ECONOMIC DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, April 18, 2006, at 4:00 p.m. in the First Floor Conference Room “A” of the County Administration Building, 1840 25th Street, Vero Beach, Florida.

Present were members: Chairman William Penney, Banking Appointee and Vice Chairman Peter Robinson, Developer Appointee; Councilman Francisco Mangana, City of Fellsmere Appointee; Councilmember Debra Fromang, City of Vero Beach Appointee (arrived at 4:50 p.m.); Robert Tenbus, Tourist Industry Appointee; Doug Bournique, Local Industry Appointee; Talmage Rogers, Jr., Citrus Industry Appointee; Ray Coniglio, Sebastian River Area Chamber of Commerce Appointee (arrived at 4:15 p.m.); Deborah Mayfield, Board of County Commissioners Appointee; Deborah Segal (arrived at 4:10 p.m.), James Kretsch and Linda Schlitt-Gonzalez (arrived at 4:23 p.m.), Member-at-Large Appointees; Penny Chandler, Indian River (IR) Chamber of Commerce Appointee; Kathryn Wilson, School Board Appointee; and Scott Carson, Real Estate Appointee.

Absent were members: Council Member Andrea Coy, City of Sebastian Appointee; Gary Sullivan, Civic Organization Appointee; Thomas S. Lowther, Non-voting Commissioner Liaison (all excused); and Victor Hart, Sr., Gifford Community Appointee (unexcused).

Also present were IRC Staff: Sasan Rohani, Long-Range Planning Chief; Bill Schutt, Senior Economic Development Planner; and Darcy Vasilas, Staff Assistant IV. Others present: Helene Caseltine, Alternate, Indian River County Chamber of Commerce Appointee and Todd Van Houten, Interested Citizen.

Call to Order

Chairman Penney called the meeting to order.

Introduction of New Members
Chairman Penney introduced new members Scott Carson, Real Estate Appointee, and Councilman Francisco Magana, City of Fellsmere Appointee.

Approval of Minutes of the March 21, 2006 Meeting

Chairman Penney indicated there was a change on Page 3 under the Discussion of EDC 2006 Goals & Objectives to read as follows:

“Mrs. Mayfield (instead of Mrs. Fromang) agreed with Commissioner Lowther and felt the EDC should be working with Indian River Memorial Hospital, in their efforts with the new Open Heart Center, to expand and help bring additional services into the area.”

ON MOTION BY Mr. Rogers, SECONDED BY Mr. Tenbus, the members voted unanimously (10-0) to approve the March 21, 2006 meeting minutes as amended.

Reports from the IR Chamber of Commerce

Chairman Penney distributed an article published in the April 2006 edition of Florida Trend magazine, a copy of which is on file in the Commission Office. The article provided comparisons in population by age and per capita income from Indian River, Martin, Okeechobee, and St. Lucie counties. A copy of the article is on file in the Commission Office.

- Review of the IR Chamber of Commerce Economic Development Marketing Plan:

Ms. Caseltine distributed the IR Chamber of Commerce Economic Development Marketing Plan for Fiscal Year (FY) 2006-2007 and explained as a requirement of the Economic Development Element in the IRC Comprehensive Plan, this marketing plan must be brought before EDC for a recommendation before submitting their budget proposal to the Board of County Commissioners (BCC). A copy of the Marketing Plan is on file in the Commission Office.
Ms. Caseltine reviewed the information contained in her report. She explained the budgeting process as receiving approval from the EDC, submittal to the IRC Tourist Development Council (TDC), then to the BCC for final approval for funds to be released October 1, 2006.

Discussion ensued regarding the differences in Marketing Plans presented to the EDC versus the information provided to the TDC and BCC. Ms. Chandler explained the reports presented to the TDC and BCC were much more detailed and accounted for the entire amount awarded, which was approximately $165,000. She continued for FY 2006-2007 they were requesting a 4% increase totaling approximately $172,000.

Chairman Penney asked Ms. Caseltine to go over the key points of the Marketing Plan. She explained costs for advertising were shared with two other agencies from Martin and St. Lucie counties as members of the Research Coast Economic Development Coalition. She added the Workforce Development Board may become a fourth member to share in the costs.

Mrs. Mayfield asked if the IR Chamber of Commerce could work in tandem with Indian River Community College to coordinate with the new Indian River Hospital Open Heart Unit for training and recruitment of the 150 staff positions being created. Mr. Robinson added there may be more businesses to be brought in, a hotel for example, due to the addition of the Open Heart Unit.

Ms. Chandler read Section 2.6 of the IRC Comprehensive Plan Economic Element as follows:

“The Chamber shall establish a list of target industries and evaluate this list at least every two years in order to reflect the current economic needs of the County as well as economic marketing results.”

Discussion ensued regarding the various industries that could be targeted for locating within Indian River County.

Mrs. Mayfield asked if there was an easier way to present the Marketing Plan. Discussion was held on alternative methods of reporting the information to make it more in line with the actual budget. Ms. Chandler explained the components contained in the report being
presented at this meeting did not show all expenditures, which made it difficult for those reviewing it to get an accurate picture of all expenses.

Chairman Penney referred to the question asked of Commissioner Lowther at the March 21, 2006 meeting regarding what he would like the EDC to do to become more effective. He stated Chairman Lowther had responded he would like the EDC to take charge in recommending to the BCC issues on economic development. Chairman Penney continued the piece of the puzzle being presented at this meeting, in the form of a marketing report, was not inclusive enough to take before the BCC.

Mrs. Segal asked if results from advertisements could be provided. She felt if that information could be provided, the EDC could better determine where the expenditures would best be used. Ms. Chandler responded all those items were tracked by the IR Chamber of Commerce and the information was included in the monthly report Ms. Caseltine provided to the EDC.

Mrs. Fromang arrived at 4:50 p.m.

Ms. Chandler asked Mr. Rohani if the Marketing Plan being required by the Economic Development Element of the IRC Comprehensive Plan was set in stone, or could it be changed to be more inclusive. Mr. Rohani replied the format of the Marketing Plan was flexible, although the requirements were for the plan to contain what the IR Chamber of Commerce accomplished and what economic development methods were successful. Ms. Chandler suggested a subcommittee to develop an improved Marketing Plan.

Chairman Penney referred to Policy 2.5 stating:

“The Marketing Plan shall provide detailed budget information pertaining to any funds the Chamber was requesting. Before the Marketing Plan and request for funds was submitted to the Board, the plans shall be presented to, and approved by the Economic Development Council.”

ON MOTION BY Mr. Robinson, SECONDED BY Mrs. Schlitt-Gonzalez to approve the Marketing Plan submitted by the Indian River Chamber of Commerce at this meeting and a detailed budget would be brought back at the May 16, 2006
meeting to be reviewed by the Economic Development Council.

Under discussion, Mrs. Mayfield asked if the budget could be amended if, after the EDC reviewed the complete budget at the May 16, 2006 meeting, which would be after the proposed budget figures were due to the IRC Office of Management and Budget. Mr. Rohani explained the money could be reallocated within the budget, but there could be no additional funds added after the due date.

Ms. Chandler suggested beginning in 2007, when the Marketing Plan was presented to EDC, that the whole budget be presented.

Mr. Robinson AMENDED HIS MOTION to include bringing the entire Marketing Plan budget before the Economic Development Council beginning in 2007. Mrs. Schlitt-Gonzalez AMENDED HER SECOND.

Mrs. Wilson left the meeting at 5:00 p.m.

THE MOTION WAS CALLED, and members voted unanimously (14-0) to approve the motion.

Chairman Penney asked Ms. Caseltine if she could provide a twelve-month calendar showing when the various IR Chamber of Commerce reports would be coming before the EDC. Ms. Caseltine replied in the affirmative.

ON MOTION BY Mr. Robinson, SECONDED BY Mr. Coniglio, the members voted unanimously (14-0) to have Ms. Caseltine provide a twelve-month calendar outlining when the various Indian River Chamber of Commerce reports
would be coming before the Economic Development Council.

Discussion of the Role of the Indian River Chamber of Commerce vs. the Economic Development Council

Ms. Caseltine explained the EDC served as an advisory board to the BCC concerning economic development issues. She continued the IR Chamber of Commerce took care of the day-to-day operations of economic development.

Mr. Penney felt the IR Chamber of Commerce was the marketing arm and the EDC were the ambassadors. Mr. Kretsch stated he had a different view, he did not feel he was an ambassador and did not feel the EDC had any tools to do anything other than influence the BCC. He continued the IR Chamber of Commerce were the ones that developed a Marketing Plan, then were responsible for executing that plan.

Ms. Chandler responded the IR Chamber of Commerce needed the EDC to be advocates with them to get economic development problems resolved.

Preliminary Discussion of the Evaluation and Appraisal Report (EAR) for the Economic Development Element of the IRC Comprehensive Plan

Mr. Schutt distributed copies of the Economic Development Element of the IRC Comprehensive Plan, a copy of which is on file in the Commission Office. He reviewed the components of the element.

Mr. Schutt provided a copy of the Evaluation and Appraisal Report (EAR) for the Economic Development Element of the IRC Comprehensive Plan, a copy of which is on file in the Commission Office. He related staff was reviewing and assessing the goals and objectives of this element in a matrix format. Mr. Schutt went through the various stages necessary to complete amendments to the Comprehensive Plan.

Mr. Rohani explained the original Comprehensive Plan was done in 1990, the first evaluation was done in 1998 and the next revision was due in 2008. He continued at the next meeting to be held on May 16, 2006,
staff would bring to the EDC the objectives of the Comprehensive Plan and whether or not those objectives were met. Mr. Rohani noted the major issues needing to be identified related to the Economic Development Element. He added the objectives and policies within that element would then be reviewed to determine if they should be maintained, deleted, or revised.

Mr. Robinson felt the biggest problem was the majority of the dates needed to be updated. Mr. Rohani responded the updated information would be coming before the EDC in small portions to obtain input and recommendations.

Mr. Schutt distributed a draft staff report going to the BCC at their May 2, 2006 meeting regarding the Capital Improvements Element of the IRC Comprehensive Plan, a copy of this information is on file in the Commission Office.

Mr. Schutt and Mr. Rohani reviewed Appendix A, Five-Year Schedule of Capital Improvements and Appendix B, Priority Transportation Capital Improvements Program.

A lengthy discussion ensued regarding the road improvements listed in Appendix B.

**Members Matters**

Mrs. Mayfield related at the last meeting, March 21, 2006, Ms. Caseltine, as an extension of the IRC Economic Development Council, was asked to prepare a letter to be sent to the City of Sebastian requesting they look favorably at the business development at the Sebastian Airport by taking the necessary steps to provide incentives to entice business. Ms. Chandler added there were several discussions after that meeting with people from the City of Sebastian and some with County officials and it was decided sending the letter may not be diligent thing to do to.

Ms. Caseltine noted after further conversation with the City of Sebastian Airport Director, Jason Milewski, a business plan would be available later this month or early May, 2006, which included some flexibility for business relocation purposes. Ms. Chandler pointed out any
letter going to one branch of the City of Sebastian, also went into the public file. She felt personal meetings or calls would be more beneficial.

Mr. Rogers felt it was the obligation of the IR Chamber of Commerce to come back to the EDC and report their actions since the letter was a request made by a motion. Mrs. Mayfield stated that was why she brought the matter up because Ms. Caseltine had called her to let her know she would not be writing the letter. Mr. Rogers opined there may have been a violation of the Sunshine Law.

Mr. Robinson left the meeting at 5:40 p.m.

**ON MOTION BY Ms. Chandler, SECONDED BY Mrs. Mayfield to invite the City of Sebastian Airport Director, Jason Milewski, to the May 16, 2006 meeting, to explain their reasoning and plans for bringing in business.**

Under discussion, Mr. Coniglio felt the Sebastian City Manager, Mr. Al Minner, should also be invited.

**Ms. Chandler AMENDED HER MOTION to also invite the City of Sebastian City Manager, Mr. Al Minner to the May 16, 2006 meeting. Mrs. Mayfield AMENDED HER SECOND.**

**THE MOTION WAS CALLED and the members voted unanimously (13-0) to approve the motion.**

Ms. Caseltine stated she would invite both Mr. Minner and Mr. Milewski to the May 16, 2006 meeting.

Ms. Caseltine reported Lopresti Enterprises may not be relocating out of the area as reported at the March 21, 2006 meeting. She noted they would be meeting with Enterprise Florida representatives next week to attempt to find a solution to put the business in the Sebastian Airport.

Mr. Kretsch asked if the Scope of Services was still being brought forward from staff. Mr. Rohani responded staff was hoping to bring the item to the EDC at the May 16, 2006 meeting.
Other Matters

Mr. Rohani asked if it were possible to start the meeting earlier than 4:00 p.m. since several members had to leave by 5:00 p.m.

**ON MOTION BY Mr. Kretsch, SECONDED BY Mrs. Schlitt-Gonzalez to move the start time of the Economic Development Council meetings from 4:00 p.m. to 3:00 p.m.**

Under discussion, other meeting days were reviewed. Chairman Penney asked Ms. Vasilas to check on the meeting room schedule and availability and report back to the EDC at the May 16, 2006 meeting.

**Mr. Kretsch RESCINDED HIS MOTION.**

Chairman Penney commended Ms. Vasilas on her organization of the meeting agendas and with keeping him apprised of issues pertaining to EDC.

Adjournment

The meeting was adjourned at 5:50 p.m.