

## **ECONOMIC DEVELOPMENT COUNCIL**

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, February 16, 2010 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/2010](http://www.ircgov.com/Boards/EDC/2010).*

### **EDC Members Present**

Linda Schlitt-Gonzalez, Member-At-Large (Chairman)  
Andrea Coy, City of Sebastian  
Jan Pagano, Civic Organization  
Penny Chandler, IR Chamber of Commerce (IRCOC)  
Scott Stradley, BCC Appointee  
Derek Zimmerman, Manufacturing Appointee  
Bill Kenyon, Town of Indian River Shores  
Scott Carson, Real Estate  
Gwenda Thompson, Workforce Solutions  
William Penney, Banking Appointee (arrived at 3:15 p.m.)  
Ken Daige, City of Vero Beach  
Peter Robinson, Local Developer (arrived at 4:20 p.m.)  
Doug Bournique, Local Industry  
James Kretsch, Member-At-Large  
Debbie MacKay, School Board  
Andrew Kennedy, Member-At-Large (arrived at 3:20 p.m.)  
Talmage Rogers, Jr., Citrus Industry (arrived at 3:16 p.m.)

### **EDC Members Absent**

Deb Branwell, Town of Orchid  
Victor Hart, Gifford Community  
Keith Kite, Tourist Industry  
Susan Adams, City of Fellsmere

### **Others Present**

Helene Caseltine, Alternate for the IRCOC  
Eric Menger, Vero Beach Municipal Airport

### **IRC Staff**

Sasan Rohani, Long Range Planning Chief  
Bill Schutt, Senior Economic Development Planner  
Terri Collins-Lister, Commissioner Assistant, District 4

## **Call to Order**

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

## **Approval of the Joint EDC/Economic Development Division (EDD) Minutes of January 19, 2010**

**ON MOTION BY Mr. Ketsch, SECONDED BY Mr. Carson, the members voted unanimously (13-0) to approve the meeting minutes of January 19, 2010 as presented.**

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

Ms. Caseltine highlighted the Chamber's Economic Development Activities of January 2010 and told the committee she would forward a copy of the report to Ms. Collins-Lister, Recording Secretary, to send out by e-mail.

## **A Review of the County's Draft Evaluation and Appraisal Report Based Amendments to the Economic Development Element.**

Mr. Bill Schutt, IRC Senior Economic Development Planner, gave an overview of the "Circle of Planning", the Purpose of the EAR Based Amendments, EAR Based Comprehensive Plan Amendment Process and the revisions to the Goal, Objectives and Policies in his PowerPoint Presentation, a copy of which is on file in the Commission Office.

Mr. Sasan Rohani, IRC Long Range Planning Chief, asked the committee for their input and recommendations. A question was raised concerning if there would be opportunities to make amendments to the plan and Mr. Rohani replied in the affirmative.

**ON MOTION BY Ms. Chandler, SECONDED BY Ms. Pagano, the members voted unanimously (16-0) to recommend that the Indian River County Planning and Zoning Commission approve the changes by the Economic Development Council of the draft Economic Development Element of the County Comprehensive Plan.**

A discussion followed on creating an Economic Development Report Card and/or develop a grid, listing Goals, Objectives and Policies in the Economic Development Element with timeframes to be reviewed on a quarterly basis.

## Monthly Updates from Brainstorming Session

- **Sustained Funding Source for Economic Development**

Chairman Gonzalez reported that the following recommendations had been made at the January 19<sup>th</sup> Joint EDC/EDD meeting:

- Business licensing fees from the unincorporated County be directed as specific source for Economic Development
- IRC Municipalities allocate a portion of their licensing fees to Economic Development
- Continued promotion of the Chamber's private industry partners, private partners for specific projects
- Recruit business associations within the area as a whole group for Economic Development.

Ms. Thompson stated she had met with Chris Hart, Interim Director of the Governor's Office of Tourism, Trade and Economic Development and was told allocating business licensing fees to economic development was a limited Florida Statute and was no longer in effect. A discussion followed on the County dedicating a funding source or allocation from the County's General Fund to Economic Development. Mr. Penney stated the EDD had been discussing the concept to support Economic Development within the County and various municipalities and asked the members for their consensus to refer it to the Chamber's EDD and bring back a plan to the EDC.

**ON MOTION BY Councilmember Daige, SECONDED BY Mr. Carson, the members voted unanimously (16-0) to recommend the Economic Development Division of the Indian River Chamber of Commerce bring back to the Economic Development Council, a plan to look at dedicated funding sources for Economic Development.**

- **Industry Business Parks**

A discussion ensued on the Park of Commerce.

- **Organize a Business Plan/Entrepreneur Course**

Ms. Chandler briefly summarized an Entrepreneur Business Plan to help individuals with an idea or business plan interested in starting up a small business.

Ms. Pagano gave an overview of entrepreneur courses offered at Indian River State College and discussed the Small Business Development Center at the college.

### **Adjournment**

There being no further business, the meeting adjourned at 4:28 p.m.