

ECONOMIC DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, October 16, 2012 at 4:00 p.m. in Conference Room B1-501 of the County Administration Building B, 1800 27th 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/2012.*

EDC Members Present

Karl Zimmermann, Member-At-Large
Andrea Coy, City of Sebastian
Scott Carson, Real Estate Appointee
William Penney, Banking Appointee
Jay Kramer, City of Vero Beach (COVB)
Talmage Rogers, Jr., Citrus Industry
Doug Bournique, Local Industry
Scott Stradley, BCC Appointee
Beth Mitchell, Sebastian River Area Chamber of Commerce
Penny Chandler, Indian River Chamber of Commerce (IRCOC)
Keith Kite, Tourist Industry
Peter Robinson, Local Developer

EDC Members Absent

Claudia Jimenez, School Board
Harris Webber, Town of Orchid
Susan Adams, City of Fellsmere
Linda Schlitt-Gonzalez, Member-At-Large
Aundrea Perry, Gifford Community
James Kretsch, Member-At-Large
Jerry Weick, Town of Indian River Shores
Richard Stetson, Workforce Solutions

Others Present

Joseph Fackel, Buxton
Dorothy Hudson
Tony Donadio
Jason Nunemaker
Helene Caseltine, (IRCOC)

IRC Staff

Peter D. O'Bryan, Commissioner Liaison
Stan Boling, Planning Director
Bob Keating, Community Development Director
Sasan Rohani, Long Range Planning Chief
Bill Schutt, Senior Economic Development Planner
Terri Collins-Lister, Commissioner Assistant, District 4

Call to Order

Chairman Mitchell called the meeting to order at 4:00 p.m.

Approval of the EDC Minutes of August 7, 2012 and September 18, 2012

ON MOTION BY Mr. Zimmermann, SECONDED BY Councilmember Coy, the members voted unanimously (12-0) to approve the minutes of August 7, 2012 and September 18, 2012 as presented.

Presentation by Buxton Company – Mr. Joseph Fackel, Senior Vice President, Buxton

Mr. Kite introduced Mr. Joseph Fackel, Senior Vice President of Public Sector Consulting Group, Buxton Company, who advised clients on issues including planning and economic development, city services optimization, transit and tourism by leveraging Buxton's household level data and proprietary methodologies. He concluded Buxton was the industry leader in Customer and Citizen Analytics and noted the mission of the EDC was to promote positive, sustainable, managed growth within our communities and with that being in mind, the EDC had been looking at solutions and tools to help facilitate that idea.

Mr. Fackel reviewed the information in his PowerPoint Presentation, a copy of which was on file in the Commission Office. He stated Buxton Company was a provider of Customer Analytics and Business Intelligence although Buxton's roots were mainly in retail; Buxton was also a large player in the Health Care Sector and Customer Packaged Goods. He indicated the majority of his time was spent working in the public sector with cities, counties, economic development corporations, and chambers of commerce. He said one principle that Tom Buxton, Founder of Buxton, had in mind was any enterprise would be better suited, better off, more successful if they knew who their customers were.

Mr. Fackel highlighted on some key high level tools Buxton brought to the table:

- Empowering the customer with information – Customer behavior, demographics, attitude, financial and lifestyles characteristics
- How to better align local business with the customers they were serving – a retention program for local business managing through the local municipalities, counties or local chamber of commerce's.
- Providing meaningful insights to the businesses to help them understand what the market was, where there might be opportunities to grow their business

Mr. Fackel discussed in detailed consumer profiling and gave an example of starting with the trade area and analyzing the lifestyles, attitudes, behaviors, the finances of those individuals in that area and drawing an index for their likelihood to align with 5,000 different products and services. He indicated the Customer Propensity Report, was an example of Buxton developing a tool for a consumer packaged goods company and realizing it would be great for local businesses.

Mr. Fackel brought up Scout, a highly secured web-based tool developed by Buxton for retail and healthcare clients to help grow local business or use in the recruitment of a new business. He concluded everything Buxton would do on a project was uploaded to Scout. A lengthy discussion followed on the Buxton's Database.

Economic Development Activities – Ms. Helene Caseltine, IRCOC

Ms. Caseltine handed out copies of the Florida Enterprise Zone Program History and Local Use, a copy of which is on file in the Commission Office. She said there had been some discussion and conversations over the last few months about programs that could aid in job creation. She mentioned one of those programs was the Enterprise Zone Program and mentioned her and Mr. Bill Schutt, IRC Senior Economic Development Planner, spent many months putting together all of the demographics to have an area designated as a Enterprise Zone. She added they had looked throughout the entire County for a geographic area that would fit the criteria; for example, an area with extremely high unemployment and a high poverty rate in order to establish the Enterprise Zone Program. She also added in order to designate an area as an Enterprise Zone; you must show the need and had to be approved by the Florida Department of Economic Opportunities. She also mentioned an Enterprise Zone could be expanded as long as the new parcels met the criteria. She noted the

County's Enterprise Zone was 4½ square miles because of the population base and could be expanded up to a 10 mile area.

Ms. Caseltine handed out an information packet on U.S. Foreign-Trade Zone, a copy of which is on file in the Commission Office. She said the packet detailed what a U.S. Foreign-Trade Zone (FTZ) was and how it could be beneficial. She said the County had looked at how to designate certain areas within IRC to become a sub-zone using the City of Fort Pierce which was a designated FTZ; however, was not active. She mentioned Port Canaveral was also a very active FTZ with two sub-zones, one being the Harris Corporation of which they were amenable to IRC becoming a sub-zone off of their sub-zone. She said after doing some research on the FTZ website, a company would need to see a least \$100,000 in benefits to be efficient and effective.

Ms. Caseltine mentioned she had attended an International Trade event in West Palm Beach, Florida and had invited 17 trade consulates from the Miami and had the opportunity to meet with the trade consulates in a small group and were very intrigued on what IRC had to offer.

Ms. Caseltine referred to the banner hung on the wall and indicated the banner would be displayed at the Chamber's booth at the National Business Aviation Association Trade Show in Orlando, Florida from October 30, 2012 through November 1, 2012.

Other Matters

Chairman Mitchell brought up the upcoming November and December EDC meeting dates. It was the consensus of the members due to the meeting dates being held near the upcoming holidays to cancel the November 20th and the December 20th EDC meetings and schedule an EDC meeting on Tuesday, December 4th at 4:00 p.m.

Ms. Chandler told the committee the Enterprise Zone Development Advisory Council was preparing to review and update their Enterprise Zone Strategic Plan at their upcoming meetings.

Adjournment

There being no further business, the meeting adjourned at 4:58 p.m.