

Summary of Event

EVENT: Speak Up Broward Introduction meeting with Phyllis Korab, Assistant City Manager, Robin Bird, Planning Director and Jennifer Gomez, Assistant Planning Director, City of Pompano Beach

DATE/TIME: Wednesday, June 18, 2014, 11:00 AM

LOCATION: City of Pompano Beach City Hall, 100 W. Atlantic Boulevard, Pompano Beach, FL 33060

PRIMARY AUDIENCE: City staff

ESTIMATED NUMBER OF PEOPLE REACHED: 5 in attendance, Sandra King, Public Communications Director and Jacqueline Barrett, Public Communications Specialist II participated for a few minutes to provide information on specific outreach tools

PROJECT TEAM MEMBER PARTICIPATION: Jill Quigley

PRIMARY CONTACT: Phyllis Korab, phyllis.korab@copbfl.com, 954-786-4601

SUMMARY OF EVENT:

- ✓ The purpose of the meeting was to introduce Speak Up Broward to the city staff and discuss with them methods for involving city residents.
- ✓ Presentations to the following Committees and Boards, most of which are aired on the local government channel (78) so it broadens the exposure:
 - Commission meeting (September)
 - Planning & Zoning Board
 - Zoning Board of Appeals (they recognize that this is not relevant but suggested it as another way to provide exposure)
 - Economic Development Council – this includes several active community members like Tommy DiGiorgio, Rick Green and Roy Rogers who could help carry the message as well as get in the Commissioner’s ears about the importance of the study
 - Code Compliance officer meets with HOAs each month and they could either include us in those or at least pass out information
 - CRA Advisory Board meetings
- ✓ In terms of getting the word out to residents, they had the following suggestions:
 - Willing to include a link on their website
 - We can give them information (30 words or less) that will scroll on channel 78
 - Bi-annual magazine (Tradewinds) that goes to all residents and businesses – we

- could include an article. Next publication is first week of October so it would be good timing for the eTownHalls and MetroQuest.
- Flyers and posters for city facilities and any other city-sponsored meetings
- ✓ When asked about including information on the utility bills it was explained that they have adopted a policy to only advertise for city events.

FOLLOW UP / ACTION RESULTS:

- ✓ Ms. Quigley will coordinate with Jennifer Gomez on the dates and appropriate order of presentations to the different committees.
- ✓ The Speak Up Broward team will prepare the appropriate materials (posters, flyers and article) for the non-presentation outreach efforts

EVALUATION OF EVENT: Speak Up Broward was well received by the city staff, who understands the importance of transportation in economic development and believe that the residents of Pompano Beach will be interested due to the number of transportation improvements planned in the city.

PHOTO CAPTION/INFO: N/A

PHOTO SOURCE/CREDIT: N/A