

ECONOMIC DEVELOPMENT COUNCIL

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, March 15, 2016 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/2016.

EDC Members Present

Peter Robinson, Local Developer
Sara Savage, City of Fellsmere
Penny Chandler, Indian River Chamber of Commerce
Beth Mitchell, Sebastian River Area Chamber of Commerce
Jerry Weick, Town of Indian River Shores
Jim Hill, City of Sebastian
Jim Funk, Manufacturing Appointee
John Dyer, Local Industry
Karl Zimmermann, Member-At-Large
Linda Schlitt-Gonzalez, Member-At-Large
Shawn Frost, School Board of Indian River County
Todd Howder, Member-At-Large
Harris Webber, Town of Orchid
William Penney, Banking Appointee
Tracey McMorris, CareerSource Research Coast
Joe Idlette III, Gifford Community
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

EDC Members Absent

Scott Stradley, BCC Appointee
Casey Lunceford, IRSC
Mike Lafferty, Real Estate Appointee
Dan Richey, Citrus Industry
Jay Kramer, City of Vero Beach (COVB)
Keith Kite, Tourist Industry

Others Present

Helene Caseltine, Indian River Chamber of Commerce (IRCOC)
Susan Adams, City of Fellsmere
Jim O'Connor, City of Vero Beach
Eric Menger, Vero Beach Regional Airport
Ken Koziol, Treasure Coast SCORE

IRC Staff

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

Call to Order

Chairman Robinson called the meeting to order at 3:30 p.m. A quorum was noted.

Approval of the EDC Minutes of February 16, 2016

ON MOTION BY Mr. Weick, SECONDED BY Ms. Savage, the members voted unanimously (16-0) to approve the minutes of February 16, 2016 meeting.

Proposed Economic Budget—Ms. Helene Caseltine, Indian River Chamber of Commerce

Ms. Caseltine distributed three handouts to each Member, which are on file in the Commission office. One was a spreadsheet with the proposed FY 2016-2017 Economic Development budget, one was a narrative of terms, and one was the FY 2016-2017 Economic Development Marketing Plan. She referred Members to the spreadsheet document while she explained and justified each line of the proposed budget. She explained that while some item totals had been adjusted from last year, the total amount requested was equal to last year. She invited comments and questions from the committee members. Commissioner O'Bryan suggested she increase the request by adding to business attraction and retention (Items 31a & 31b); other members echoed his statement. Ms. Caseltine identified other possible areas to be increased.

ON MOTION BY Ms. Mitchell, SECONDED BY Mr. Zimmermann, the members voted unanimously (16-0) to approve the proposed Economic Development budget with a 5% increase.

Other EDC matters

Ms. Caseltine updated the Members regarding the status of the branding audit with Ady Advantage.

Chairman Robinson announced the Parabel jobs grant was approved by the Board of County Commissioners on March 1, 2016.

Commissioner O'Bryan informed the Members of a lost tourism opportunity for our community. A large archery event scheduled in July was considering Indian River County as a location; however, we could not guarantee the inventory or price required for the 3200 hotel rooms and subsequently lost the event. He and Ms. Chandler said this told us while it was good the hotels were not having any trouble keeping the rooms booked at full price, it was perceived as a loss for tourism to IRC.

Commissioner O'Bryan made the following announcements:

1. The Board of County Commission approved over \$1M to Children's Services next fiscal year. He said the money would help our economic development because it added to developing a motivated, educated & trained workforce.

2. The County government added Martin Luther King, Jr Day to official holiday schedule.
3. Ken Koziol from Treasure Coast SCORE was in attendance. He explained SCORE is a network of retired CEOs who helped with small business training, start-ups, expansions.

Ms. Caseltine announced there were five site-location consultants visiting last week; the visit went very well.

Enterprise FL marketing director, Mr. Joe Hice was scheduled to attend the April EDC meeting to present the new marketing campaign "Florida--the future is now."

Adjournment

There being no further business, the meeting was adjourned **at 4:02 p.m.**

Next meeting date: April 19, 2016 at 3:30 p.m.