

ECONOMIC DEVELOPMENT COUNCIL

There was a meeting of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, August 19, 2014 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/2014.*

EDC Members Present

Peter Robinson, Local Developer
Karl Zimmermann, Member-At-Large
Claudia Jimenez, School Board
Tracey McMorris, CareerSource Florida (arrived 3:41 p.m.)
Claudia Jimenez, School Board
Beth Mitchell, Sebastian River Area Chamber of Commerce
Talmage Rogers, Jr., Citrus Industry
Todd Howder, Member-At-Large
Penny Chandler, Indian River Chamber of Commerce (IRCOC) (arrived 3:40 p.m.)
David Sullivan, Indian River State College (IRSC)
Sara Savage, City of Fellsmere
William Penney, Banking Appointee (arrived 3:41 p.m.)
Jim Funk, Manufacturing Appointee
Linda Schlitt-Gonzalez, Member-At-Large
Scott Stradley, BCC Appointee (arrived 3:35 p.m.)
Jay Kramer, City of Vero Beach (COVB)
Harris Webber, Town of Orchid
Jerry Weick, Town of Indian River Shores
Mike Lafferty, Real Estate Appointee

EDC Members Absent

Jim Hill, City of Sebastian
Doug Bournique, Local Industry

Others Present

Dick Cantner, IRSC
Helene Caseltine, IRCOC

IRC Staff

Tim Zorc, County Commissioner, District 3
Bill Schutt, Senior Economic Development Planner
Sasan Rohani, Long Range Planning Chief

Terri Collins-Lister, Commissioner Assistant
Call to Order

Chairman Zimmermann called the meeting to order at 3:30 p.m. and introduced newest member of the EDC, Mr. Mike Lafferty, Real Estate Appointee.

Approval of the EDC Minutes of July 15, 2014

ON MOTION BY Ms. Mitchell, SECONDED BY Mr. Stradley, the members voted unanimously (15-0) to approve the minutes of July 15, 2014 as presented.

Status Report on the Positioning Analysis – Ms. Helene Caseltine, IR Chamber of Commerce.

Ms. Helene Caseltine, IRCOC, reported Ms. Janet Ady and Mr. Bennett Syverson from Ady Voltedge had transcribed all the notes gathered from the meetings with 93 people, 29 companies, four focus groups and the Community Leaders Event. She concluded for those who were unable to attend the event, County staff uploaded a survey onto the County's website for input and had received some responses of which were included in the notes transcribed. She indicated Ady Voltedge would submit their report to the County on September 12, 2014, along with a site and building report.

Mr. Tim Zorc, IRC Commissioner, District 3, questioned the interview process and how the individuals selected were determined. He felt the EDC members should have been automatically, a part of the interview process, since they were the group who wanted to bring the positioning analysis forward.

Ms. Caseltine replied that Ady Voltedge gave specific instructions on who they wanted to talk to and the primary people they wanted to focus on were major employers, employers in the targeted industries, elected officials and a couple of focus groups. She said she could have no more than one advisory board member in a focus group because of the sunshine laws.

Ms. Caseltine gave a timeline of reports that would be submitted by Ady Voltedge:

- October 2014 – A comparison of the County's competitive advantages, disadvantages, strengths and weaknesses would be highlighted.
- November 2014 – Targeted Industries List (what was the County's best fit

given the demographics, labor, training programs, etc.)

- December 2014 – Draft Economic Development Positioning Analysis Report

Economic Development Activity Update – Ms. Helene Caseltine, IRCOC

Ms. Caseltine stated she was working on a project through Enterprise Florida and had met with the site consultant representing a company that was looking to set-up a distribution center within five miles of Interstate 95. They were looking at sites from Volusia to St. Lucie Counties.

Ms. Caseltine announced the Industry Appreciation Luncheon would be held on Thursday, September 18th at the Richardson Center.

Adjournment

There being no further business, the meeting adjourned at 3:55 p.m.