

ECONOMIC DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, August 20, 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)
Susan Adams, Alternate, City of Fellsmere
Linda Schlitt-Gonzalez, Member-At-Large
Doug Bournique, Local Industry
Keith Kite, Tourist Industry
Peter Robinson, Local Developer
Todd Howder, Member-At-Large
William Penney, Banking Appointee

EDC Members Absent

Mark Castlow, Manufacturing
David Sullivan, Indian River State College
Claudia Jimenez, School Board
Talmage Rogers, Jr., Citrus Industry
Aundrea Perry, Gifford Community
Richard Stetson, Workforce Solutions
Scott Stradley, BCC Appointee
Sara Savage, City of Fellsmere
Scott Carson, Real Estate Appointee
Jay Kramer, City of Vero Beach (COVB)

Others Present

Helene Caseltine, IRCOC
Laurie Collings, Manpower
Jim O'Connor, COVB
Milt Thomas, Vero News

IRC Staff

Bill Schutt, Senior Economic Development Planner
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.

Presentation by Mr. Charlie Sloan, Boyette Strategic Advisors

Ms. Helene Caseltine, IRCOC, introduced Mr. Charlie Sloan with Boyette Strategic Advisors located in Orlando, Florida.

Mr. Sloan reviewed the information contained in his PowerPoint Presentation called "Economic Development Ten Essential Questions", a copy of which is on file in the Commission Office.

Mr. Sloan stated Boyette Strategic Advisors was an economic development firm and he wanted to talk about what the competitors were doing and what it took to be competitive. He said there was no single definition for economic development, but indicated economic development was a balance between art and science. He defined economic development as a process that influenced development and economic restructuring to enhance the well-being of a community and in reality it was a competitive competition.

Mr. Sloan reviewed the Economic Development Ten Essential Questions:

- What is Economic Development?
- What is it really?
- How do communities approach it?
- What are the underlying strategies?
- How is it done?
- Really need the research?
- What will the plan do for me?
- What are the elements of a plan?
- What are the benefits of a plan?
- Can we be successful without it?

Mr. Sloan said in order for a community to be successful, they must build on their strengths, mitigate their weakness, know how to create jobs organically in their community, know how to keep the existing jobs through active retention

programs, as well as recruiting new jobs and investment to the community. He said the first step was that a community must know who they are, have a vision, a researched-based plan to see how the community saw IRC from the outside and then follow through with the execution of the plan. He emphasized a community with a plan and sticking to that plan over a period of time would generate results.

Mr. Sloan pointed out the elements of a plan and said it must address the following:

- Addresses Local Needs
- Comprehensive – Creation/Retention/Recruitment
- Focused – Target Opportunity Sectors
- Repositions Supporting Sales Messages
- Marketing Strategy

Mr. Sloan concluded the benefits of a plan were:

- Process itself focuses on the community
- Shared ownership and understanding with all stakeholders
- Economic Development effort becomes more efficient/focused
- Continuity over time
- “Development” not just “Growth”

A lengthy discussion ensued on benchmarking, the criteria that site consultant’s look for in a community, the process time to develop a researched-based plan, positioning IRC to be an attracter for potential jobs and a request for proposal for an economic development re-positioning plan.

ON MOTION BY Mayor Adams, SECONDED BY Mr. Penney, to recommend the Board of County Commissioners approve the Economic Development Council’s request to create a Budget and a Request for Proposal for an Economic Development Re-positioning Plan

UNDER DISCUSSION, the re-positioning plan should be all-inclusive in conjunction with the municipalities and the unincorporated communities of IRC.

THE CHAIRMAN CALLED THE QUESTION, the members unanimously voted (12-0) in favor of the motion.

Approval of the EDC Minutes of July 16, 2013

ON MOTION BY Vice Mayor Wright, SECONDED BY Mr. Robinson, the members voted unanimously (12-0) to approve the minutes of July 16, 2013 as presented.

Adjournment

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