

ECONOMIC DEVELOPMENT COUNCIL

A meeting was held of the Indian River County (IRC) Economic Development Council (EDC) on Tuesday, April 18, 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
Helene Caseltine, IRC Chamber of Commerce
William Penney, Banking Appointee
Casey Lunceford, IRSC
Thomas Buck, Town of Orchid
Sara Savage, City of Fellsmere
Andrea Coy, City of Sebastian (departed @ 3:50)
Bob Auwaerter, Town of Indian River Shores
Keith Kite, Tourist Industry (arrived @ 3:48)
Linda Schlitt-Gonzalez, Member-At-Large
Jim Funk, Manufacturing Appointee
Karl Zimmermann, Member-At-Large
Commissioner Peter D. O'Bryan, District 4, Non-Voting Commission Liaison

EDC Members Absent

Joe Idlette III, Gifford Community
Beth Mitchell, Sebastian River Area Chamber of Commerce
John Dyer, Local Industry
Dan Richey, Citrus Industry
Todd Howder, Member-At-Large
Scott Stradley, BCC Appointee
Brian Bauer, CareerSource Research Coast
Laura Moss, City of Vero Beach (COVB)
Laura Zorc, School Board of Indian River County
Mike Lafferty, Real Estate Appointee

Others Present

Jim O'Connor, Vero Beach City Manager
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. As there was not a quorum in attendance, he proceeded to agenda item #3.

Review of the Economic Development Positioning Analysis; Review of Economic

Development Collateral Materials and Website--by Ms. Helene Caseltine, Director of Economic Development

Ms. Caseltine handed out an overview entitled "Strategic Positioning, Target Industry Assessment & Action Plan." She gave a brief synopsis about how they came to hire Ady Advantage to do a positioning analysis for Indian River County. Included in the recommendations were the need for a complete rebranding study and a detailed target industry study. She said the study resulted in six target industries on which to focus recruiting. She distributed collateral material, on file in the commission office, which is also available on the Economic Development website, www.indianrivered.com. Ms. Caseltine demonstrated the website and showed the links available, such as site selection (for real estate and other information), tourism, Enterprise Florida, and information about business incentives (for example the local jobs grant information and tax incentives).

Mr. Auwaerter suggested the addition of a simpler map which would show the relation of IRC to Jacksonville and Miami.

Keith Kite arrived at 3:48, bringing attendance to quorum, so the committee took a vote to approve the previous meeting minutes.

Approval of the EDC Minutes of February 21, 2017

ON MOTION BY Mr. Zimmermann, SECONDED BY Ms. Mitchell, the members voted unanimously (12-0) to approve the minutes of February 21, 2017 meeting.

Ms. Coy left @ 3:50.

Mr. Kite suggested our brand, or tag line, "central to your success" or "perfectly located for your business" should be more prominent on the ED home page.

Ms. Caseltine informed the committee that she did not design the website, so changes in the layout would not be able to be implemented easily. Additionally, she added the website appears much different on a mobile device.

Other EDC matters

The members discussed some of the points raised during the Economic Development presentation from Bill Fruth, President of Policom, on April 13, 2017. They talked about: unemployment rate, job sharing, shovel-ready industrial parks, industrial revenue bonds

Adjournment

There being no further business, the meeting was adjourned **at 4:15 p.m.**

Next meeting date: May 16, 2017 at 3:30 p.m.