

ECONOMIC DEVELOPMENT COUNCIL

A meeting of the Indian River County (IRC) Economic Development Council (EDC) was held on Tuesday, February 17, 2015 at 3:30 p.m. in Conference Room B1-501 of the County Administration Building B, 1800 27th St., Vero Beach, Florida. Note: You may hear an audio recording of the meeting and review the agenda and minutes on the IRC website - www.ircgov.com/Boards/EDC/2015.

EDC Members Present

Susan Adams, (representing Sara Savage), City of Fellsmere
Karl Zimmermann, Member-At-Large
Beth Mitchell, Sebastian River Area Chamber of Commerce
Todd Howder, Member-At-Large
Helene Caseltine, (representing Penny Chandler), Indian River Chamber of Commerce (IRCOC)
Harris Webber, Town of Orchid
Jerry Weick, Town of Indian River Shores
Joe Idlette III, Gifford Community
Tracey McMorris (representing Richard Stetson), Workforce Development
Katie Nall (representing Casey Lunceford), IRSC
Jay Kramer, City of Vero Beach (COVB)
John Dyer, Local Industry
Shawn Frost, School Board of Indian River County

EDC Members Absent

Peter Robinson, Local Developer
Linda Schlitt-Gonzalez, Member-At-Large
Scott Stradley, BCC Appointee
Mike Lafferty, Real Estate Appointee
Jim Funk, Manufacturing Appointee
Jim Hill, City of Sebastian
Keith Kite, Tourist Industry
William Penney, Banking Appointee
Vacant – Citrus Industry

Others Present

Dick Cantner, IRSC
Eric Menger, COVB – Airport

IRC Staff

Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison
Bill Schutt, Senior Economic Development Planner
Ruth Brogdon, Commissioner Assistant
Tina Cournoyer, Commissioner Assistant, Transcribing Secretary

Call to Order

Chairman Zimmermann called the meeting to order at 3:31 p.m. and a quorum was noted.

Chairman Zimmermann welcomed new member John Dyer, partner with Dyer Auto Group.

Approval of the EDC Minutes of December 16, 2014

ON MOTION BY Mr. Kramer, SECONDED BY Mr. Lunsford, the members voted unanimously (15-0) to approve the minutes of October 21, 2014 as presented.

Election of Chairman:

ON MOTION BY Mr. Weick, SECONDED BY Mr. Kramer, the members voted unanimously (15-0) to re-elect Mr. Zimmermann as Chairman of the Economic Development Council for 2015.

Election of Vice-Chairman:

ON MOTION BY Mr. Weick, SECONDED BY Mr. Kramer, the members voted unanimously (15-0) to re-elect Mr. Robinson as Vice-Chairman of the Economic Development Council for 2015.

Youth Connections Program Overview – Deann Ferrell, Area Manager, CareerSource Research Coast & Ron Goss, State Director-Florida, Henkels & McCoy Training Services Group

Ms. Ferrell and Mr. Goss presented a two-minute video on Youth Connections Program (Youth Employment Success Solutions) overview. They said the program helps guide youths from 16-21 years of age toward a career or further education, with the main focus on out-of-school youth. Ms. Ferrell said they were looking for expansion/relocation space (about 1000 sq. ft.) to better serve the needs of the community youths. A copy of the full report is on file in the Commission Office.

ON MOTION BY Mr. Kramer, SECONDED BY Ms. Adams, the members voted unanimously (15-0) to encourage the County to make space available for this workforce program to expand.

Much discussion ensued and was recorded. Shawn Frost said a recent audit of adult education program funds revealed a surplus of funds (\$1.2M) that may be available for this program. Mr. Frost advised he will look further into this and report back to the Council.

Susan Adams left at 4:05 p.m.

Joe Idlette left at 4:09 p.m.

Economic Development Positioning Analysis and Action Plan – Section 7 -- Ms. Helene Caseltine, IRC Chamber of Commerce and Mr. Bill Schutt, IRC Senior Economic Development Planner

Ms. Caseltine stated Section 7 has been completed and uploaded on the County and Chamber websites. The final draft report will be presented to the Board of County Commissioners on the March 3, 2015 meeting.

Mr. Schutt stated approximately a year ago, a consultant, Ms. Janet Ady, was brought on board to analyze IRC business' strengths & weaknesses. From that review, Ms. Ady identified strategies for IRC Chamber of Commerce to expand, as follows:

1. Focus on business retention & expansion
2. Expanding target industry assessment
3. Branding / brand audit
4. Website
5. Provide leadership in the presentation of sites and buildings
6. Regional economic development groups

A copy of the full presentation, and Committee discussion, is on file in the Commission office.

Mr. Zimmermann reminded all Committee members to read the report, write down any questions &/or comments, and try to attend the March 3rd Commission meeting and be a part of the discussion. The consultant (Ms. Ady) would be presenting the report.

Linda Bolton, candidate for Indian River shores Town Council, introduced herself to the Council. She said she wanted to become familiar with IRC topics discussed at this Committee.

IRC Economic Report Card -- IRC Senior Economic Development Planner

Mr. Bill Schutt reported to the Committee. He showed data/graphs from the Bureau of Labor & Statistics showing employment levels and wages from 2007 to the present. He showed, by category, the highest paying jobs in the County and

numbers of people filling jobs. A copy of the PowerPoint presentation and Committee discussion is on file in the Commission office.

Ms. Caseltine said (for comparison purposes) average wage in IRC was \$36,193 excluding benefits. She also said St. Lucie County's average was a little lower, while Martin County's was a little higher.

Mr. Kramer left at 4:39 p.m.

Mr. Schutt also spoke about incentives and job grant awards.

Other Matters

Mr. Zimmermann asked about meeting days due to meeting conflicts with the City of Vero Beach City Manager. The second Tuesday was suggested; however that was a conflict for other members.

Commissioner O'Bryan briefed the Council about the following BCC items:

1. Tax abatement incentive for businesses
2. BCC approved \$2.7M to litigate against All Aboard Florida project
3. Commissioner Wesley Davis, District 1, had announced he would not be running for reelection

Ms. Caseltine briefed the Council about the following:

1. Upcoming events:
 - a. Industry tour scheduled Feb 26, 2015—Riverfront Packing (citrus)
 - b. Procurement Workshop—March 5, 2015 @ 6:30 at Gifford Community Center.
 - c. Webinar for indianriversites.com—to review website upgrades
2. Enterprise Zone Reauthorization was not going to be supported by Senate Subcommittee; they felt there should be other programs and there was not enough return on investment to support a House bill being signed this year. Ms. Castletine reported EZ would sunset on December 31, 2015.

Next meeting date -- March 17, 2015

Adjournment

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