

ECONOMIC DEVELOPMENT COUNCIL

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, April 19, 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
Jay Kramer, City of Vero Beach (COVB)
Jerry Weick, Town of Indian River Shores
Shawn Frost, School Board of Indian River County (arrived @ 3:35)
Todd Howder, Member-At-Large
Harris Webber, Town of Orchid
William Penney, Banking Appointee
Tracey McMorris, CareerSource Research Coast
Keith Kite, Tourist Industry
Joe Idlette III, Gifford Community
Jim Funk, Manufacturing Appointee
Casey Lunceford, IRSC
Karl Zimmermann, Member-At-Large
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

EDC Members Absent

Scott Stradley, BCC Appointee
Jim Hill, City of Sebastian
Mike Lafferty, Real Estate Appointee
Dan Richey, Citrus Industry
John Dyer, Local Industry
Linda Schlitt-Gonzalez, Member-At-Large

Others Present

Helene Caseltine, Indian River Chamber of Commerce (IRCOC)
Dick Cantner, IRSC
Jim O'Connor, City of Vero Beach
Jason Nunemaker, City of Fellsmere

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 March 15, 2016

ON MOTION BY Mr. Weick, SECONDED BY Mr. Lunceford, the members voted unanimously (16-0) to approve the minutes of March 15, 2016 meeting.

Mr. Joe Hice, Vice President of Marketing for Enterprise FL, to present the new marketing campaign, "Florida...the Future is Now"

Joe Hice, Marketing VP at Enterprise FL, presented the state's recently launched "Florida - The Future Is Here" marketing campaign using a PowerPoint presentation, which is on file in the Commission office.

Mr. Hice said their strategy included efforts to advertise Florida as a *business* destination and not just a *vacation* destination. He announced the campaign covered four key elements, or Boundless Pillars: 1. Boundless Innovation - technology and aerospace; 2. Boundless Markets - access to infrastructure; 3. Boundless Freedom - low tax environment and minimal regulation; and 4. Boundless Potential - education and workforce. He reviewed Enterprise Florida's advertising, public relations, monitoring and measurement, and budget as it pertained to the new marketing campaign.

Discussion among committee members included insurance rates, cost of TV/cable advertising, and airport signs and can be heard on the meeting recording.

Other EDC matters

There were no other EDC matters introduced.

Adjournment

There being no further business, the meeting was adjourned **at 4:10 p.m.**

Next meeting date: May 17, 2016 at 3:30 p.m.