

## ECONOMIC DEVELOPMENT COUNCIL

There was a workshop of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, April 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. 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). Please note listed at the end of each agenda item refers to time on the recorded minutes.

Present were EDC members: Penny Chandler, Indian River Chamber of Commerce (IRCOC); Chairman Linda Schlitt-Gonzalez, James Kretsch, and Scott Stradley, Member-at-Large Appointees; Scott Carson, Real Estate Appointee; Doug Bournique, Local Industry Appointee; William Penney, Banking Appointee; Councilmember Debra Fromang, City of Vero Beach Appointee; Gwenda Thompson, Workforce Solutions Appointee; Jan Pagano, Civic Organization Appointee; Peter Robinson, Developer Appointee; Andrew Kennedy, Board of County Commissioners (BCC) Appointee; Talmage Rogers, Jr., Citrus Industry Appointee; Kevin Gould, Manufacturing Appointee; Bill Kenyon, Town of Indian River Shores Appointee; Mayor Susan Adams, City of Fellsmere Appointee; Keith Kite, Tourist Industry Appointee; Councilmember Andrea Coy, City of Sebastian Appointee; and Debbie MacKay, School Board Appointee.

Absent were EDC members: Don Wright, Sebastian River Area Chamber of Commerce Appointee; Deb Branwell, Town of Orchid Appointee; and Victor Hart, Sr., Gifford Community Appointee (all excused).

Also present were IRC Staff: Peter O'Bryan, Non-voting Commissioner Liaison; Sasan Rohani, Long Range Planning Chief; Bill Schutt, Senior Economic Development Planner; and Terri Collins-Lister, Commissioner Assistant, District 4. Also present was Helene Caseltine, Alternate, IRCOC; Vincent Celano and Chris Murphy, Interested Citizens.

### **Call to Order**

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

### **Approval of EDC Minutes of March 17, 2009** (00:00:17)

**ON MOTION BY Ms. Chandler, SECONDED BY Mr. Carson, the members voted unanimously (19-0) to approve the March 17, 2009 minutes as presented.**

**Discussion of the Composition of the IRC Consortium for Life Science Research and Technology Advancement – Ms. Penny Chandler, IRCOC**  
(00:2:45)

Ms. Chandler gave a brief background of An Accord, Establishing the Indian River County Consortium for Life Science Research and Technology (copy on file in the Commission Office).

A lengthy discussion ensued on supporting and implementing the Accord and the role played by area schools to attract businesses to the County. It was the consensus of the committee to invite the members of the IRC School District's Curriculum Department to the May 19<sup>th</sup> EDC Meeting to discuss what the school board was doing in relation to the Accord and how they were assessing the needs of the community.

**Discussion on the Tourism Development Section of the Economic Development Element of the Comprehensive Plan – Ms. Penny Chandler, IRCOC** (00:24:09)

Ms. Chandler reported at the September 16, 2008 EDC Meeting, there was a discussion on whether Tourism Development should be included in the Economic Development Element of the Comprehensive Plan. The matter was discussed at December 3, 2008 Tourist Development Council (TDC) Meeting and an independent taskforce was created to review the language in the Economic Development Element. She added the taskforce had reviewed the language and made recommended changes and took it to the TDC for approval.

Ms. Chandler distributed the TDC Task Force's recommendations for the members to review (copy on file in the Commission Office).

The committee reviewed the recommendations by the TDC Task Force and made the following changes to the Tourism Development section of the Economic Development Comprehensive Plan:

*Objective 6: Tourism Development. Tourism is a vital part of the economic strength of Indian River County. There are significant tax revenues generated by the tourism industry, as well as the creation of new jobs and opportunities for employment. The County shall provide revenue from the bed tax to the Tourism Division of the Indian River County. These bed tax revenues generated shall be used under the following policies.*

*The annual tourism bed tax revenues collected and disbursed shall be used*

*under these policies according to Florida Statute and these bed tax revenues will increase 7% (from the FY 07/08 level) by 2015 subject to changing economic conditions.*

**ON MOTION BY Mr. Robinson, SECONDED BY Mr. Penney, the members voted (17-2) to adopt the recommendations made by the Tourist Development Task Force regarding the Tourism Development Section of the Economic Development Comprehensive Plan with the amended changes. Councilmember Coy and Mr. Kretsch opposed.**

A lengthy discussion ensued on the ongoing problem with the Press Journal printing negative and inaccurate information.

Ms. Chandler left at 4:00 p.m.

**Discussion on the Economic Development Division (EDD) Budget – Helene Caseltine, Economic Development Director, IRCOC (01:00:40)**

Ms. Caseltine distributed copies of the EDD Budget and the Economic Development Marketing Plan for FY 09/10 (copy on file in the Commission Office). Chairman Gonzalez told the committee the County had asked for a reduction of 15% in each budget.

A question was raised as to why the EDD Budget was increased when the directive from the County was to decrease the budget by 15%. Ms. Caseltine replied that last year, the IRCOC Economic Division voluntarily took a 42% reduction in their FY 08/09 Budget. It was felt the EDD's budgeted amount was far below where the County needed to be to make Economic Development a priority. A discussion followed on various budget items and the reason as to why the amount of \$40,000 from private contributions was not shown on the budget sheet.

Councilmember Kenyon left at 4:20 p.m.

Mr. Kennedy left at 4:30 p.m.

**ON MOTION BY Mr. Kite, SECONDED BY Mr. Penney, the members voted (15-1) to support the Indian River Chamber of Commerce Economic Division Budget as presented. Mr. Stradley opposed because he felt the budgeted amount was not enough to retain and bring potential companies to Indian River County.**

**Economic Development Report - Helene Caseltine, Economic Development Director, IRCOC** (01:41:31)

Ms. Caseltine gave an overview of the IRCOC Economic Development Report for March/April 2009 (copy on file in the Commission Office). She reported that IRC came in second in a proposal for a French-based manufacturer of lithium ion batteries for military vehicles looking to build a 170,000 square foot facility. She reported Jacksonville, Florida was the chosen city.

**Other Matters** (01:43:00)

A discussion ensued on the Florida Power & Light's Natural Gas Pipeline that would be going through the state and the number of jobs it would be creating.

**Adjournment**

There being no further business, the meeting adjourned at 4:45 p.m.