

ECONOMIC DEVELOPMENT COUNCIL

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, April 21, 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 of the meeting and review the agenda and minutes on the IRC website - www.ircgov.com/Boards/EDC/2015.

EDC Members Present

Peter Robinson, Local Developer
Sara Savage, City of Fellsmere
Karl Zimmermann, Member-At-Large
Beth Mitchell, Sebastian River Area Chamber of Commerce
Todd Howder, Member-At-Large
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
Casey Lunceford, IRSC (**left at 4:15**)
Jay Kramer, City of Vero Beach (COVB)
John Dyer, Local Industry
Shawn Frost, School Board of Indian River County
Linda Schlitt-Gonzalez, Member-At-Large (**arrived at 4:06**)
Mike Lafferty, Real Estate Appointee
William Penney, Banking Appointee
Richard Stetson, Workforce Development
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

EDC Members Absent

Scott Stradley, BCC Appointee
Jim Funk, Manufacturing Appointee
Jim Hill, City of Sebastian
Keith Kite, Tourist Industry
Vacant – Citrus Industry

Others Present

Dick Cantner, IRSC
Helene Caseltine, Indian River Chamber of Commerce (IRCOC)

IRC Staff

Bill Schutt, Senior Economic Development Planner
Sasan Rohani, Chief, Long-Range Planning
Tina Cournoyer, Commissioner Assistant, Recording Secretary

Call to Order

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

Approval of the EDC Minutes of February 17, 2015

ON MOTION BY Mr. Weick, SECONDED BY Mr. Howder, the members voted unanimously (16-0) to approve the minutes of February 17, 2015 meeting.

Proposed Economic Development Budget for FY 2015-16--Ms. Helene Caseltine, IR Chamber of Commerce

Ms. Caseltine presented the proposed budget for Economic Development to the Committee. The budget would take effect on October 1, 2015 for the next fiscal year. She presented three segments to her proposal, as follows:

1. A spreadsheet comparing of current FY and proposed FY budget
2. A narrative to explain item #1 in more detail
3. FY 2015-2016 Economic Development Marketing Plan

A copy of these documents is on file in the Commission office.

Ms. Mitchell explained the positioning analysis was being completed upon IRC's request to give a global perspective (from an outside agency) of IRC's status compared to similar organizations, and to identify improvement areas.

ON MOTION BY Ms. Mitchell, SECONDED BY Mr. Weick, the members voted unanimously (16-0) to jointly approve the FY 2015-16 Economic Development Budget and Marketing Plan proposal.

Ms. Linda Schlitt-Gonzalez arrived at 4:06 p.m.

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

Mr. Schutt said the Board of County Commissioners (BCC) approved \$16,000 for Strategy Two, the Detailed Targeted Industry Analysis. He reported Ady Advantage would be performing the Detailed Targeted Industry Analysis, and a full report would be provided to the EDC and the Board of County Commissioners

upon completion (projected to be late fall 2015). A copy of the PowerPoint presentation and Committee discussion is on file in the Commission office.

Ms. Caseltine discussed Strategy Three, Branding Audit and Strategy Four, Marketing Plan. She reported the \$12,500 County cost share for Strategy Three was approved by the Board of County Commissioners April 21, 2015; Strategy Four was funded by the Chamber.

Ms. Caseltine said Ady Advantage recommended a stand-alone website for Economic Development, to be set up after Strategies Two, Three, and Four are completed.

Other Matters

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

1. The Board of County Commissioners budget workshop was scheduled for July 15-16, 2015. Commissioner O'Bryan invited all EDC Members to meet with each Commissioner individually to express the importance of ED before the workshop dates.
2. All Aboard Florida: A Tax Equity and Fiscal Responsibility Act (TEFRA) hearing was held in Tallahassee on April 20, 2015. Commissioner O'Bryan reported the counties scheduled to receive a train stop were pro-AAF and three not receiving a stop (Indian River, Martin, and St. Lucie) were against it. He said they would have another hearing (to be announced) in the future.
3. Small business owners needed our help. Commissioner O'Bryan encouraged EDC Members to reach out to small business owners because they often did not have free time to back away from day-to-day operations for planning and/or strategizing. Chairman Zimmermann suggested a subcommittee in the future.
4. Piper unveiled two upgraded aircraft models and one new model at their unveiling ceremony on April 13, 2015.
5. May Mayhem: Commissioner O'Bryan explained that we were fortunate to be hosting girls' softball championship tournaments, both junior college and high school level, for the first two weeks in May at Historic Dodgertown.

Casey Lunceford left at 4:15 p.m.

Ms. Caseltine briefed the Council about the following:

1. The current Enterprise Zone would probably not exist after December 31, 2015. House Bill #7067 was moving quickly and could replace EZ at city or county level.

2. Upcoming events:
 - a. Florida Department of Transportation was holding a public meeting on April 22, 2015 at 5:30 p.m. at the Indian River State College, Richardson Center to discuss the Oslo Road Interchange.
 - b. Vero Beach Municipal Airport Open House Meeting would be held at Riverhouse, 305 Acacia Road, Vero Beach on April 30, 2015 from 5:30 p.m. to 7:30 p.m. The point of contact was Lisa at 978-4930 ext. 102. A follow-up email invitation would be forthcoming to EDC Members.

Next meeting date: May 19, 2015

Adjournment

There being no further business, the meeting was adjourned **at 4:32 p.m.**