

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, APRIL 12, 2022 – 5:30 P.M.

1. Call to Order/Roll Call

Chair James called the meeting to order at 5:31 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:	Eve Boutsis
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, consisting of updates on Contact your CRA, FY2021 CRA annual report, the Dania Beach Innovation Ecosystem (the Dania Beach Business Academy and the Passions To Profits program), Rebuilding Together Rehab Event, the Dania Beach Arts and Seafood Celebration, Dania After Dark, the Smith's Store properties (RFP was issued on March 1st), economic development activities (pending Façade Grant inquiries and BRAVO business visits), and CRA Plan update.

Director Chen asked the Board to schedule a CRA workshop to discuss interests and priorities with the consultant hired to update the CRA Plan, as well as discuss budget issues for the upcoming budget process.

Discussion ensued regarding scheduling a workshop.

The Board agreed to hold a workshop on April 26th at 4:30 p.m.

4. Presentations

4.1 Dr J. Chris Ford, FIU, IP2Mkt Hospitality Technology Incubator

Dr. Ford gave a PowerPoint presentation which is attached to and incorporated into these minutes.

Chair James questioned the success rates and minority-owned businesses.

Dr. Ford responded they have a 95+% success rate and he addressed minority-owned businesses.

Chair James asked if we should have an information tent, perhaps at Dania After Dark.

Director Chen noted we have regular events, as well as the Dania Beach Business Academy, that are ideal spots to showcase the incubator.

Dr. Ford addressed questions from the Board regarding high-technology and hands-on types of businesses.

Director Chen noted he discussed with Dr. Ford the technical programs run by Broward schools. He asked the Board for their approval of allowing him to explore locations for a CRA satellite office for this initiative; he would come back to the Board with funding amounts and options.

Frank DiPaolo, Director of Finance, noted we could use ARPA funds for other CRA activities that would free up funds for a satellite office.

The Board consensus was to approve allowing Director Chen to explore locations for a CRA satellite office for this initiative.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of March 8, 2022 CRA Board Hybrid Meeting

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2022-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, FOR THE INSERTION OF A TWO-PAGE BRAND STORY IN THE LIVABILITY GREATER FORT LAUDERDALE 2022-2023 MAGAZINE SPONSORED BY THE GREATER FORT LAUDERDALE ALLIANCE ("GFLA") AND A BUDGET AMENDMENT FOR THE ASSOCIATED COSTS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

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

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 PATCH Master Plan - Chair James

Chair James noted how important the PATCH is to the community; however, it is under-utilized. It is a small area of land, but it is important that we give proper planning to the PATCH. We have had grants and a limited PATCH staff which relies on volunteers. It needs air-conditioned storage and possibly paved parking. The City Manager has agreed; the areas around the PATCH are growing and we do not want to lose it, but instead enhance it. She is seeking Board approval to hire a consultant to create a PATCH Master Plan.

Board Member Davis felt the PATCH does not have the recognition it should have, and she favors exploring a PATCH Master Plan.

Board Member Lewellen noted she has concerns; there are issues there, but she is open to looking at ways to improve it.

The Board consensus was for Director Chen to work with the City Manager to hire a consultant to create a PATCH Master Plan.

Director Chen noted he received a certified a letter today from the Florida Department of Agriculture awarding a grant to the PATCH.

7.2 CRA-Owned Property, 509-511 NW 3rd Terrace

Director Chen reviewed the information included in the agenda packet and noted the CRA staff is requesting the Board's approval to put this property up for sale via RFP.

The Board consensus was to move forward with the sale of 509-511 NW 3rd Terrace via RFP.

Chair James noted she had a conversation with the Finance Director and City Manager regarding putting ARPA funds aside for affordable housing and asked Director Chen to also explore use of ARPA funds for affordable housing.

8. Board Member Comments

Board Member Davis congratulated the CRA for an amazing job on the Arts & Seafood Celebration. She spoke about the Rebuilding Together event held on Saturday. She noted April 22nd is Earth Day and we would be holding a beach clean-up event that day.

Board Member Lewellen spoke about the Arts & Seafood Celebration which was well-attended and had a nice mix of music and vendors. She also spoke about the DAD event this last weekend; there are definitely new vendors which makes the event even more interesting. She wished Director Chen a happy birthday.

Board Member Odman noted she attended the DAD event this past weekend and it was a very good event.

Vice-Chair Salvino complimented the hard work of the CRA staff and workers for the Arts & Seafood Celebration.

Chair James noted she heard great things about the Arts & Seafood Celebration and the DAD events and thanked staff.

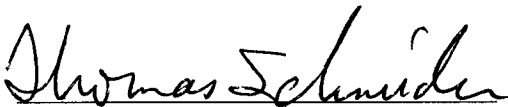
9. Information Items

There were no items on this agenda.

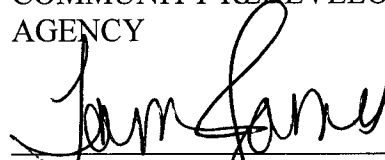
10. Adjournment

Chair James adjourned the meeting at 6:37 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


TAMARA JAMES
CHAIR – CRA

Approved: May 10, 2022



Did not speak
there



**REQUEST TO ADDRESS
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
REGULAR OR SPECIAL
VIRTUAL MEETINGS**

The Community Redevelopment Agency (CRA) is required by state law to keep minutes of CRA Board meetings. To properly identify persons who address the CRA in those minutes, the CRA requests that this form be completed and provided to the CRA Secretary, before the meeting begins.

DATE OF CRA BOARD MEETING: April 12, 2022

PRINT NAME: Jamie Friend

ADDRESS: 6640 Raleigh Street Hollywood, FL 33024

PHONE NO. (Optional): 754-423-0851

PLEASE CHECK ONE OR BOTH OF THE ITEMS BELOW:

1) ☒ CITIZEN COMMENTS:

Comments by Dania Beach citizens or interested parties that are not part of the regular printed agenda may be made during each CRA Board meeting during the period set aside for "Citizen Comments." 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 CRA Secretary immediately prior to the beginning of the meeting of their intention to speak.

PLEASE BRIEFLY DESCRIBE THE SUBJECT MATTER OF YOUR COMMENT:

Planning an event at new venue, Planet RV. PLEASE - we need this funky new space.

it's eclectic and personal. Not a typical, cookie cutter venue like everywhere in the country.

This place is perfectly Dania Beach, or what we love about Dania Beach. Gigi is a legend we

2) AGENDA ITEM # (AS PRINTED ON AGENDA)

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.

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 ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

signed via SeamllessDocs.com
Jamie Friend
Key: b053a275e12a82c0f64e/c09f110242ca

04/05/2022

IP2MKT INCUBATOR PROGRAM



Hospitality Tech

TECHNOLOGY



Cyber/AI

IP2MKT IP TO MARKET

COMMUNITY

CAPITAL



Climate Tech

TALENT



Dual Use Tech

GROWING FLORIDA'S INNOVATION ECONOMY AND BEYOND

https://youtu.be/s_PUENBlc3o

Intellectual
Property

Incubator
Program

Tech Fest

Tech Venture
Courses

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Principal Scientist &
IP2Mkt Founder
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<https://ip2mkt.org>

SBIR/STTR
Program

StartUP **FIU**

EDA

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

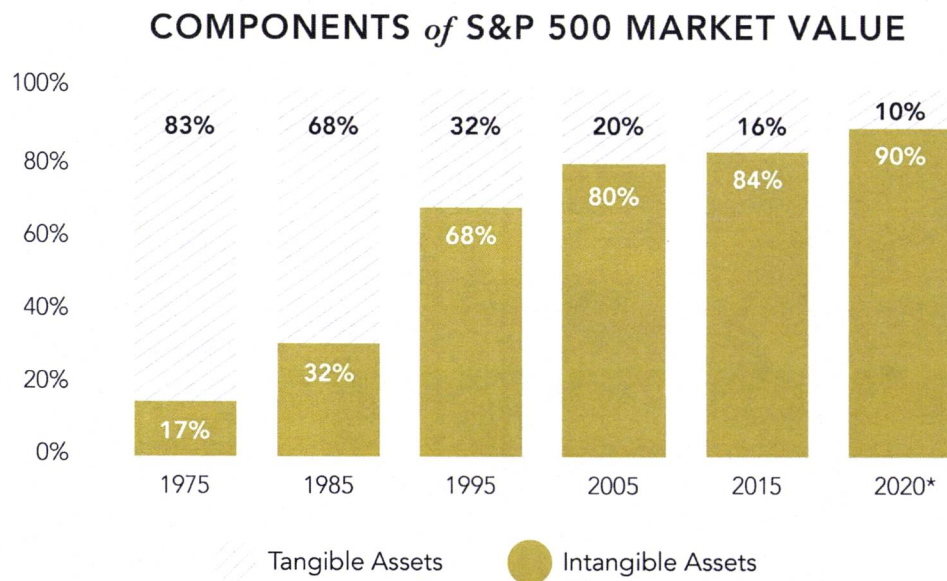


U.S. DEPARTMENT OF
ENERGY

FIU

Applied Research
Center

The Value of patents



S&P 500 has **\$22 trillion** in **Intangible Assets (2020):**

- **Patents and Know-how (\$14 trillion)**
- Trademarks and Copyrights (\$8 trillion)

Intangible Value of Unutilized US patent: \$2.0 Trillion



SOURCE: OCEAN TOMO, LLC INTANGIBLE ASSET MARKET VALUE STUDY, 2020
*INTERIM STUDY UPDATE AS OF 7/1/2020

Patents and Know-how: Firms can increase intangible value via technology transfer (inbound and outbound) and **Know-how** by improving commercialization skills i.e. through business incubators, accelerators, courses, and partnerships.



EXAMPLE TECH COMPANIES WITH FED SUPPORT (IP OR FUNDING)



23andMe



DigitalGlobe

MAXAR
TECHNOLOGIES

TESLA



With its Model S, Tesla brought the first zero-emission, zero-gas, full-size electric vehicle to market, boosting U.S. advanced auto manufacturing.

U.S. DEPARTMENT OF ENERGY
LOAN PROGRAMS OFFICE

INVESTING IN AMERICAN ENERGY

ABOUT IP2MKT

MISSION STATEMENT

The IP2Mkt initiative seeks to tap the **trillions of dollars** of underutilized **patented technologies** developed by **Federal Labs, universities, and industry** in order to foster economic development in South Florida and beyond. Modeled after insights gained from the **MILITARY-INDUSTRIAL COMPLEX** during the Cold War era, Silicon Valley, and inclusive economic development strategies, the **mission of FIU's IP2Mkt Initiative is to inclusively grow South Florida's innovation economy and beyond.**

GOAL AREAS



Science, Technology, Engineering, and Mathematics (STEM) Entrepreneurial Workforce Development;



Innovation & Capital Ecosystem Development;



Business Incubator and Accelerator Network; and

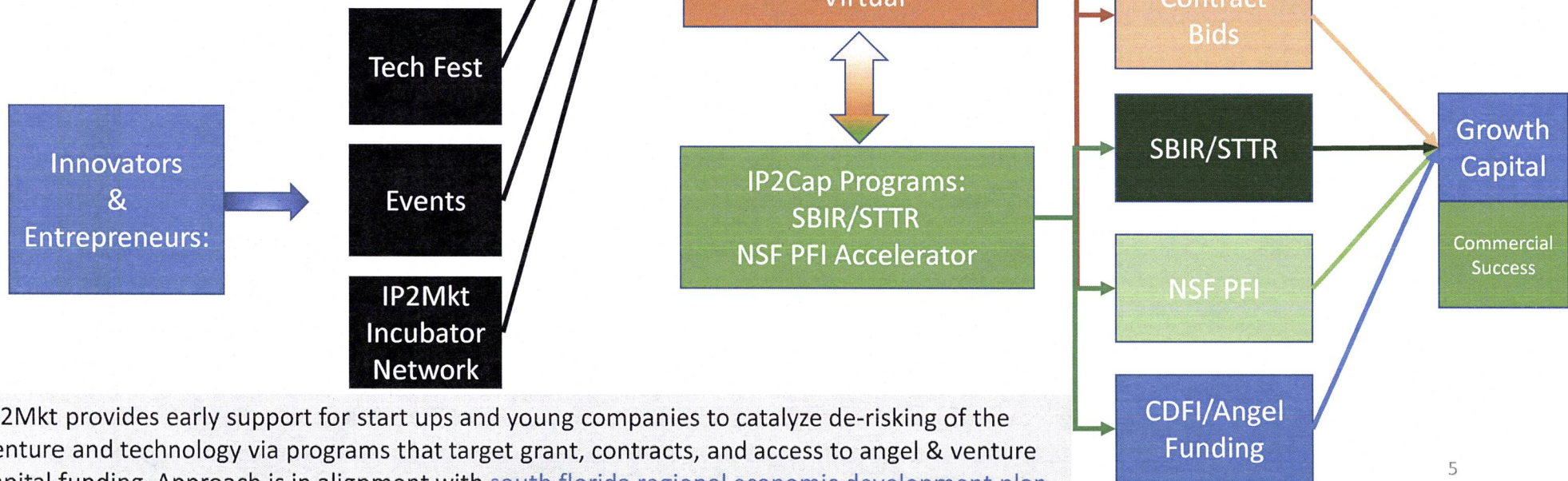


Technology Transfer & SBIR/STTR

IP2MKT COMMERCIALIZATION PROCESS AND GOALS

Metrics

- No. of applicants/participants
- No. of Grant Applications/Awarded
- No. of Contracts Bid/Awarded
- No. of Term Sheets
- Seed Funding
- No of License and Tech Transfer Agreements

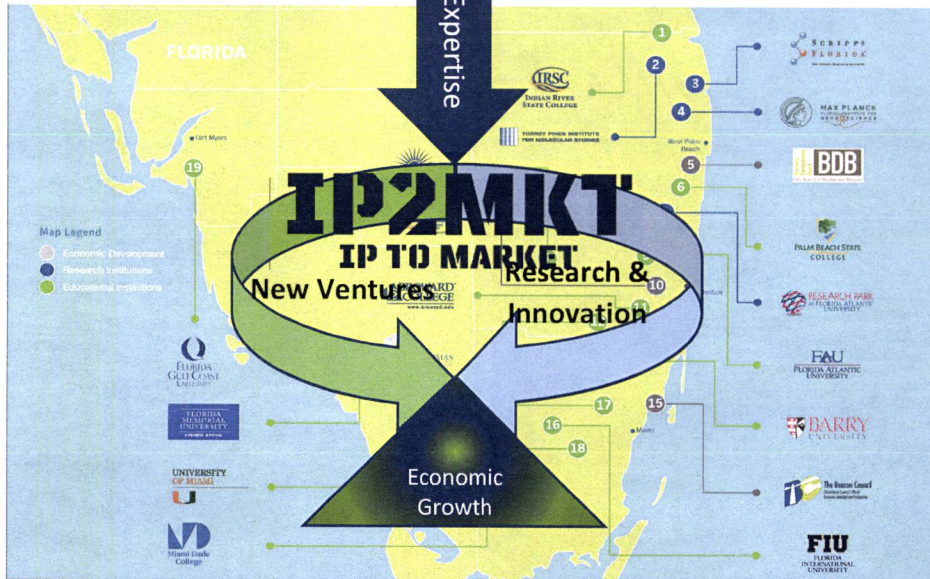
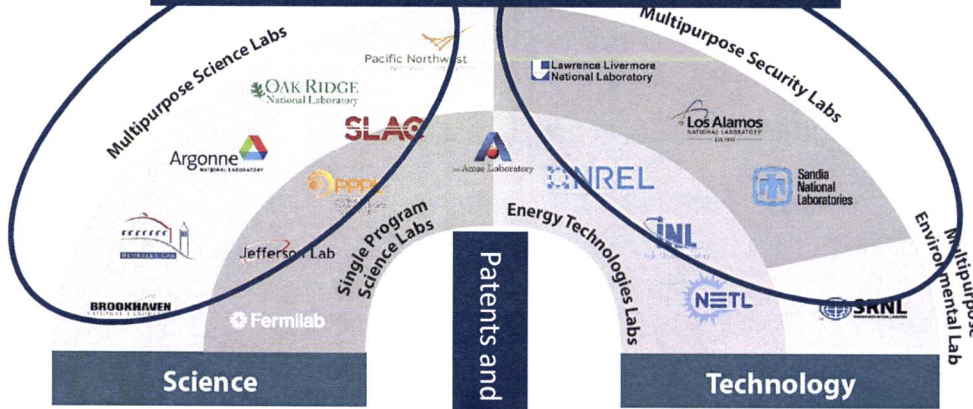


IP2MKT

FIU

Applied Research
Center

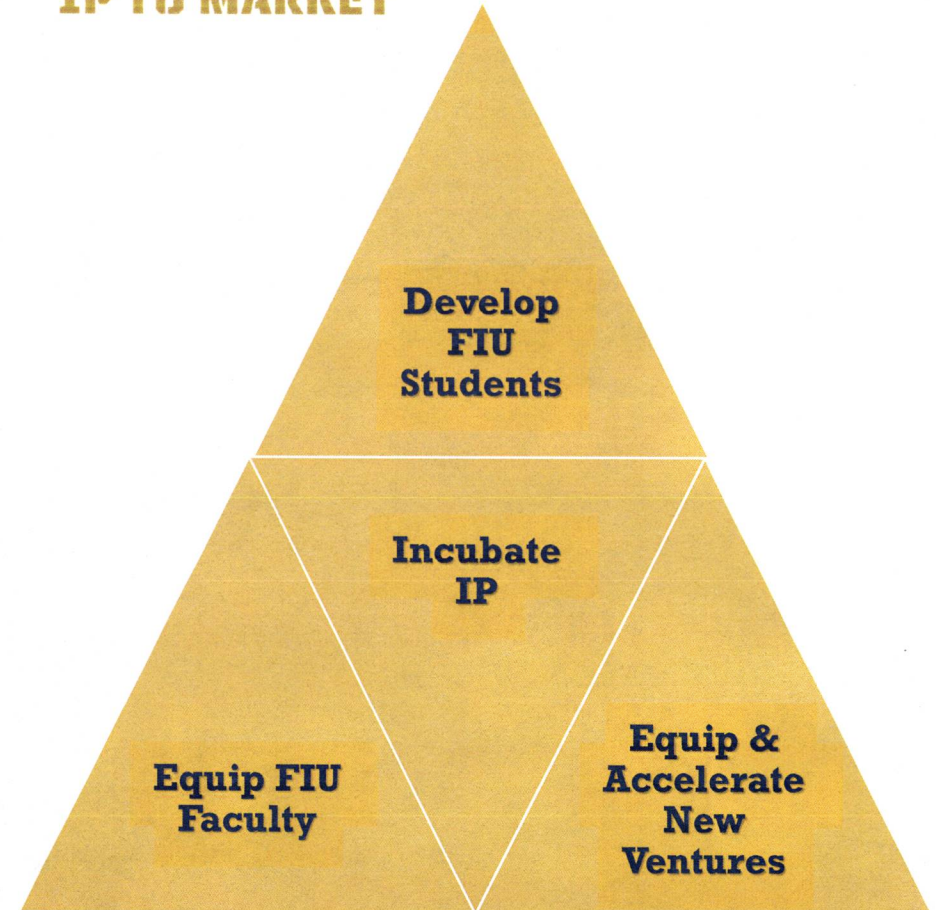
100,000+ Fed Lab Patents
\$320+ Billion in present value



StartUP **FIU**

IP2MKT[®] APPROACH

IP TO MARKET





**U.S. DEPARTMENT OF ENERGY SCIENCE AND TECHNOLOGY
DEVELOPMENT SYSTEM**

- 17 National Labs
- User Facilities to advance public and private inventions and innovations.

- 30,000+ Scientists and Engineers
- 90,000+ Federal and Contractor Employees

- 20,000+ patented technologies unlicensed
- Covers Energy, Cyber/Data Sci, Bio Tech, Engineering, Materials, Manufacturing, and more

- Technology Transfer Program
- Business Incubator Program and Network
- SBIR/STTR Program

IP2MKT INCUBATOR PROGRAM



Hospitality Tech



Cyber/AI

TECHNOLOGY

COMMUNITY

IP2MKT IP TO MARKET

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Climate Tech



Dual Use Tech

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Intellectual
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Tech Fest

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SBIR/STTR
Program

StartUP **FIU**

E·D·A

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



U.S. DEPARTMENT OF
ENERGY

FIU

Applied Research
Center

IP2MKT SUPPORT SYSTEM

StartUP**FIU**

FIU

**Applied Research
Center**

FIU

**Chaplin School of
Hospitality & Tourism
Management**

IP2MKT

INCUBATOR PROGRAM GOALS



Patent Monetization Plan

Source IP (1 patent portfolio complementary to venture)

Tech roadmap of IP (Milestones for commercialization)



Pitch Tools

Opportunity Board

Commercialization Board

IP2Mkt Suite of Tools (Value Proposition Canvas, Lean/Business Model Canvas, Customer Discovery, etc)

Financial Model



Partnerships

FIU Applied Research Center

Fed Agency

Industry

FIU IP2Mkt partnered courses and student teams



Paid Opportunities

Funding opportunity identified

Customers

Early Investors

IP2MKT INCUBATOR PROGRAM SCHEDULE

Schedule	Topic	Assignment
Week 0	Pre-Program Items: 10-in-5 and IP2Mkt Overview, Pitch Deck, Opportunity Board, and IP Listing	Pitch Deck, Opportunity Board & IP Listing
Week 1	Lean Startup Methodology & Lean Canvas & Value Proposition Canvas	Lean Canvas & Value Proposition Canvas
Week 2	Rapid Ideation & Solution Prototyping: MVP Mock Up	MVP Mock Up and Lean Canvas
Week 3	Opportunity Attractiveness: Secondary Industry and Market Analysis	Macro Industry and Macro Market Stats
Week 4	Customer Discovery: Part 1 Customer interviews	Customer Interview Questions
Week 5	Customer Discovery: Part 2 Customer Surveys	Customer Interviews and Survey Launch
Week 6	Go-to-Market Planning: Part 1 Strategy	Channel Economics and Value Chain
Week 7	Go-to-Market Planning: Part 2 Plan of Attack	Revenue Model & Milestones
Week 8	IP Agreements and Financial Model I	Commercialization Plan & Value Chain
Week 9	Financial Model II and R&D/Tech Maturation Funding	SBIR/STTR White Paper and MVP Costs
Week 10	Financial Model III and Risk Analysis Studio	Risk Analysis and Customer Acquisition Costs
Week 11	Pitch Training Studio	Pitch Deck and Communication Docs
Week 12	Pitch Training-Studio	Demo Day Practice Pitch
Week 13	Demo Day	
Week 14	Post Program Meeting, Next Steps, and Survey	Post-Program Sign Up, Program Survey

IP2MKT INCUBATOR PROGRAM 2022 CALENDAR

Month	Activities	Notes
March	Information Session Application Opens	Application will be open for 45 Days
April	Interviews, Selection, and Notification	Finalists will be reviewed and notified by April 30
May-July	2022 Cohort 1	Cohort Programming
Aug	Demo Day Application Opens	Demo Day: August 25, 2022
Sep-Nov	2022 Cohort 2	Cohort Programming
Dec	Demo Day	Demo Day: December 15, 2022

Spring Workshops and Info Sessions

February 22, 2022-Black in Tech Workshop and Info Session

March 15, 2022-Speed Networking and Info Session

March 29, 2022-Info Session

April 5, 2022-Info Session

Spring Key Dates

Application Open: February 28, 2022-April 30, 2022

Interviews: April 25-May 8, 2022

Selection: May 2-9, 2022

Cohort Onboarding: May 2-15, 2022

Cohort Start: May 16, 2022

Dania Beach Partnership

Programming

- Host 1-2 Cohorts per year (Up to 26 weeks of weekly programming)
- Workshops
- Tech Fest Convenings
- Industry Advisory Committee

Benefits

- Dania becomes a key tech entrepreneurial hub in South Florida
- Catalyzes Federal, State, and County Support
- Attracts Industrial investment
- Economic Impact
 - Job creation potential
 - Small business activity