

ECONOMIC DEVELOPMENT COUNCIL

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, August 16, 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
Shawn Frost, School Board of Indian River County
Todd Howder, Member-At-Large
William Penney, Banking Appointee
Richard Stetson, CareerSource Research Coast
Keith Kite, Tourist Industry (arrived at 3:35)
Linda Schlitt-Gonzalez, Member-At-Large
John Dyer, Local Industry
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

EDC Members Absent

Jay Kramer, City of Vero Beach (COVB)
Scott Stradley, BCC Appointee
Jim Hill, City of Sebastian
Mike Lafferty, Real Estate Appointee
Dan Richey, Citrus Industry
Harris Webber, Town of Orchid
Joe Idlette III, Gifford Community
Jim Funk, Manufacturing Appointee
Casey Lunceford, IRSC
Karl Zimmermann, Member-At-Large

Others Present

Helene Caseltine, Indian River Chamber of Commerce (IRCOC)
Noah Powers, Town of Orchid
Eric Menger, City of Vero Beach, Regional Airport Manager
Alan Snel, Reporter for 32963
Bruce Redus

IRC Staff

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

Call to Order

EDC/Approved

Chairman Robinson called the meeting to order at 3:30 p.m. Attendance was noted to be insufficient for voting matters, so the Chairman went to the next agenda item.

Economic Report Card--presented by Bill Schutt, Senior Economic Development Planner

Mr. Schutt reviewed the County's 2015 Economic Report Card using a PowerPoint presentation and hand-outs which had been previously emailed to the committee members. Both items are on file in the Commission Office.

Keith Kite arrived at 3:35, bringing attendance to quorum.

Mr. Schutt began by explaining the Target Industries, then related them to the current employment statistics. He pointed out the average annual wages in the different Target Industry job categories (NAICS), how many employees work in each of the categories, the total paid in wages, and the changes of those figures from last year's report. Lastly he showed a chart which ranked each NAICS by average annual wage, average annual employment, and total wages paid.

The data showed the top four categories of employment in IRC came from the healthcare, retail trade, food services, and construction industries.

Discussion ensued regarding a need for reevaluation of target industries. Members agreed to bring this item up for discussion on a future agenda.

Approval of the EDC Minutes of April 19, 2016

ON MOTION BY Mr. Weick, SECONDED BY Ms. Mitchell, the members voted unanimously (12-0) to approve the minutes of April 19, 2016 meeting.

Economic Development Website Launch & Collateral Materials--presented by Helene Caseltine, Director of Economic Development, IRC Chamber of Commerce

Ms. Caseltine handed out copies of the new promotional material developed by Ady Advantage. The handouts are on file in the Commission office. She said the information was consolidated to five target industries for recruitment purposes and would be sent to site consultants. She said focus was placed on professional scientific services, specialty healthcare, agriculture, aquaculture, manufacturing, and warehouse distribution.

Ms. Caseltine announced the four-page promotional material packet would soon be available from the new Economic Development website, which she demonstrated to the Members. She illustrated some of the links to show how easy it was to navigate. She showed an example of how a visitor to the website can create a personalized report by selecting what information goes into it. According to Ms. Caseltine, official launch of the website would happen in about a week.

Keith Kite asked if a new tagline had been created with the branding study that had been done. Ms. Caseltine said a good one already existed: "Central to your business success."

Other EDC matters

Ms. Caseltine updated the members regarding "Project Treadstone." The jobs grant was approved. She said they were in the process of moving and asked to not be announced locally until the office in New York had been completely relocated, which would likely be early 2017.

Commissioner O'Bryan provided an FAC legislative update; he said it looks like Enterprise Florida will have little to no incentive funding in the future. He also announced the IRC Chamber of Commerce budget was approved at the budget workshop with a 4.6% increase from last year.

Beth Mitchell announced the Sebastian Regional Medical Center groundbreaking on August 29th for a \$60 million project.

Keith Kite said the 777 building had been purchased and would be renovated and used to expand health care services.

Adjournment

There being no further business, the meeting was adjourned **at 4:17 p.m.**

Next meeting date: September 20, 2016 at 3:30 p.m.