
BUSINESS DEVELOPMENT COMMITTEE

MEETING NOTICE AND AGENDA

Tuesday, March 26 2019 - 5:30 p.m.

Building Dept. Conference Room, Rockledge City Hall, 1600 Huntington Lane, Rockledge Florida 32955

1. CALL TO ORDER
2. APPROVAL OF MINUTES- Regular Minutes of February 26, 2019
 - A. Attendance Records
3. PERSONAL APPEARANCES / PRESENTATIONS
4. OLD BUSINESS
5. NEW BUSINESS
 - A. Action: Select Business of the Quarter – 1st
6. REPORTS & COMMUNICATIONS
 - A. Report: Community Redevelopment Agency/Britta Kellner, CRA Coordinator
 - B. Report: Economic Development Committee (EDC)/Liz Logan
 - C. Report: Projects Update/Alix Bernard, Planning Director
7. ADJOURN

**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE
MEETING MINUTES**

Tuesday, February 26, 2019 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, February 26, 2019, at 5:30 p.m. in the Building Department Conference Room at Rockledge City Hall, 1600 Huntington Lane, Rockledge, Florida.

MEMBERS PRESENT: Dan Henn (Chairman), Paul Grossman (Vice Chair), Arthur Edwards, Elizabeth Logan, Amy Tidd, Janet Monaco, Ronald Ramsey and Frank White.

MEMBERS ABSENT: Adam Copenhaver (excused) and Trevor Echerd (excused).

STAFF PRESENT: Dr. Fettrow, City Manager, Alix Bernard, Planning Director; Britta Kellner, Community Redevelopment Coordinator; and Tracy Priebel, Recording Secretary.

With a quorum present, the meeting was called to order by Chairman Henn at 5:30 p.m.

2. APPROVAL OF MINUTES (Regular Minutes of January 29, 2019)

- Regular Minutes of January 29, 2019

By motion of Amy Tidd, seconded by Art Edwards, the Business Development Committee moved to approve the minutes of the Regular Meeting of January 29, 2019 and the Attendance Record of same and passed unanimously.

Note: Amy Tidd brought in a typed statement about potential business ideas for Village Green, which will be added as an attachment to the January 29, 2019 meeting minutes.

C. Attendance Record

See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None

4. OLD BUSINESS

None

5. NEW BUSINESS

A. Discussion: Alix Bernard started the discussion on this year's goals and objectives of the Business Development Committee. Amy Tidd asked that the November site visit be scheduled closer to the regular meeting date, and if it isn't to send additional reminder notices (email).

Ms. Bernard said she is trying to arrange a site visit with Pirtek. Alix explained the relationship between the City, new business and the Chamber. Chairman Henn then listed the previous businesses visited and asked for any suggestions/requests for future site visits. Amy Tidd suggested the Rockledge Regional Medical Center. Chairman Henn suggested using the new business listing and to have committee members select at least 2 new businesses and visit them to let them know about the Business Development Committee and ask what they might need. Paul Grossman suggested creating name tags to wear or business cards to hand out when introducing themselves to new businesses as City representatives.

Chairman Henn suggested that all committee members should become familiar with the Tax Abatement Program should they be asked about eligibility by new businesses. Alix will bring to the next meeting, a 1-page description of the program.

6. REPORTS & COMMUNICATIONS

A. Report: Community Redevelopment Agency/Britta Kellner, CRA Coordinator

CRA Coordinator Britta Kellner reminded everyone about the upcoming Wednesday/Friendsday being held on March 6th, 5:30 – 7:30 and sponsored by the City of Rockledge. The theme is “Lucky to be Rockledge” and the tables are already full. Members are encouraged to attend, it is a good opportunity for networking and sharing your “ambassadorship” experience.

Ms. Kellner also reminded the committee that March is the next month for selecting the Business of the Month – 1st Quarter. Please come prepared to put forward nominees and to vote.

Ms. Kellner reported that the Kentucky Fried Chicken restaurant is now up and running, quite successfully. They have had amazing patronage and we need to celebrate them being in Rockledge.

Ms. Kellner reported that we are still carrying 7 open façade grants and a new one for signage for Dr. David Ray’s office is coming before the CRA Board tomorrow.

B. Report: Economic Development Committee (EDC)/Liz Logan

Liz Logan reported the following:

- The EDC meeting was held on February 6th, in which last month’s flyers were presented, promoting manufacturing towards school children in space related businesses. Ms. Logan stayed for the networking and met the CEO of Poor Richards who asked if there was something they could donate to the Civic Hub. They talked about a donation in conjunction with the Realtors Association.
- Chairman Henn stated the EDC is tasked with bringing in the right businesses to the area with all levels of jobs.

C. Report: Projects Update

Dr. Fettrow reported on the following projects:

- A project that could have impact on local business: SCAT bus stops. Dr. Fettrow stated there are 46 bus stops in Rockledge, of those, 24 are located on Fiske Blvd. and FDOT is responsible for them. The City is responsible for the other 22. The City Manager will work with the City Council to budget for potential work on the bus stops in the next 3-5 years for getting trash bins, cigarette butt holders and accessibility (ADA compliance). Chairman Henn asked for a description of accessibility would look like at the bus stops. Dr. Fettrow cited ingress/egresses to the stop, benches on pads, and some having shelters with displays that would be adjusted in height.
- Fire Station #36 is on target and under budget, due for completion before May 1st.
- The Civic Hub pre-fab restroom will be installed March 1st, the amphitheater roof is due for completion on March 8th, and the small turf area coming in mid-March. The project's target completion date is mid-May.
- Dr. Fettrow spoke at the Brevard Legislative Delegation Session, stating no two cities are alike and asking to allow Councils to govern locally vs. the State to govern all cities similarly. As information in this area comes up, the City Manager will bring it to future meetings.
- Dr. Fettrow also reported the Florida League of Cities is very watchful over bills that impact cities. Paul Grossman added if it impacts a business it eventually impacts everyone – the trickle-down effect.

Alix Bernard reported on the following:

- The construction at Fiske and Roy Wall is on-hold, the contractor was fired. They are currently looking for another contractor to continue work on the assisted living project. There are 2 more assisted living type projects currently in plan review.
- There is a multi-family project coming up – no details at this time.
- The City has shared information with potential commercial project about the development of 1,000 units that are proposed, under construction, or completed in the last year. Chairman Henn asked what percent was Rockledge developed. Ms. Bernard estimated that Rockledge is approximately 80%, but within the next decade there will be more opportunity for re-development projects.
- The Volunteer Breakfast is scheduled for April 20th, 9:00 a.m. at the Rockledge Regional Medical Center. Ms. Bernard requested the committee member's attendance, as a thank-you for volunteering their time on the committee.
- The Village Green is for sale at \$4M.
- The Sears building is being worked on.
- The empty building across from City Hall is valued by the owner at \$950,000. Amy Tidd suggested there should be a tax for people who choose to leave buildings empty/abandoned. Dr. Fettrow/Alix Bernard stated the code violation process is the way to go now. Ms. Bernard mentioned that things are in-work that cannot be reported on at this time. Amy Tidd said that the City was doing a good job.

DISCUSSION:

Chairman Henn asked for any other reports:

Ron Ramsey apologized for missing meetings, but said the City seems to be moving in a great direction.

Janet Monaco is starting to paint her new business location on Barton.

Paul Grossman gave thumbs up on the paving on Barnes from Murrell to US1 – beautiful!

Dr. Fettrow shared that Walgreen's is working on getting new landscaping.

Dan Henn reminded everyone that the IRS does not call your home, and that refunds are down by 20%.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:32 p.m.

Submitted by:

Tracy Priebel, Recording Secretary

Approved by:

Chairman, Business Development Committee

**BUSINESS DEVELOPMENT COMMITTEE ATTENDANCE
2019**

<i>BOARD MEMBERS</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>	<i>JUL</i>	<i>AUG</i>	<i>SEP</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>
					Site Visit		No Mtg.				Site Visit	No Mtg.
COPENHAVER, Adam	E	E					****					****
ECHERD, Trevor	P	E					****					****
EDWARDS, Art	P	P					****					****
							****					****
GROSSMAN, Paul (V)	P	P					****					****
HENN, Daniel (C)	P	P					****					****
LOGAN, Elizabeth	P	P					****					****
MONACO, Janet	P	P					****					****
RAMSEY, Ronald	E	P					****					****
TIDD, Amy	P	P					****					****
WHITE, Francis III	P	P					****					****

P = Present
E = Excused Absence
U = Unexcused

No meetings held in July or December due to the holidays.

Annual Calendar of Operations/Tasks

January	February	April	July	August	October
	*January – Annual Review Goals and Objects				
	**October – Select Business of the Year				
	Recommend to the City				
	→ New Business				
	Input (Chamber)				
	→ Types of Businesses				
	Input (Chamber)				
	→ Economic Development				
	Input(EDC)(chamber)				
	→ Tax Abatement Program				
	Input				
	→ Existing redevelopment				
	Fill in CRA gaps				
	Input				
<i>May – November</i>					
	Site Visit				
<i>March – June – September – October</i>					
	Select Business of the Quarter				
	Public Relations				
	→ Recognizing business of the quarter and year				
	→ Create collateral for businesses New or renewal of business tax receipt				
	→ Grand Openings/Ribbon Cuttings				
	→ Wednesday-Friendsday				

BUSINESS OF THE QUARTER/YEAR CRITERIA/FORM

"Community Involvement isn't Just Important. It's Essential."

Guidelines:

1. Must be located in the City limits of Rockledge and hold a current Business Tax Receipt License for a minimum of one year.
2. Community involvement.
3. Business Appearance: Interior and exterior properly maintained.
4. Customer Service: Are the employees knowledgeable about the product? Are they courteous and friendly to customers?
5. Any company nominated throughout the year would be eligible to win Business of the Year Award (providing they have met items 1-4).

Instructions: Rate each property using the criteria below. Assign a rating from 1 to 5 in each category, with 1 being the lowest and 5 being the highest.

Property Information	Held a Business Tax Receipt for a Minimum of One Year	Community Involvement?	Business Appearance: Interior and Exterior Properly Maintained?	Customer Service: Are the employees knowledgeable about the product? Courteous and friendly to customers?	TOTAL:
Business Name: Indian River Furniture Owner/Manager: Forrest Lilly Address: 3200 US Hwy 1, Rockledge Phone: 321-636-4348					
Business Name: M & B Bridal Owner/Manager: Angela Mumblow Address: 500 Barton Blvd, Ste 5 Phone: 321-338-7909					
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					

Business of the Quarter – 1st Quarter 2019

Staff Nominees

Indian River Furniture, established over 75 years ago, has been a thriving, family-owned business in the City which has established a reputation for superior products, customer care and service. Indian River Furniture contributes to the community through working with the American Red Cross here in Rockledge to provide for families throughout Brevard County who have experienced a catastrophic loss of their home due to fire. Owner Forrest Lilly has also partnered with Habitat to Humanity to provide them with furniture that can be sold to fund future projects and to help families furnish a home they have built through the habitat program.

Indian River Furniture, which sits on the well-traveled northbound lanes of Rockledge Boulevard, has also invested to enhance the Rockledge business community through the completion of two Community Redevelopment Agency façade grant awards that have added considerable appeal to their business exterior, including landscaping, repaving and other aesthetic improvements. Indian River Furniture won Business of the 4th Quarter in 2006 and was nominated for a 4th quarter award in 2018.

M & B Bridal has been in business on Barton Boulevard since February of 2018. In the 13 months that they have been in business, the business owner has become very engaged in the City. Angela Mumbrow currently serves on the CRA and TREE Boards. M&B Bridal has also participated in the City's Wednesday-Friendsday events. In addition to M&B Bridal, the business owners have also opened up a boutique next door, called Magnolia & Mimosa. This business is to be commended for believing in the redevelopment of Barton Blvd. and becoming active in the Rockledge Community.

Business of the Quarter/Year Tally Report

As of 3/12/19

Business	QTR Nominations	QTR Wins	QTR	Bus Yr
Aarons Rents, Inc.	1	1	2016 - 3rd	
Advance Auto Parts	4	1	2013 - 2nd	
Advanced Tax	1			
Architecture Foam and Art	1			
Ashley's of Rockledge	1	1	2018 - 1st	
Bavarian Auto Center	2	1	2010 - 3rd	
Bianco's Big League Eatery	4	1	2012 - 1st	
Boater's Exchange	1			
Brevard Vision Center	1			
Building Bodies Fitness Center	1	1	2007 - 4th	
Burger King	3	1	2004 - 2nd	
Burkhardt Construction	1	1	2008 2nd	
CDMA	1	1	2004 - 3rd	
Coastal Health Systems of Brevard, Inc.	1	1	2010 - 4th	
Community Bank of the South	8	2	2009 - 3rd 2017 - 4th	2009
Community Educators Credit Union	2	1	2008 - 3rd	
Crest Cleaners & Laundry	4	1	2011 - 1st	
Custom Prints	1			2008
Delta Group Electronics	2	2	2004 - 4th 2015 - 2nd	2015
Discount Tire	1			
Domino's Pizza	1	1	2007 - 1st	
Double D's BBQ	4	1	2016 - 4th	
Dr Antoon	1			
East Coast Cabinet Co.	2			
Edward Jones	2			
Federal Title	2			
Firehouse Subs	1	1	2009 - 2nd	
Freedom Athletics	1			
Grimaldi Candy & Gifts, Inc.	2	1	2013 - 4th	2016
Health First	1			
Huntington Place	1			
Hydro Aluminum	1			
Indian River Furniture, Inc.	2	1	2006 - 4th	
Indian River Bank	1	1	2006 - 1st	
J.W. Performance Transmission, Inc.	2	1	2012 - 4th	
JD's Sports Bar & Grille	1	1	2007 - 3rd	
Jimmie's Restaurant	6	2	2010 - 1st 2017 - 1st	
Karat Patch, Inc.	2	1	2005 - 4th	

Business	QTR Nominations	QTR Wins	QTR	Bus Yr
Kendal Signs	3	1	2018 - 4th	
La Marimba	1	1	2014 - 1st	
Lowes Home Center	2	1	2014 - 3rd	
LRM Industries	3			
Malibu's Sports Grille	3	2	2011 - 3rd 2015 - 4th	2011
Peace in the Garden Café	2	1	2011 - 4th	
Pet Pros	1	1	2018 - 3rd	2018
Planet Fitness	8	3	2013 - 3rd 2016 - 2nd 2017 - 3rd	2013 2017
PNC Bank	3			
Publix Super Markets, Inc. #0264	4	1	2005 - 3rd	
Rahal Development Corporation	3	1	2008 - 4th	
Rahal Real Estate	1			
Renco Electronics, Inc.	3	1	2005 - 1st	
Rockledge Animal Clinic	5	2	2008 - 1st 2014 - 2nd	2014
Rockledge Country Club	3	2	2012 - 2nd 2016 - 1st	
Rockledge Gardens	5	2	2009 - 1st 2015 - 1st	
Roswell Global	1			
Ruby Tuesday	1	1	2013 - 1st	
Schlenker's Automotive Repair	8	2	2006 - 2nd 2011 - 2nd	2012
Scooters	3			
Sonman, Inc.	1	1	2004 - 1st	
Sullivan's Groves, Inc.	1	1	2006 - 3rd	
Tantalizing Tangerine/Frozen Yogurt Shop	1	1	2015 - 3rd	
The Quilt Shop	1			
The Tilted Cup	1	1	2018 - 2nd	
The Twisted Birch	2			
TomP Construction, Inc.	1	1	2007 - 2nd	2007
Tropical Smoothie Café	3	1	2010 - 2nd	
U.S. Lawns of Brevard	3	1	2009 - 4th	
VFW Post #4534	3	1	2012 - 3rd	
W&J Construction Corporation	5	1	2014 - 4th	
Woody's Bar-B-Q	2	1	2005 - 2nd	
Wuesthoff Medical Center Rockledge	1	1	2017 - 2nd	

No longer a Rockledge business.

Business Listing Report

Business Name	Business Add'l	Business ID	Bus Type ID
AQUA CLEAN POOLS & POWER WASH LLC	921 FISKE BLVD	(321) 446-5100	073571
CRAFTSMAN FINAL TOUCH, LLC	3202 HAWTHORNE AVE	(321) 806-3373	073569
EYE DESIGN BY DINA	1535 COGSWELL ST #A1	(321) 917-7762	073568
FACIAL SPA AND CLINIC	1899 MURRELL RD #154	(321) 208-8854	073567
KAREN G. WALSH LLC	220 CORAL SANDS DR #3		073566
ON POINT TITLE SERVICES LLC	3230 MURRELL RD #200	(321) 877-4780	073564
PROFESSIONAL HANDYMAN SERVICE 1 L	1851 MURRELL RD 88	(321) 508-7895	073565
TECVALCO USA, INC	270 BARNES BLVD	(321) 593-3444	073570
			POOL SERVICE & POWER WASH
			CABINET INSTALLER- HANDYMAN
			SEMI-PERMANENT MAKEUP- EYEBROW TATTOOLICENSE
			SKIN CARE SPECIALIST FACIAL SPECIALIST: #FB9764681
			LYMPHATIC DECONGESTIVE THERAPY
			TITLE AGENCY
			GENERAL CONTRACTOR
			MANUFACTURING OF DRY PIPELINE HEATERS, WASTE W

Total Businesses: 8

Report Filter Query:
 BUS_StartDate (Businesses.startDate) Between 01/01/2019 AND 01/31/2019
 AND
 BUS_BusinessTypeID (Businesses.busType) Not = 44C

Report Options Summary:

Business Listing Report

Business Name	Business Add'l	Business ID	Bus Type ID
ALL GENERATIONS DRIVING SCHOOL LLC	590 SOLUTIONS WAY #100	(321) 222-9302	073577
AUTUMN'S CRAB	1628 FISKE BLVD	(321) 877-0066	073576
COASTAL PROPERTY ADJUSTERS INC.	850 TIFFANY PL	(321) 626-2722	073574
DESAPRO, INC.	435 GUS HIPP BLVD	(321) 674-6804	073588
GRACIE BARRA ROCKLEDGE	1840 ROCKLEDGE BLVD	(321) 305-4687	073581
HARI DARSHAN LLC DBA HOP & POP	690 EYSTER BLVD	(901) 674-9593	073587
MARISA G. SWINEY	1535 COGSWELL ST A1	(410) 200-1157	073575
MERCY D, LLC DBA COSMOS ICE CREAM	1535 COGSWELL ST A2	(321) 212-7712	073573
THE PAMPERING PALACE, LLC	1240 ROCKLEDGE BLVD #5	(321) 631-5873	073579
UP ARTISTRY APPAREL LLC	4105 HARVEST CIR	(912) 655-7164	073578
			DRIVING SCHOOL FOR TEENS AND ADULTS
			CHINESE RESTURANT 80 SEATS
			PROPERTY INSURANCE ADJUSTER
			ENGINEER & MANUFACTURE ALUMINUM CASES. BENDI
			MARTIAL ART STUDIO
			RETAIL MERCHANTCONVENIENT STORE W/GAS PUMPS
			MANICURE /PEDICURE /NAILS FV9575429BELLEZA SALO
			ICE CREAM FOOD TRUCK
			KIDS SPA & SALON- MANICURES, PEDICURES, BIRTHDAY
			ECOMMERCE APPAREL COMPANY/ INTERNET SALES

Total Businesses: 10

Report Filter Query:
 BUS_BusinessTypeID (Businesses.busType) Not = 44C
 AND
 BUS_StartDate (Businesses.startDate) Between 02/01/2019 AND 02/28/2019

Report Options Summary: