

ECONOMIC DEVELOPMENT COUNCIL

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, March 28, 2017 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/2017.

EDC Members Present

Peter Robinson, Local Developer
Penny Chandler, IRC Chamber of Commerce
Beth Mitchell, Sebastian River Area Chamber of Commerce
Thomas Buck, Town of Orchid
Sara Savage, City of Fellsmere
Laura Moss, City of Vero Beach (COVB)
Andrea Coy, City of Sebastian
Bob Auwaerter, Town of Indian River Shores
Tracey McMorris, CareerSource Research Coast
John Dyer, Local Industry
Keith Kite, Tourist Industry
Jim Funk, Manufacturing Appointee
William Penney, Banking Appointee
Karl Zimmermann, Member-At-Large
Joe Idlette III, Gifford Community

EDC Members Absent

Casey Lunceford, IRSC
Dan Richey, Citrus Industry
Todd Howder, Member-At-Large
Scott Stradley, BCC Appointee
Laura Zorc, School Board of Indian River County
Linda Schlitt-Gonzalez, Member-At-Large
Mike Lafferty, Real Estate Appointee
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

Others Present

Jim O'Connor, Vero Beach City Manager
Helene Caseltine, IRC Chamber of Commerce
Bruce Redus, volunteer at IRC Chamber of Commerce

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. He then asked each person in the room to introduce him/herself.

Approval of the EDC Minutes of February 21, 2017

ON MOTION BY Mr. Zimmermann, SECONDED BY Ms. Mitchell, the members voted unanimously (15-0) to approve the minutes of February 21, 2017 meeting.

Jobs Grant Application--by Mr. Bill Schutt, Senior Economic Development Planner and Ms. Helene Caseltine, Director of Economic Development

Ms. Caseltine briefly introduced the company applying for the jobs grant. She said they were an existing company in IRC who had been planning to relocate; however she used some of the available business retention tools, including the jobs grant incentive program, to convince them to stay in IRC. They requested to remain anonymous for the time being.

Mr. Schutt used PowerPoint slides to brief the members about the IRC Local Jobs Grant Program application process; a printed copy of the presentation is on file in the commission office. He said the anonymous applicant, Company, qualified for the program under the "Financial /Professional Services—Corporate/Regional Headquarters" target industry. He explained the potential payment schedule over the next three years would equal \$49,000.

Mr. Schutt answered questions from the members, then provided the Staff recommendation for the Economic Development Council to recommend to the Board of County Commissioners to approve the local jobs grant for up to \$49,000 for the applicant Company.

ON MOTION BY Ms. Mitchell, SECONDED BY Mr. Auwaerter, the members voted (14-1) to recommend the approval of the jobs grant application for Company to the Board of County Commissioners, with Ms. Coy opposed.

Proposed Economic Development Budget and Marketing Plan for FY 2017-18--by Ms. Helene Caseltine, Director of Economic Development

Ms. Caseltine distributed handouts to each attendee while she explained the proposed budget for the Economic Development Office; a copy of the handout is on file in the commission office. She explained she was requesting a 7.9% increase, primarily due to a projected increase in business attraction travel expenses due to expected changes to Enterprise Florida. She said she would also be more involved with industry trade shows working to attract businesses, specifically focusing on the targeted industry of distribution warehouse.

Ms. Caseltine invited questions from the members. She explained some of the advantages of our location on the Treasure Coast. Mr. Rohani and Ms. Caseltine described a couple of the areas available for commercial/industrial use. Ms. Chandler provided a brief summary of the target industry consultation which had been completed by Ady Advantage, resulting in branding and marketing direction. Mr. Kite asked if the branding study was complete; Ms. Caseltine said it was. She reviewed the 5 target industries and explained there were downloadable documents on: www.indianrivered.com. She polled the members, especially the new members, for

interest in a future meeting to go over the results of the target industry analysis and the economic development website. Many members agreed it would be beneficial.

ON MOTION BY Ms. Mitchell, SECONDED BY Mr. Auwaerter, the members voted (14-1) to recommend the approval of the proposed Economic Development budget and Marketing Plan for FY 2017-18 to the Board of County Commissioners, with Ms. Coy opposed.

Other EDC matters

There was discussion regarding the progress of Visit Florida and Enterprise Florida, and the problems that would likely present if/when they are gone.

Ms. Caseltine distributed a printed copy of an article from Wall Street Journal regarding the use of incentives for business attraction. A copy is on file in the Commission office.

Ms. Caseltine announced Mr. Bill Fruth, President of POLICOM, Inc, would be speaking regarding Economic Expansion in Florida on April 13, 2017; an invitation would be forthcoming.

Adjournment

There being no further business, the meeting was adjourned **at 4:09 p.m.**

Next meeting date: April 18, 2017 at 3:30 p.m.