA Board Virtual Meeting  
January 12, 2021 at 5:30 PM**

**Through the City's Website:**

Please click the link below:

[www.daniabeachfl.gov/2654/Watch-DaniaTV](http://www.daniabeachfl.gov/2654/Watch-DaniaTV)

**Through Comcast Channel 78:**

If you are a Comcast/Xfinity customer, please go to Channel 78 to view the meeting.

Before 2:00 p.m. on the day of the meeting, submit Public Comments by clicking this link:

<https://daniabeach.seamlessdocs.com/f/PublicSpeakingFormCRAMeeting> *(all public comments submitted will be provided to the CRA Board prior to the meeting and will be attached to the minutes of this meeting and become part of the official record)*

**Options for Viewing and Participating in the Meeting Using RingCentral Meetings software**

Visit <https://www.ringcentral.com/apps/rc-meetings> to download and install the software on your device

**Use this meeting link to join as an attendee:**

<https://meetings.ringcentral.com/j/1486060261>

**Using your telephone** – for higher quality, dial a number based on your current US location:

+1(773)2319226 (US North)  
+1(312)2630281  
+1(470)8692200 (US East)  
+1(646)3573664  
+1(346)9804201  
+1(469)4450100 (US South)  
+1(623)4049000 (US West)  
+1(650)2424929  
+1(720)9027700 (US Central)  
+1(213)2505700

**Enter the meeting ID:** 148-606-0261

**To raise hand and be acknowledged to speak:**

1. Users who call in can dial \*9 to raise their hand
2. If using the meeting software, to raise hand click or tap "Participants", then choose the option to raise hand.
3. Once you have been selected to speak, you may be prompted to unmute your device or this will be done for you.

**AGENDA**  
**COMMUNITY REDEVELOPMENT AGENCY**  
**REGULAR MEETING**  
**TUESDAY, JANUARY 12, 2021 - 5:30 PM**

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ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

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IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

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**DECORUM POLICY FOR MEETINGS OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY  
REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:**

INDIVIDUALS WHO WISH TO MAKE ANY "CITIZEN'S COMMENTS" UNDER THAT PORTION OF THE CRA BOARD AGENDA, OR WHO OTHERWISE WANT TO ADDRESS THE CRA BOARD, MUST FIRST BE REGISTERED WITH THE CRA SECRETARY (CLERK) (FORMS ARE AVAILABLE OUTSIDE OF THE CITY COMMISSION CHAMBER AND MUST BE GIVEN TO THE CLERK BEFORE THE MEETING). OTHERS WHO WANT TO ADDRESS THE CRA BOARD ON ANY MATTERS MUST FIRST BE RECOGNIZED BY THE CHAIR. ALL SUCH PERSONS MUST USE THE PODIUM IN THE COMMISSION CHAMBER. NO MORE THAN ONE PERSON AT A TIME MAY ADDRESS THE CRA BOARD FROM THE PODIUM. COMMENTS ARE ONLY TO BE MADE TO THE CRA BOARD AND ARE NOT TO BE DIRECTED TO THE AUDIENCE OR CRA STAFF.

NO INDIVIDUAL SHALL MAKE ANY SLANDEROUS OR UNDULY REPETITIVE REMARKS, OR ENGAGE IN ANY OTHER FORM OF BEHAVIOR THAT DISRUPTS OR IMPEDES THE ORDERLY CONDUCT OF THE MEETING, AS DETERMINED BY THE CHAIR. NO INDIVIDUAL MAY SPEAK DIRECTLY TO OR ADDRESS THE CHAIR, BOARD MEMBER OR CRA STAFF: COMMENTS ARE TO BE ONLY DIRECTED TO THE CRA BOARD AS A WHOLE. NO CLAPPING, APPLAUDING, HECKLING OR VERBAL OUTBURSTS IN SUPPORT OF OR OPPOSITION TO A SPEAKER OR HIS OR HER REMARKS SHALL BE PERMITTED. NO SIGNS OR PLACARDS SHALL BE PERMITTED IN THE COMMISSION CHAMBER.

IF ANY PERSON'S CONDUCT AS DETERMINED BY THE CHAIR IS FOUND TO BE DISRUPTIVE OR INTERFERES WITH THE ORDERLY CONDUCT OF THE MEETING, THE PERSON MAY BE ASKED BY THE CHAIR TO LEAVE THE COMMISSION CHAMBER; IF THE PERSON DOES NOT LEAVE AND THE CONDUCT PERSISTS, THE CITY POLICE DEPARTMENT WILL BE REQUESTED TO ESCORT THE INDIVIDUAL FROM THE COMMISSION CHAMBER.

ALL CELLULAR TELEPHONES ARE TO BE SILENCED DURING THE MEETING. ALL PERSONS EXITING THE COMMISSION CHAMBER SHALL DO SO QUIETLY. (RESOLUTION #2020-CRA-006)

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**1. CALL TO ORDER/ROLL CALL**

**2. CITIZEN COMMENTS**

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular agenda, may be made during each Commission meeting during the period set aside for "citizen comments." A thirty (30) minute "citizen comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the City Clerk prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine, on a meeting by meeting basis, whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

**3. ADMINISTRATIVE REPORTS**

**1. Administrative Report**

**4. PRESENTATIONS**

**5. CONSENT AGENDA**

1. Minutes:  
Approve Minutes of December 8, 2020 CRA Board Virtual Meeting
2. Travel Requests: None

**6. PROPOSALS AND BIDS**

**7. DISCUSSION AND POSSIBLE ACTION**

1. Mission to Market Update
2. Update CRA's Vision and Mission Statements

**8. BOARD MEMBER COMMENTS**

**9. INFORMATION ITEMS**

**10. ADJOURNMENT**

## **MEMORANDUM**

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair and Board of Directors

From: Michael Chen, Executive Director

Date: January 12, 2021

Re: **Administrative Report**

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### **DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)**

#### **1. Dania Beach PATCH**

The Dania Beach PATCH is the beneficiary of an \$18,500 Community Foundation of Broward (CFB) approved grant. The grant which is for planning and development of a South Broward Community Health Hub (SB-CHH) is being disbursed through the Urban Health Partnerships (UHP) which is organizing a collaborative project with various agencies. A breakdown of the use of the grant is as follows:

- The PATCH will receive \$13,500 for consulting and technical assistance. Our PATCH consultants will conduct some of the training at the PATCH. In addition to the PATCH other contractors and organizations such as Food for Health the Environment, Economy, and Democracy (FEED), Memorial Hospital, School Mobile Pantry, St. Ruth's Missionary Baptist Church, Be the Drop Foundation, will all work to provide expertise in the community action planning, policy systems, data and business planning and coordination support towards the implementation of the South Broward Hub. The planning and development of the Community Health Hub will run to December 2021.
- The PATCH will also receive one of the CFB short-term mini-grants of \$5,000 to implement 10 mobile market initiatives with Community Enhancement Collaboration Inc., a food pantry in Hollywood, Florida. This mini-grant portion has a deadline of March 31st, 2021. (Note this award may be adjusted due to the pandemic)
- This grant is expected to assist in strengthening food access and eliminate food insecurity in South Broward County.

#### **2. Economic Development Update**

The Economic Development Manager (EDM) continues to communicate with Dania Beach businesses in the CRA.

- CRA Website update
  - “Economic Development Areas” section is being updated.
  - Creating a map of new development in the CRA, including images of buildings and a brief description.
  - Updating business database for outreach purposes.
- Business Guide
  - Business Guide focused on business attraction and retention programs
  - Preparing guide for opening a new business in the CRA/City
  - Updating/preparing a walking guide of local vendors/restaurants (map of walking distance to parking garage)
- Ribbon Cutting: On December 17, 2020 the CRA facilitated a ribbon cutting ceremony for My Café, an urban market located inside The Place at Dania Beach Residence on East Dania Beach Boulevard. Similar to the very popular hotel lobby markets, My Café offers freshly prepared foods, beverages, snacks, pizza, sandwiches, salads and select wines and beers. It is a great spot to sit and sip a beverage or grab a convenient healthy snack. According to owner Simon Marsiglia, “My Cafe is a brand built on convenience,”

The Mayor and several Commissioners attended the event. The event was photographed and promoted on the CRA Social Media platforms as well as in the Local Newspaper. (See attached photographs)
- Spotlight on Local Business: The following businesses were featured on the CRA Facebook pages in December 2020, in our Spotlight on Local Business.
  - 3 Sons Brewing Co. (Dec. 30<sup>th</sup>)
  - Sheri “The Revitalizer” Kaplan (Dec. 29<sup>th</sup>)
  - Youfit Health Clubs (Dec. 28<sup>th</sup>)
  - Ocean One Bar and Grille (Dec. 21<sup>st</sup>)
  - Tarks of Dania Beach (Dec. 18<sup>th</sup>)
  - Paolo’s 3’s Company (Dec. 16<sup>th</sup>)
  - InRamen, Rodizio Grill, Ocean One Bar (Dec. 14<sup>th</sup>)
  - Jaxson’s Ice Cream (Dec. 13<sup>th</sup>)
  - Sugarboo & Co. (Dec. 11<sup>th</sup>)
  - TooJay’s Deli (Dec. 9<sup>th</sup>)
  - Jimmie’s Chocolate & Café (Dec. 7<sup>th</sup>)

### **3. Art of Community Grant**

The Dania Beach Honor the Legacy Art of Community grant project is near completion. Already completed is Marker number 8 which is a 100-foot mural located on the rear wall of Millennium Warehouse on 5 NW 3<sup>rd</sup> avenue on the eastside of the FEC railroad tracks, a prime location for Brightline passengers, motorists and pedestrians to view the colorful artwork.

The remaining seven (7) markers are currently in the process of being cut and prepped before final installation. Simultaneously, calculations for the markers are under review and will be directed to the City's Permitting Department for approval. Dania Beach Honor the Legacy is a \$32,000 grant by the Community Foundation of Broward to promote the importance of the City of Dania Beach's history, and all those who were responsible for its progress over 115 years through a self-guided tour. The projected timeline for full completion is the end of February, 2021.

#### **4. Community Concert**

The Broward College Big Band jazz ensemble has offered to perform an outdoor event in Dania Beach on Saturday, April 17, 2021 at 2pm.

The Broward College Big Band is an 18 piece jazz ensemble. They pull their inspiration from swing and blues and play classics by legendary composers like Duke Ellington and Count Basie. The band is comprised of Broward College's most talented students and Broward county's best community members. The Broward College Big Band is teaching the next generation of great jazz artists. They perform sold out shows regularly at Bailey Hall and serve their community by playing local concerts, providing a crucial community element that is essential to Broward County.

The CRA is working with the City Manager to provide a space for their performance and promote the event.

# My Café Ribbon-Cutting



MINUTES OF VIRTUAL MEETING  
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY  
TUESDAY, DECEMBER 8, 2020 – 5:30 P.M.

1. Call to Order/Roll Call

Chair James called the meeting to order at 5:30 p.m.

Present:

|                     |                       |
|---------------------|-----------------------|
| Chair:              | Tamara James          |
| Vice-Chair:         | Marco A. Salvino, Sr. |
| Board Members:      | Joyce L. Davis        |
|                     | Lori Lewellen         |
|                     | Lauren Odman          |
| Executive Director: | K. Michael Chen       |
| City Attorney:      | Thomas Ansbro         |
| CRA Secretary:      | Thomas Schneider      |

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 Administrative Report

Director Chen reviewed the information included in the agenda packet. He noted the Tamara James Foundation Thanksgiving food giveaway at the PATCH operated very efficiently, and addressed signage issues raised at the last CRA Board meeting.

4. Presentations

4.1 Commendation Award to Mr. Leon Carroll, Lead Coordinator, Farm and Market, Dania Beach PATCH

Chair James presented a commendation award to Mr. Carroll for his service to the Dania Beach CRA and to the PATCH.

4.2 Presentation by Dr. J. Christopher Ford, Mission-to-Market Manager

Director Chen introduced Dr. Ford, who provided a brief background of himself and the Mission-to-Market concept. He reviewed a PowerPoint presentation, previously provided to the Board, which is attached to and incorporated into these minutes.

Director Chen noted this is a program that is designed for effective and working collaborations, which he has a lot of experience doing. This is a great opportunity for serving education and new start-up businesses in Dania Beach.

Board Member Davis questioned the recruitment of entrepreneurial candidates.

Dr. Ford explained recruitment is through their website. He noted a technical background is not necessarily required, and he reviewed their recruitment process.

Director Chen added the goal is to develop a steady stream of candidates and applicants for this program.

## 5. Consent Agenda

### 5.1 Minutes:

Approve Minutes of November 10, 2020 CRA Board Virtual Meeting

### 5.2 Travel Requests: None

**Board Member Odman motioned to approve the Consent Agenda; seconded by Board Member Lewellen. The motion carried unanimously.**

## 6. Proposals and Bids

There were no proposals on this agenda.

## 7. Discussion and Possible Action

### 7.1 RESOLUTION NO. 2020-CRA-018

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF A MEMORANDUM OF UNDERSTANDING ("MOU") BETWEEN THE CRA AND FLORIDA INTERNATIONAL UNIVERSITY BOARD OF TRUSTEES ("FIU") TO EXPLORE THE ESTABLISHMENT OF A MISSION-TO-MARKET ("M2M") INNOVATION CENTER; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2020-CRA-018.

Director Chen explained the MOU and the significance of establishing a Mission-to-Market Innovation Center. The MOU at this stage would be comparable to a handshake in order to begin the process.

**Board Member Odman motioned to adopt Resolution #2020-CRA-018; seconded by Board Member Lewellen. The motion carried on the following 5-0 Roll Call vote:**

|                              |            |                           |            |
|------------------------------|------------|---------------------------|------------|
| <b>Board Member Davis</b>    | <b>Yes</b> | <b>Vice-Chair Salvino</b> | <b>Yes</b> |
| <b>Board Member Lewellen</b> | <b>Yes</b> | <b>Chair James</b>        | <b>Yes</b> |
| <b>Board Member Odman</b>    | <b>Yes</b> |                           |            |

7.2 Collaboration between the City of Dania Beach and the Dania Beach Community Redevelopment Agency - Chair James

Chair James noted she had conversations with the CRA Director, City Manager and City Attorney regarding whether there would be any issues if the Mission-to-Market program would go outside of the CRA area.

City Attorney Ansbro confirmed it would be permissible for the CRA Director to work outside of the CRA area with this program. He will work closely with Director Chen to address any issues that may arise.

8. Board Member Comments

Board Member Davis felt the M2M program is a very worthy program and appreciated that it was brought forward.

Vice-Chair Salvino noted Director Chen is a breath of fresh air and he is excited to work with him.

Chair James welcomed the new Board Members and Director Chen. The Tamara James Foundation was able to give away over 500 turkeys at the Thanksgiving food giveaway and she thanked everyone involved with the event.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair James adjourned the meeting at 6:14 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT  
AGENCY

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THOMAS SCHNEIDER, CMC  
CRA SECRETARY

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TAMARA JAMES  
CHAIR – CRA

Approved: January 12, 2021

## MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair and Board of Directors

From: Michael Chen, Executive Director

Date: January 12, 2021

Re: Mission-To-Market for Inclusive Economic Development initiative (M2M) Update

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### **Background**

The Mission-To-Market for Inclusive Economic Development initiative (M2M) is a cooperative agreement between the US Department of Energy (DOE) and Florida International University (FIU). M2M seeks to tap the trillions of dollars of underutilized patented technologies developed by the U. S. Department of Energy, its Labs, research institutions, and industry to foster economic development in South Florida and beyond. The M2M Initiative has four goal areas:

1. STEM Entrepreneurial Workforce Development (Training/Education);
2. Innovation Ecosystem Development;
3. Business Incubator and Accelerator Network; and
4. Technology Transfer & Commercialization.

Innovation Ecosystem: The ecosystem is complicated and has many different platforms available to support entrepreneurs and early-stage ventures. The specific components that may be appropriate for any given ecosystem will vary, but will generally include:

- Education
- Location & Events
- Mentorship
- Incubation & Acceleration
- Funding
- Talent



On December 8, 2020, the CRA Board adopted a Resolution to approve the execution of the Memorandum of Understanding (MOU) with Florida International University Board of Trustees regarding the Mission-To-Market for Inclusive Economic Development program.

## Update

- Dr. Ford has the MOU and will process the FIU execution of the document when the university returns from the winter break
- **SCORE**, the nation's largest network of volunteer, expert business mentors, is dedicated to helping small businesses get off the ground, grow and achieve their goals.
  - As a resource partner of the U.S. Small Business Administration (SBA), SCORE has Provided education and mentorship to more than 11 million entrepreneurs.
  - In 2019, SCORE helped start 29,681 new businesses and create 97,387 new jobs - they also helped 67% of our clients to increase their revenue.

SCORE Broward has consistently been one of the most recognized SCORE Chapters in the United States. Their team of over 70 volunteers have business expertise in a multitude of industries. We offer free Mentoring, low-cost or no-cost Workshops, and participate with many community organizations to foster the formation and growth of small businesses in Southeast Florida and US Virgin Islands.

I have initiated discussions with Broward SCORE to design and implement an educational series to train aspiring entrepreneurs how to turn interests/passions into career businesses; how to open a new business; and how to create a solid business and financial plan to survive the high-risk early years. These programs will be presented under a Dania Beach CRA "brand" to be created. Dr. Ford has agreed to work with us to design the programing to better align our program with the needs and standards of FIU/M2M.

- Please see attached letter from SCORE Broward.
- Introduction to George Gremse, Chairman of SCORE Broward, and Tim Haider, Director of Government & Community Relations of SCORE Broward (see attached bios)
- **Alliance of Entrepreneur Resource Organizations (AERO)**: AERO is a coalition of public agencies and community non-profit organizations united to provide current and new businesses with resources to aid in their success. Created to fill a need identified by the business community, SouthFloridaBiz.org (AERO website) is a no cost, one-stop resource for small businesses in South Florida. Services are provided by specific community resources who share the goal of helping businesses, the economy, and the future of our community.
  - FSU, Jim Moran Institute for Global Entrepreneurship
  - Broward County Office of Economic and Small Business Development
  - Broward Score
  - CareerSource Broward, Start Up Now
  - City of Fort Lauderdale, Economic & Community Investment

- City of Hollywood, Economic Development
- Broward Library, Creation Station Business
- Greater Fort Lauderdale Alliance
- Hispanic Unity of Florida
- Innovation Hub @ Broward College
- Small Business Development Center, SBDC at FAU
- Urban League of Broward County, Entrepreneurship Center
- NSU Broward Center of Innovation

The driving force behind AERO is The Jim Moran Institute for Global Entrepreneurship, part of Florida State University's College of Business. Their Mission is: The Jim Moran Institute for Global Entrepreneurship cultivates, trains, and inspires entrepreneurial leaders through world-class executive education, applied training, public recognition, and leading-edge research.

I have described the CRA's ambition to create an Innovation Ecosystem and our recent MOU with FIU and M2M. Based on these activities, the Dania Beach CRA has been invited to join AERO.

- Introduction to Jennifer Brin Kovach, Director, South Florida Operations  
Jim Moran Institute for Global Entrepreneurship (see attached bio)

- **Broward's Technical Colleges**; Atlantic, McFatter and Sheridan. Broward Technical Colleges (BTC) is the trade school division of Broward Public Schools. With the objective of creating a M2M tech-transfer candidate pipeline, it appears several of the BTC programs may be a good source of viable candidates for M2M technology transfer. A few examples of BTC programs that may have potential are:



- Architecture & Construction
- Arts/Audio/Visual Technology & Communications
- Business Management & Administration
- Health Sciences & Medical
- Information Technology
- Manufacturing
- Transportation / Automotive / Marine

I have initiated discussions with Lynn Goldman, Community Relations Coordinator for Broward's Technical Colleges, to determine if there is a potential for a Dania Beach CRA/FIU/M2M/BTC collaboration. Lynn has expressed a high level of initial interest and enthusiasm. I have spoken with Dr. Ford about this idea and he also expressed a high level of initial interest and enthusiasm. It has been difficult to schedule meetings during the holidays, but progress on this subject now that we are in the new year.



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**SCORE Broward**  
299 East Broward Blvd. Suite 123  
Fort Lauderdale, FL 33301

January 4, 2021

K. Michael Chen, Executive Director  
Dania Beach Community Redevelopment Agency  
Dania Beach, Florida 33304

Dear Mr. Chen,

This letter follows up on our discussion and confirms our intent to support and perform educational and advisory services, as requested by the Dania Beach Community Redevelopment Agency (DB-CRA) for CY 2021.

Founded in 1964, Broward SCORE has over 70 volunteer mentors, workshop presenters, and business support personnel. The Broward chapter offers a diverse business support services throughout the year to start-ups, existing businesses, or those who are thinking of going into business. Our intent is to provide to the DB-CRA, services as outlined below.

- **Consulting Services (no cost):** Provide recommendations for enhancing small business development for Dania Beach and collaborate with the DB-CRA to design educational webinars. This could include identifying small business "baseline" activities in conjunction with local universities in the area. This could include programs like the FIU/Mission-to-Market program.
- **Education Services (Cost to be determined at a later date):**
  - Establish, and present a four module entrepreneurship / small business skills program (2-3 hours each).
  - Conduct educational and/or informational webinars (2-3 hours each), with a focus on topics such as computer technology, website design, or business operational software.
  - Assist the DB-CRA in utilizing the ZOOM platform for remote presentations and discussions.
- **Mentoring Services and other advisory services as required (no cost):** Provide SCORE on-demand virtual mentoring services to residents/businesses of Dania Beach. We estimate 30 mentoring sessions for CY 2021.

Broward SCORE looks forward to helping you achieve your economic development goals. I can be contacted at [tim.haider@scorevolunteer.org](mailto:tim.haider@scorevolunteer.org) and cell at 754-265-3143.

Regards,

Timothy J. Haider  
Director, Government and Community Relations  
Broward SCORE

## PROFILE BIO



Jennifer Kovach's title may be Director of South Florida Operations for the Jim Moran Institute For Global Entrepreneurship, but that is only the tip of the proverbial iceberg in her professional and personal life. At her start in 2012, Jennifer was tasked with establishing the division from the ground up and within three short years she created a full-scale entrepreneur and nonprofit leadership training division serving the community through Small Business and Nonprofit Executive Programs, Expert Speaker Series, CEO Peer2Peer roundtables, and an annual Small Business Leadership Conference. In addition to her job, however, Jennifer a native of South Florida has long been dedicated to the community. In the past, she has worked at Children's Home Society, Kids in Distress and Family Service where she held important counseling and supervisory positions in these vital organizations. She then moved into the economic development sector, serving five years as a Director with the Technology, Enterprise and Development Center. This was the perfect segue into her present role at the Jim Moran Institute.

Jennifer is a graduate of Florida State University, where she earned a degree in social work, then went on to earn her Master of Social Work, also from FSU, as well as her MBA from Florida Atlantic University. Jennifer rarely rests. She is an active member of the Junior League of Greater Fort Lauderdale, having held numerous leadership positions there, from serving as their president and a member of the board of directors, to being vice president of finance, as well as chairing their major fundraiser Riverwalk Run. Furthermore, Kovach is chair of the Alliance of Entrepreneur Resource Organizations and Alliance of Nonprofit Resource Organizations in Broward County, serves on the Greater Fort Lauderdale Chamber of Commerce's Small Business Council and was past chair of its Small Business Forum. Additionally, Kovach is a graduate of Leadership Broward and a member of the Greater Fort Lauderdale Alliance. These affiliations are a win-win – they provide personal growth and networking opportunities for Jennifer, and the organizations recognize that she is a tireless advocate for their missions. As if that isn't enough, she is also a parent and spouse. With a lot on her plate, Jennifer moves forward with tremendous grace and success in all she does.

### **Jennifer Brin Kovach**

#### **Director, South Florida Operations**

Jim Moran Institute For Global Entrepreneurship  
Florida State University | College of Business  
954.228.3082 | [jkovach@JimMoranInstitute.fsu.edu](mailto:jkovach@JimMoranInstitute.fsu.edu)  
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CELEBRATING 25 YEARS

**THE JIM MORAN INSTITUTE  
FOR GLOBAL ENTREPRENEURSHIP**  
FLORIDA STATE UNIVERSITY | COLLEGE OF BUSINESS

## Broward SCORE



Tim Haider:  
Director, Government & Community Relations  
SCORE Broward

40 years of experience in starting small businesses and consulting to private sector and government on business process analysis and financial management. During his career he lived and worked overseas for over 10 years, in Afghanistan, Germany, and the Netherlands. For the past four years, as a volunteer with Broward SCORE, he has mentored over 100 small business startups.



George Gremse  
Chairman  
SCORE Broward

CEO/President/COO, national/international businesses. Designed business strategy, restructured under performing units and improved operations to increase profitability. P&L Leadership. Designed Enterprise Strategy. Responsible for Acquisition Management, Operations Management, Franchise Management.

Industry experience in agriculture, car rental, staffing services, retail banking, travel & tourism, & courier & time sensitive package delivery.

## MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair and Board of Directors

From: Michael Chen, Executive Director

Date: January 12, 2021

Re: CRA Mission Statement, Vision Statement, Statement of Values

### **Background**

The current Mission Statement of the Dania Beach CRA is:

*“The mission of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.”*

There is no Vision Statement or Statement of Values. However, a substitute for a Statement of Values is designated as “OUR PROMISE”, which is described as (quote):

- Dania Beach promises residents, businesses, and visitors a true renaissance, building a bridge from our history to our future.
- We will embrace the spirit of re-invention and promote a modern ideal.
- The Dania Beach experience will be one of optimism and revitalization. We will provide an atmosphere where businesses can bet on themselves and win.
- We will create a sense of community and build a downtown that can be enjoyed by businesses, visitors, and residents alike.
- We will transform Dania Beach as a City and a destination.

The above statements were primarily created by past Executive Directors over a span of several years approximately six to ten years ago. These statements are not compelling and do not reflect the activities and objectives of the CRA today.

A **Mission Statement** defines what an organization is and why it exists. At a minimum, the mission statement should define who your primary customers are, identify the products and services you produce, and describe the geographical location in which you operate. These statements are based in the present and are designed to convey why the business exists to members of the organization and the external community.

A **Vision Statement** is future-based and meant to inspire and give direction to employees of the company rather than customers. It states the current and future objectives of an

organization. The vision statement serves as a guide to help the organization make decisions that align with its philosophy and declared set of goals.

A **Values Statement** highlights the organization's core principles and philosophical ideals. It is used to inform and guide the decisions and behaviors of the people inside the organization and signal to external stakeholders what is important to the organization.

### **Update**

To appropriately describe what the CRA is today, accurately describe its future aspirations and objectives, and prepare for the CRA Plan update soon to be undertaken we are engaging an organizational specialist to develop a CRA Mission Statement, Vision Statement, and Statement of Values. These statements will also be used to succinctly describe what we are doing to our community leaders and seek their assistance to influence our citizens and businesses to participate in CRA programs.

This will be an interactive process, including sessions with CRA staff and an online public input session where the CRA Board Members will be encouraged to participate. Once both internal and external input is received, these statements will be finalized. The CRA Mission Statement, Vision Statement, and Statement of Values will be prominently displayed on the CRA website, the updated CRA Plan, and CRA published materials where appropriate.

The consultant selected to facilitate this process is Michael Anderson, Managing Director of Abstract HR. Abstract HR is a globally certified human resource consulting firm that delivers virtual recruitment, training, and business consulting services. Among Abstract HR's wide range of expertise, the most relevant to our purpose is Mr. Anderson's superior facilitation skills and experience with organizational and managerial development – Abstract HR describes this as, "Relevant management concepts carefully selected to provide the skills required to effectively manage in today's workplace."

- A contract is being negotiated for a lump sum amount of \$1,500.00 that describes three half-day (4 hours) in-person sessions and one on-line session for the CRA Board/public input. The deliverables will be a CRA Mission Statement, Vision Statement, and Statement of Values. Once a draft contract is received, I will provide a copy to the City Attorney for review and approval. Our intent is to initiate the input sessions during January.
- Introduce Michael Anderson, Managing Director of Abstract HR (see attached bio)



BIO: Michael Anderson  
Managing Director at Abstract HR  
michael@abstracthr.com  
<https://www.linkedin.com/in/michael-anderson-3a925715?trk>

Michael Anderson is the Founder and Managing Director of Abstract HR. He has more than 25 years of experience in senior management roles and has spent many years working as an HR practitioner, Consultant, and Lecturer. Mr. Anderson is a University of Florida alumnus and has a Bachelor of Science degree in Psychology. He also earned a Master of Science degree in Management /Human Resources from Florida International University.

Michael is a highly certified member of the Society for Human Resource Management (SHRM) and has earned the Senior Professional in Human Resources (SPHR), Global Professional in Human Resources (GPHR), and the SHRM Senior Certified Professional (SHRM-SCP) Certification. He also teaches SHRM HR certification courses for several local universities.

Past responsibilities include serving as the Compensation & HRIS Director for Broward County Public Schools (BCPS) and as Assistant Director with the Miami-Dade Team Metro Department. Additionally, Michael has extensive experience leading progressive initiatives and the strategic automation of public sector business processes. Significant accomplishments include implementing a comprehensive Human Resources Information System (HRIS), an Electronic Document Management System (EDMS) library, and an automated employee performance reporting system.

Mr. Anderson has served on the Barry University Human Resources Advisory Board, the Allapattah YMCA Board of Directors, and the Greater Miami Chamber of Commerce (Leadership Miami Executive Committee).

His specialties include Organizational Development, Compensation Administration, Employee Development & Training, Strategic Planning, Performance Measurement, and Virtual Recruitment.