

## **ECONOMIC DEVELOPMENT COUNCIL**

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, October 20, 2015 at 3:30 p.m. in Conference Room B1-501 of the County Administration Building B, 1800 27<sup>th</sup> 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](http://www.ircgov.com/Boards/EDC/2015).

### **EDC Members Present**

Karl Zimmermann, Member-At-Large  
Peter Robinson, Local Developer  
Sara Savage, City of Fellsmere  
Penny Chandler, Indian River Chamber of Commerce (IRCOC)  
Beth Mitchell, Sebastian River Area Chamber of Commerce  
Jay Kramer, City of Vero Beach (COVB)  
Jerry Weick, Town of Indian River Shores  
Harris Webber, Town of Orchid  
John Dyer, Local Industry  
Linda Schlitt-Gonzalez, Member-At-Large (arrived @ 3:50)  
Shawn Frost, School Board of Indian River County  
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

### **EDC Members Absent**

Richard Stetson, CareerSource RC  
Jim Hill, City of Sebastian  
Scott Stradley, BCC Appointee  
William Penney, Banking Appointee  
Todd Howder, Member-At-Large  
Keith Kite, Tourist Industry  
Dan Richey, Citrus Industry  
Jim Funk, Manufacturing Appointee  
Casey Lunceford, IRSC  
Mike Lafferty, Real Estate Appointee  
Joe Idlette III, Gifford Community

### **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  
Stan Boling, Director, Community Development Department  
Tina Cournoyer, Commissioner Assistant, Recording Secretary

## **Call to Order**

Chairman Zimmermann called the meeting to order at 3:35 p.m. Role was called. The attendance did not reach quorum; however the meeting was called to order in hopes of quorum being reached with late arrivals.

## **Approval of the EDC Minutes of August 18, 2015**

The minutes were not approved due to lack of quorum present.

## **Economic Development Activities Report**—Ms. Helene Caseltine, IR Chamber of Commerce

Due to the low meeting attendance, the Chairman asked Ms. Caseltine to brief next. She informed the committee of the following items:

1. The 18<sup>th</sup> Annual Industry Appreciation Awards luncheon took place on Thursday, Sept. 17, 2015. It was sold out with 200 attendees. There were 20 awards presented. She said it was important event for business retention.
2. She attended the Enterprise FL In-Market Site Consultant Visit in Chicago. There were 16 Economic Developers; they attended small group meetings with site consultants arranged by Enterprise Florida. She said they shared information about what IRC had to offer employers and gained information about what the needs were from their clients, i.e. need for trained workers. She announced another site consultant trip was scheduled in early November.
3. September was National Manufacturing Month. There was a proclamation at the Board of County Commission meeting on September 15, 2015 and several local industry tours.

## **Consideration of Target Industry Analysis Report**--Mr. Bill Schutt, IRC Senior Economic Development Planner & Ms. Helene Caseltine, Director of Economic Development

Although a quorum was not present, Mr. Rohani and Mr. Schutt from IRC Planning Department asked to present the planned briefing of the Target Industry Analysis Report to the committee and accept a recommendation by a consensus from those members present.

Mr. Schutt briefed the committee regarding the Target Industry Analysis Report using a PowerPoint presentation and two printed handouts, all of which are on file in the Commission office. He reviewed the history leading up to this point, the implementation strategies, and the 10 current targeted industries. Then he went on to discuss the seven industries identified for further exploration in IRC from the Specific Analysis. He talked about the Industry Specific Positioning for each and explained how to use the handouts to look at each industry in detail.

Ms. Caseltine discussed the recruiting and marketing strategies and talking points IRC would use for the newly identified IRC target industries by talking through the example of Transportation and Warehousing. She stressed the importance of continuing business retention and expansion activities. She also emphasized small business development and entrepreneurship as well as small business resources found on the Indian River Chamber of Commerce website.

Mr. Schutt requested Economic Development Council approval to present the Target Industry Analysis to the Board of County Commissioners on November 17, 2015.

Ms. Mitchell asked if Ms. Ady would be present to explain the process at the Board of County Commission meeting. Mr. Schutt said it was not in her contract to return. Mr. Boling responded Staff and Chamber of Commerce members would explain sufficiently.

The committee then discussed funding for the marketing of the new target list. Ms. Caseltine said initially they would work within the current budget.

Mr. Kramer asked for clarification regarding import/export activities and whether the money was coming in or staying in IRC. Ms. Mitchell said that was considered in the analysis; industries that would not bring money into IRC were pulled from the list.

Mr. Frost suggested the target industry list could be used to develop technical career programs to align trained workers to the needs of the industries.

All 11 members present were in favor of recommending the Target Industry Analysis to the Board of County Commissioners for approval.

### **Other matters**

Chairman Zimmerman asked for improved attendance at the meetings.

Commissioner O'Bryan announced the BCC voted to move forward with sunseting of the Enterprise Zone Development Agency on December 31, 2015. He said Staff was to report back with detailed plan regarding local incentives.

### **Adjournment**

There being no further business, the meeting was adjourned **at 4:43 p.m.**

**Next meeting date: November 17, 2015 at 3:30 p.m.**