

## **ECONOMIC DEVELOPMENT COUNCIL**

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, July 21, 2009 at 3:00 p.m. in Conference Room B1-501 of the County Administration Building B, 1800 27<sup>th</sup> Street, Vero Beach, Florida.

*Note: You may hear an audio of the meeting and review the agenda and minutes on the IRC website - [www.ircgov.com/Boards/EDC/2009](http://www.ircgov.com/Boards/EDC/2009).*

### **EDC Members Present**

Bill Kenyon, Town of Indian River Shores  
Penny Chandler, IR Chamber of Commerce (IRCOC)  
Andrea Coy, City of Sebastian  
Andrew Kennedy, Member-At-Large  
Jan Pagano, Civic Organization  
Talmage Rogers, Jr., Citrus Industry  
Linda Schlitt-Gonzalez, Member-At-Large  
Scott Carson, Real Estate  
Gwenda Thompson, Workforce Solutions  
Donald Wright, Sebastian Chamber of Commerce  
Peter Robinson, Local Developer  
Susan Adams, City of Fellsmere  
William Penney, Banking Appointee

### **EDC Members Absent**

Deb Branwell, Town of Orchid  
Victor Hart, Gifford Community  
Scott Stradley, BCC Appointee  
Doug Bournique, Local Industry  
Kevin Gould, Manufacturing Appointee  
James Kretsch, Member-At-Large  
Debbie MacKay, School Board  
Deborah Fromang, City of Vero Beach  
Keith Kite, Tourist Industry

### **Others Present**

Eric Menger, Director, Vero Beach Municipal Airport  
Chris Morhardt, The Pharus Group  
Charlie Wilson, Media Arts Group  
Helene Caseltine, Alternate for the IRCOC

## **IRC Staff**

Peter O'Bryan, EDC Non-Voting Commissioner Liaison  
Sasan Rohani, Long Range Planning Chief  
Bill Schutt, Senior Economic Development Planner  
Terri Collins-Lister, Commissioner Assistant, District 4

## **Call to Order**

Chairman Gonzalez called the meeting to order at 3:00 p.m.

## **Approval of the Joint EDC and EDD Minutes of June 16, 2009**

**ON MOTION BY Councilmember Coy, SECONDED BY Ms. Thompson, the members voted unanimously (13-0) to approve the meeting minutes of June 16, 2009 as presented.**

## **Indian River County Economic Development Incentives Brochure – Helene Caseltine, IRCOC**

The EDC members reviewed a draft of the Indian River County Economic Development Incentives Brochure, a copy of which is on file in the Commission Office.

Mr. Eric Menger suggested under the heading, Aviation/Aerospace Targeted Industry Cluster, to replace the subcategories: Aviation, Avionics and Flight Schools with Aviation Education, Aircraft Manufacturing, General Aviation Services and Medical Flight Support.

**ON MOTION BY Mayor Adams, SECONDED BY Mr. Robinson, the members voted unanimously (13-0) to accept the recommended changes to the Aviation/Aerospace Targeted Industry Cluster.**

A suggestion was made that a site consultant or a business should review the Indian River County Economic Development Incentives Brochure to get their opinion or comments.

Commissioner Liaison Peter O'Bryan referred to the eligibility portion of the brochure and felt a timeframe was necessary for the number of jobs that needed to be created in order to be eligible for the incentives. A discussion followed on a timeframe and a recommendation was made to have at least five new jobs

created within six months of the appropriate incentive approval or a time period negotiated by the BCC.

**ON MOTION BY Ms. Chandler, SECONDED BY Mr. Penney, the members voted (12-1) to approve the requirement under Eligibility for the Local Incentives Programs that at least five new jobs are created within six months of appropriate incentive approval, or a time period as negotiated by the Board of County Commissioners. Mr. Rogers opposed.**

IRC Staff pointed out under the Economic Development Incentives, Offset Impact Fees, there were no established policies, procedures or funding for the listed incentive and required BCC approval. The recommendation was made to remove the Offset Impact Fees and the Impact Fee Financing Program section and add impact fees into the section called Special Incentives Granted by the BCC, second sentence, "Incentives could include the purchase or lease of land, infrastructure improvements, *payment or financing of county impact fees*, or cash incentives".

**ON MOTION BY Mr. Robinson, SECONDED BY Ms. Chandler, the members voted unanimously (13-0) to remove the Offset Impact Fees and the Impact Fee Financing Program section and add impact fees into the section called Special Incentives Granted by the BCC, second sentence, "Incentives could include the purchase or lease of land, infrastructure improvements, payment or financing of county impact fees, or cash incentives".**

Commissioner Liaison O'Bryan indicated the state programs had different eligibility requirements and felt under the section, Eligibility, it should read "Eligibility for Local Incentive Programs".

**ON MOTION BY Councilmember Coy, SECONDED BY Ms. Chandler, the members voted unanimously (13-0) to add to the Eligibility section of the Indian River County Economic Development Incentives, "Eligibility for Local Incentive Programs".**

Ms. Caseltine suggested adding to the Indian River County Economic Development Incentives Brochure, who was the coordinating office and where to

submit an application. She suggested adding as a footnote, "Indian River Chamber of Commerce coordinates the administration of the Enterprise Zone Program".

**ON MOTION BY Ms. Chandler, SECONDED BY Ms. Thompson, the members voted unanimously (13-0) approve the addition under the Enterprise Zone Program that the Indian River County Chamber of Commerce coordinates the administration of Enterprise Zone Activities.**

It was suggested on page 3 to add the incentive, Local Workforce Training Incentive before State Programs. Ms. Caseltine asked if Ms. Thompson would send her a list of bullet points to add to the Incentives Brochure. Councilmember Coy suggested changing the heading, "State Programs" to "State Incentive Programs" for consistency.

A discussion ensued on the State Incentive Programs and it was recommended to delete State Incentive Programs and add Florida to the front of the listed state programs to read as separate headers:

Florida Qualified Target Industry Tax Refund Program (QTI)  
Florida Incumbent Worker Training (IWT)  
Florida Quick Response Training Program (QRT)  
Florida Economic Development Transportation Fund (EDTF/Road Fund)

**ON MOTION BY Ms. Chandler, SECONDED BY Mr. Robinson, the members voted unanimously (13-0) to delete the heading State Incentives Program and add Florida to the front of the listed state programs as separate headers.**

A recommendation was made that Indian River County should be identified as a part of the Florida Research Coast along with a list of the advantages of relocating to Indian River County as either part of the cover letter or front of the brochure. A discussion followed on the incentive brochure and it was suggested to add to the cover of the brochure, "Incentives to Relocate or Expand Your Business in Indian River County, Florida" as well as the slogan, "Gateway to Florida's Research Coast".

### **Economic Development Report – Ms. Helene Caseltine, IRCOC**

Ms. Caseltine gave an overview of the IRCOC Economic Development

Report for June/July 2009, a copy of which is on file in the Commission Office. She mentioned the revised edition of the promotional flash drive with updated segment recordings and photos were in production. Commissioner Liaison O'Bryan suggested changing the color of the flash drives to distinguish between the old and new edition. Ms. Caseltine said she would check into whether the cost would be higher changing the color of the promotional flash drive.

### **Other Matters**

A lengthy discussion ensued on the Piper Aircraft.

Mr. Charlie Wilson, Media Arts Group, mentioned that he would be going before the BCC to ask them to form a Task Committee to look into the root cause of why the unemployment in Indian River County has been consecutively high for the last ten years.

Mr. Wright pointed out a positive article by the Florida Association of Realtors titled, "Florida's climate is business-friendly", a copy of which is on file in the Commission Office.

### **Adjournment**

There being no further business, the meeting adjourned at 4:41 p.m.