

Summary of Event

EVENT: Meeting with Coral Springs Chamber of Commerce Government Affairs Committee

DATE/TIME: Thursday, January 9, 2014 8:00 AM

LOCATION: Coral Springs Chamber of Commerce,
11555 Heron Bay Blvd. #200, Coral Springs, FL 33076

PRIMARY AUDIENCE: Coral Springs business leaders in northwestern Broward

ESTIMATED NUMBER OF PEOPLE REACHED: 10 in attendance

PROJECT TEAM MEMBER PARTICIPATION: James Cromar, Broward MPO, Speaker and Pamela Adams, Facilitator

PRIMARY CONTACT: Ms. Cindy Brief, President/CEO Coral Springs Chamber of Commerce
cindy@cschamber.com

SUMMARY OF EVENT:

- ✓ The purpose of the meeting was to share the “Let’s Talk Transportation” presentation to the Coral Springs Government Affairs Committee and to discuss strategies to get the Chamber engaged.
- ✓ Pamela Adams did a brief introduction about Speak Up Broward and introduced James Cromar, the speaker.
- ✓ Mr. Cromar conducted the interactive exercise “Transportation: Today and Tomorrow” to get the groups perspectives about transportation now and in the future.

Exercise Results:

Today: Waiting, traffic congestion, lack of connectivity, access to transportation is limited

Tomorrow: Improvements to the Sawgrass Expressway to address the build-out in the City of Parkland, build a connection from the Sawgrass Expressway to I-95.

- ✓ Richard Gerber had suggestions about future funding sources for transportation that include:
 - Use a portion of the commercial real estate sales tax, and
 - Explore the use of internet sales tax.
- ✓ The group indicated that the Speak Up Broward team should engage public transit users and students at Broward College and other institutions in the initiative.
- ✓ Mr. Gerber and other members of the group indicated that they would assist the team to identify other groups and organizations for presentation opportunities.

- ✓ It was suggested that Speak Up Broward will be presented at a Chamber Breakfast in spring 2014. Ms. Brief indicated that she would have to secure a Breakfast sponsor for the date.
- ✓ Ms. Adams explained the Speakers Bureau and did a call to action. Each attendee signed the Network List and expressed an interest to be kept informed.

FOLLOW UP / ACTION RESULTS:

- ✓ Mr. Bruce H. Weinberg, Government Committee Chair, agreed this is an important issue that the Chamber and the community should be engaged in. He will report on Speak Up Broward at the Executive Committee meeting at the January 2014.
- ✓ Ms. Brief will contact Ms. Adams to report the next steps.
- ✓ Ms. Adams will follow up with Mr. Gerber and Ms. Carter and Ms. Brief.

EVALUATION OF EVENT: This meeting was well-received and will lead to more engagement with the Coral Springs Chamber of Commerce in northwest Broward.

PHOTO CAPTION/INFO: N/A

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