

ECONOMIC DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, April 17, 2007, at 3:00 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; Mayor Andrea Coy, City of Sebastian Appointee; Doug Bournique, Local Industry Appointee; Vice Chairman Peter Robinson, Developer Appointee; Councilmember Debra Fromang, City of Vero Beach Appointee; Scott Carson, Real Estate Appointee; Talmage Rogers, Jr., Citrus Industry Appointee; Ray Coniglio, Sebastian River Area Chamber of Commerce Appointee; Mayor Savage, Alternate, City of Fellsmere Appointee; James Kretsch, Deborah Segal, and Linda Schlitt-Gonzalez, Member-at-Large Appointees; and Peter O'Bryan, Non-voting Commissioner Liaison.

Absent were members: Penny Chandler, Indian River Chamber of Commerce (IRCOC) Appointee; Gary Sullivan, Civic Organization Appointee; Deborah Mayfield, Board of County Commissioners (BCC) Appointee; Ann Reuter, School Board Appointee; Victor Hart, Sr., Gifford Community Appointee (all excused); and Councilmember Francisco Magana, City of Fellsmere Appointee (unexcused).

Also present were IRC Staff: Sasan Rohani, Long Range Planning Chief; Bill Schutt, Senior Economic Development Planner; and Terri Collins-Lister, Staff Assistant IV. Others present: Helene Caseltine, Alternate, IRCOC Appointee; Heather Melanson, Kimley-Horn and Associates, Inc.; and William Mosley, Chairman, Community Development Block Grant Citizens Advisory Taskforce Committee.

Call to Order

Chairman Penney called the meeting to order and welcomed Mayor Savage to the EDC meeting.

Chairman Penney noted the April EDC Packet included the handout, The Good, Bad and Ugly in Local Economic Development and asked Ms. Fromang if she could comment on the presentation from National League of Cities held in Washington, D.C. on March 11, 2007.

Ms. Fromang gave a brief overview of the handout. She summarized Dr. Lloyd Blanchard from Louisiana State University pointed out there was not much

manufacturing left in the United States. She felt for IRC, there needed to be more focus on tourism and education. She indicated Dr. Blanchard was negative on tax incentives and best thing was to give a prospective business was trained workers. She offered to get the presentation for a future EDC Meeting.

Approval of the Minutes of March 20, 2007 Meeting

ON MOTION BY Mr. Rogers, SECONDED BY Mr. Carson, the members voted unanimously (12-0) to approve the March 20, 2007 meeting minutes as presented.

Economic Development Division's Proposed Fiscal Year (FY) 2007-2008 Budget – Helene Caseltine, Economic Development Director, IRCOC.

Ms. Helene Caseltine, Alternate, IRCOC Appointee, reviewed the proposed budget for the Economic Development Division (EDD) Budget for the IRCOC along with the Economic Development Marketing and Strategic Plan, a copy of which is on file in the Commission Office.

Mr. Robinson referred to and questioned Line item 19 – Awards and Grants proposed budget of \$1,600. Ms. Caseltine stated the Awards and Grants were for the Industry Appreciation Awards which was reduced from the proposed budget of \$2,069 in FY 05/06.

Mr. Kretsch noted the insurance budget had increased from \$1,589 to \$8,621. Ms. Caseltine replied it had increased tremendously and was the EDD's portion of the insurance paid for the building.

Chairman Penney clarified the proposed budget was the portion allocated to the EDD of the IRCOC expenses and referred to Line Item 3, Salaries. He continued the Salaries were not just one entire salary, but included other parts covered by other IRCOC activities. Ms. Caseltine replied in the affirmative and noted it included contracting out or hiring a part time assistant. She added the salaries budget included the salary for the IRCOC webmaster and a stipend to a non-profit agency to send out huge mailings.

Mr. Kretsch questioned the amount of \$4,000 for an audit on line 21d. Ms. Caseltine stated every year each division of the IRCOC was audited as required and then the report was sent to the County which had increased by 9% from FY 06/07.

Chairman Penney reminded the committee members the role of the EDC as an Advisory Board was to examine the IRCOC's proposed budget, marketing plan and strategic plan and make the necessary adjustments, then would make a recommendation to the BCC.

Mr. Kretsch related the proposed FY 07/08 Economic Development Marketing Plan was a copy of the previous years as far as technique. Ms. Caseltine concluded based on discussion from the EDC, the Business Recruitment Team was added. She attended a meeting of the St. Lucie Central Foreign Trade Zone to see if they would be receptive to the idea of creating a subzone in IRC perhaps at the Vero Beach Municipal Airport. A discussion followed regarding IRC at one time being considered a subzone.

Mr. Kretsch indicated no dollar amount was allocated under the Business Recruitment Team. Ms. Caseltine responded in other communities these team members typically picked up their own expenses and there were private industry partner dollars which could be used for those types of activities.

Ms. Caseltine pointed out the proposed budget and marketing plan has to be submitted to the County Budget Office by end of April 2007. Commissioner O'Bryan asked if the funding for the EDD comes from the Tourist Development Council. Ms. Caseltine replied the funding was from general revenue or ad valorem taxes.

ON MOTION BY Ms. Coy, SECONDED BY Mr. Kretsch, the members voted (12-0) unanimously to recommend to the Board of County Commissioners the FY 2007-2008 Economic Development Division Budget for the Indian River Chamber Of Commerce and approve the Economic Development Marketing and Strategic Plan.

Review of Evaluation and Appraisal Report Economic Development Element Objectives – Bill Schutt, IRC Senior Planner

Mr. Bill Schutt, IRC Senior Planner, gave an overview of the next step in the Evaluation and Appraisal Report. He focused on Attachment 2 of the Evaluation Matrix of the Economic Development Element Objectives, a copy of which is on file in the Commission Office. On Attachment 3, Mr. Schutt defined an objective should be a specific, measurable, intermediate end that was achievable and marks progress toward a goal in a Comprehensive Plan. He gave a brief description of the Economic Development Element Objectives.

Mr. Robinson referred to Objective 4: Encourage Economic Development and pointed out for the targeted industries the EDC was going after, real estate must be ready to go and would need concurrency. Mr. Kretsch felt Economic Development was measurable by expedited permitting and concurrency.

Mr. Sasan Rohani, IRC Long Range Planning Chief, wanted to review all of the Economic Development Element Objectives and would like for the committee to make any suggested changes or add new objectives.

Objective 1: Low Unemployment Rate - A lengthy discussion ensued on Objective 1 and it was suggested changing the date, but benchmark it annually. Chairman Penney quoted what someone had said before, "those bad jobs were better than no jobs". He felt IRC was in the position where the unemployment rate was similar to the state, but back a few years when it was significantly higher than the state unemployment and if the County's unemployment went above one percentage point of the State's, the EDC as a group would need to see what needed to be done to attract more jobs.

Ms. Segal opined the EDC needed to be continually and consistently proactive in bringing businesses to IRC. Her concern was affordable housing, and wondered where those individuals live in the County even with the benchmark of \$30,000 for the minimum high paying jobs.

Objective 2: Diversified Economic Growth - Mr. Bournique referred to *Between 2005 and 2010*, he noted it was 50% all the way through and how was it being tracked. He mentioned the 800 jobs and asked if the number was even near 400 newly created jobs. Mr. Schutt concluded there was a spike of jobs in the year 2004/2005; however there was no information yet for the year 2006.

Chairman Penney stated Objective 2 should be some measure of the number of quality jobs and the Economic Taskforce Sub-committee was formed to look at this. It was discussed to look at a new objective which would be comparing the annual average wage to the national wage.

A lengthy discussion ensued on a way to measure Diversified Economic Growth and the unemployment rate.

Objective 3: Skilled Labor Force - Mr. Rogers felt Objective 3 should be deleted because the EDC had no control of Objective 3.

Mr. Bournique commented the County does not want to lose the Dodgers and there was no team coming in and felt Dodgertown would be a great campus for University of Florida.

Chairman Penney asked Mr. Bournique to get contact names for an education campus in place of the Dodgers and suggested discussing it in further at the EDC Meeting on May 15, 2007.

Ms. Fromang left at 4:30 p.m.

Mr. Carson suggested changing the title of Objective 3 to track educational facilities. Mr. Roger mentioned in the Comprehensive Plan there was a section on education. It was discussed there were two separate components, one being educational based jobs and the other was to train locals for employment. Chairman Penney inquired whether the EDC would measure this objective. Mr. Carson replied you would measure by the number of activities. Ms. Schlitt-Gonzalez opined the measurable component could be IRC would solicit additional educational facilities and then the tracking would be the solicitation effort.

Mr. Bournique left at 4:35 p.m.

Objective 4: Encourage Economic Development - Discussion ensued on buying and banking land. Commissioner O'Bryan suggested picking a number as an example, the objective was by the year 2010. The County would have an additional 3,000 to 5,000 of industrial zoned land, and it would not matter if it was in one or two industrial parks.

Chairman Penney noted it was the consensus of the committee the objective should include the availability of industrial land. Mr. Rohani felt the committee should go one step forward, as according to Mr. Bill Fruth, Economist; it should be an improved industrial park not just raw land.

Commissioner O'Bryan gave an example of one way to get the land without buying, which was what the City of Fellsmere had proposed with applications for annexation. A condition could be place on the applicant to require a donation of a 1,500 acre parcel for industrial land at no cost. He felt the EDC should send a good strong signal to the municipalities that say we would encourage the creation of more industrial land. He opined staff should work with a target of 5,000 acres of industrial zoned land.

Objective 5: Intergovernmental Coordination - Mr. Rogers was curious why there was no representative officially appointed from the Town of Orchid and Indian River Shores to the EDC committee.

ON MOTION BY Mr. Rogers, SECONDED BY Mr. Robinson, the members voted unanimously (10-0) to recommend to the Board of County Commissioners appointing a representative from the Town of Orchid and Indian River Shores to the Economic Development Council.

Ms. Coy left at 4:50 p.m.

Objective 6: Tourism Development – Chairman Penney stated Tourism was a subset of Economic Development in the Comprehensive Plan. Mr. Rohani wondered if Objective 6 needed to be included or deleted because there was a Tourist Development Council to address the Tourism Development.

It was suggested to get an annual report of Tourism Development and Ms. Schlitt-Gonzalez felt it should be included under Objective 1: Low Unemployment Rate as a policy to monitor the Tourism Tax.

Objective 7: Improved Pro-Economic Development Perception – Mr. Rohani felt the enhanced reputation was important but did not know how to measure it. Ms. Schlitt-Gonzalez recommended getting out and doing economics tours. She felt there were policies the EDC had in place that ultimately do enhance pro-economic development. Commissioner O'Bryan brought up local education to citizens on why we need good economic development not just for more rooftops, but for good paying and better quality jobs. A discussion followed on the title of Objective 7 and Mr. Robinson suggested the title of Economic Development Outreach to the Community.

Mr. Rohani told the committee there would be a draft version of the changes to the Economic Development Element Objectives that were discussed at the April 17, 2007 meeting.

Other Matters

It was asked whether there would be a celebration for CVS Distribution (CVS). Ms. Caseltine stated there had been no response from CVS Corporate and the IRCOC may keep it at the local level. She had talked with the General Manager of CVS and there was a party scheduled sometime in June 2007 for CVS employees and their families and maybe they could plan something for that time.

Committee Matters

Chairman Penney announced at the June 19, 2007 EDC Meeting, Mr. Bournique had arranged for Ms. May Duryea from the University of Florida to discuss biofuels.

Chairman Penney introduced William Mosley, Chairman of the Community Development Block Grant Committee and noted he had an interest in serving on the EDC.

Chairman Penny informed the EDC Taskforce they would not meet afterwards, however Terri Collins-Lister, Recording Secretary would reschedule a meeting sometime in May 2007.

Adjournment

There being no further business the meeting adjourned at 5:10 p.m.