

ECONOMIC DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, July 16, 2013 at 3:30 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/2013.*

EDC Members Present

Karl Zimmermann, Member-At-Large
Don Wright, City of Sebastian
Jerry Weick, Town of Indian River Shores
Beth Mitchell, Sebastian River Area Chamber of Commerce
Penny Chandler, Indian River Chamber of Commerce (IRCOC)
Sara Savage, City of Fellsmere (arrived at 4:00 p.m.)
Scott Stradley, BCC Appointee
Linda Schlitt-Gonzalez, Member-At-Large
Doug Bournique, Local Industry
Keith Kite, Tourist Industry
Scott Carson, Real Estate Appointee
Peter Robinson, Local Developer
Todd Howder, Member-At-Large
Jay Kramer, City of Vero Beach (COVB)
William Penney, Banking Appointee

EDC Members Absent

Mark Castlow, Manufacturing
David Sullivan, Indian River State College
Claudia Jimenez, School Board
Harris Webber, Town of Orchid
Talmage Rogers, Jr., Citrus Industry
Aundrea Perry, Gifford Community
Richard Stetson, Workforce Solutions

Others Present

Helene Caseltine, IRCOC
Laurie Collings, Manpower
Jim O'Connor, COVB
Milt Thomas, Vero News
Brett Doyle, Interested Citizen
Brian Bauer, Workforce Solutions

IRC Staff

Tim Zorc, Commissioner Liaison
Bob Keating, Community Development Director
Sasan Rohani, Long Range Planning Chief
Terri Collins-Lister, Commissioner Assistant

Call to Order

Chairman Mitchell called the meeting to order at 3:30 p.m.

Approval of the EDC Minutes of May 21, 2013 and June 18, 2013.

**ON MOTION BY Councilmember Kramer,
SECONDED BY Mr. Zimmermann, the members
voted unanimously (14-0) to approve the minutes of
May 21, 2013 as presented.**

Mr. Robinson wanted the June 18, 2013 minutes to reflect he was in attendance.

**ON MOTION BY Councilmember Kramer,
SECONDED BY Mr. Zimmermann, the members
voted unanimously (14-0) to approve the minutes of
June 18, 2013 as amended.**

Webinar by Mr. Anthony Domine, Marketing Manager with North Star Designation Strategies (North StarA)

Mr. Anthony Domine, Marketing Manager with North Star, said North Star was a Community Branding and Marketing Firm. He started the presentation with the definition of branding and said "Your brand is what they say about you when you are not around and branding is what you do about it". He stated branding was more of a discovering of your reputation and managing that reputation. He added every community had a reputation, but few had the appropriate means to understand it and manage it in a market place. North Star had developed an integrated branding process called Community BrandPrint, which combined research, strategy, creativity and action.

Sara Savage arrived at 4:00 p.m.

Mr. Domine quoted a site selector during a project with the State of Florida, "Branding was the most important thing an Economic Development Office can do, because it tells us as site selectors that you know what you are trying to be". He indicated presenting a unified branding front really did help to create that

picture of being confident in who you were as a community.

Mr. Domine emphasized branding was not marketing. He explained marketing was how you communicated your message and branding was who you were, your values, and your promise; however, marketing and branding work well together.

Mr. Domine explained the process in branding a community was a community-wide effort which included:

- Education on the branding process
- Situation analysis
- Research and planning audits
- Communication and media audits
- Tour top attractions
- Meet with top business partners/businesses
- One on one stakeholder interviews, focus groups and undercover interviews (unbiased feedback)
- Vision survey
- Community survey
- Community Tapestry Profiling
- Online Brand Monitoring Study
- Quantitative Perception Study
- Research on competition

Mr. Domine concluded after the research, internal meetings would be held to get everyone up to speed on the research and then start brainstorming and discussing the strategy internally which would lead to the brand platform statement. He pointed out the creative process would follow which included the written concepts and the development of logos.

Mr. Domine shared stories of communities North Star had worked with in the past. A lengthy discussion ensued on the branding process, branding as a business prospect tool and utilizing the tapestry report to create a more specific business landscape for economic development for the County.

Chairman Mitchell asked if there was a consensus from the EDC to explore the possibilities in moving forward with the branding concept.

A discussion ensued on branding. Mr. Kite mentioned attending a workshop wherein thought relayed was “your compelling communications was telling your authentic story”. He said Indian River County had an authentic story, as with every successful community. He said from there you identify and

promote your communities' unique assets and maximize your economic development team. He emphasized it was a process and the County would need to implement and work with the Department of Economic Opportunities and Enterprise Florida to create a strategy.

Chairman Mitchell felt it was premature to inquire on pricing; however, suggested the EDC review the material presented today and look at other companies providing the same services as North Star. She asked Ms. Caseltine to invite another company to speak at the August EDC Meeting.

Adjournment

There being no further business, the meeting adjourned at 5:00 p.m.