
**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE
MEETING MINUTES**

Tuesday, August 28, 2018 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, August 28, 2018, at 5:30 p.m. in the Building Department Conference Room at Rockledge City Hall, 1600 Huntington Lane, Rockledge, Florida.

MEMBERS PRESENT: Paul Grossman, Arthur Edwards, Elizabeth Logan, Bill Ellis, Amy Tidd, Darren Gibson, Janet Monaco and Ronald Ramsey.

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

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

OTHERS PRESENT: Jim Adam, previous committee member.

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

2. APPROVAL OF MINUTES (Regular Minutes of June 26, 2018)

- Regular Minutes of June 26, 2018

By motion of Bill Ellis, seconded by Arthur Edwards, the Business Development Committee moved to approve the minutes of the Regular Meeting of June 26, 2018. Motion to include Attendance Record of same and passed unanimously.

A. Attendance Record

See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

Introduction and welcoming of new member Ronald Ramsey, owner of the Ice Cream Hut.

4. OLD BUSINESS

A. Discussion: BiDAC vs BDC

Tracy Priebel researched and found that on August 2nd, 2000 by Resolution No. 2000-459, "the City Council of the City of Rockledge" renamed the Business/Industrial Development Advisory Committee to the Rockledge Business Development Committee. No written documentation was discovered after this one. Staff will do clean-up of records.

5. NEW BUSINESS

A. Discussion: Business of the Quarter, Third Quarter, 2018

Members received the Business of the Quarter form with staff's two nominations, Double D's BBQ and Pet Pros. Alix Bernard explained that both businesses have given back to the community. Janet Monaco asked to recuse herself from the discussion and voting, as the owner of Pet Pros. Darren Gibson nominated Double D's BBQ and Amy Tidd nominated Pet Pros. Bill Ellis then asked if assessments had been made on the businesses. Amy Tidd had unofficially, and found there were no derogatory remarks against either business. Pet Pros has been in business for 25 years, while Double D's BBQ has been in business for 3 years. Neither has won this award in the past. Having no further nominations, members rated the businesses and gave their forms to Alix Bernard for compilation.

Bill Ellis reminded members to be prepared with nominations for the 4th quarter at the September meeting, and nominations for the Business of the Year at the October meeting.

Alix Bernard announced the winner of Business of the Quarter, Third Quarter by one point, as Pet Pros.

Bill Ellis requested that Double D's be on the nomination list for the 4th quarter.

6. REPORTS & COMMUNICATIONS

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

CRA Coordinator Britta Kellner reported the Space Coast Health Foundation and Signature Smiles Dentistry façade grants are closing out; Macik Builders is a façade grantee moving from Merritt Island to Rockledge and are building a 2-story structure for their office; Community Bank of the South has a façade grant for signage at their Fiske location; the Street Scape on Barton will be brightened up with new/replacement banners starting the end of September with future banner upgrades as funding allows. The CRA Board approved two events: The Food Truck Bazaar on November 8th and the Hot Rockin' Nights on October 20th.

Alix Bernard and Britta Kellner attended the annual International Council of Shopping Centers (ICSC) conference, where cities meet developers and real estate owners. They made several major connections and met with two different shopping center owners and real estate owners, an overall positive experience.

B. Report: Business Resource Council (BRC)/Britta Kellner, CRA Coordinator

Alix Bernard explained that the Business Resource Council (BCR) was no longer meeting and asked for a recommendation to take it off of the BDC agenda.

By motion of Amy Tidd, seconded by Bill Ellis, the Committee moved to approve the removal of the Business Resource Council (BRC) topic from the BDC agenda. Motion carried unanimously.

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

Liz Logan attended three EDC sponsored meetings: an Ad Hoc Committee meeting about the abatement of taxes, with several different cities and newspaper representatives in attendance. A presentation was given about a company being “wooded”, sharing business statistics and the decision of a 90% tax abatement for nine years; the Annual Budget Approval Meeting where data was shared about a survey that was conducted noting that parents have been swaying their children away from manufacturing jobs. There is a need to turn students towards careers in manufacturing and convince the parents that there are high paying jobs in this field; also a major networking meeting to report how the EDC was instrumental in bringing the Walmart Distribution Center to Brevard County.

Next month there is a Breakfast meeting for new EDC members with the EDC CEO as the speaker. The annual meeting is in October. Governor Scott will be speaking this week at Sorensen Moving & Storage.

D. Report: Projects Update/City Manager

City Manager Fettrow reported on the following projects:

- For the last 10-12 months, stormwater work, piping, and curbing have been installed to relieve flooding issues in Virginia Park, in the Fiske/Rosa Jones area and on Kentucky and Carolina streets.
- The Fire Station 36 (#2) ground breaking ceremony was held last Friday, so “dirt turning” should be starting next week. Construction meetings will also be starting next week. A noticeable improvement in the design is the bunking will be more individualized and separate.
- The Civic Hub has been started after years of meetings, already receiving 75 loads of dirt. There will be a lot of green space for playing and sitting, with 90-95% of grass and a small portion of artificial turf. There will be small stage area and space for vendors. The plan also includes charging stations for phones and watering stations for pets. Bill Ellis asked about renderings, Dr. Fettrow will consider having it added to the website. Signage will be erected soon. The City Attorney has already sponsored a Christmas tree for the site.
- Liz Logan asked for summary of the “roundabout meeting” re Fiske Blvd. Dr. Fettrow stated that there has been no final decision, it is still under study; however, since Roy Wall and Levitt Pkwy have been deemed “failing intersections” something will definitely go there. It is planned in FY 2020 for sidewalks to be widened in that area, and where sidewalks don’t exist, they will be added. Bill Ellis asked what the reluctance was to roundabouts – Dr. Fettrow

couldn't speak for all Council, but thought it was the fear of just slowing traffic (traffic calming) versus stopping traffic entirely.

Liz Logan reported attending the Rockledge Business Alliance (RBA) last week. The speaker was from Senator Rubio's office, and the Rockledge Police Department presented a program about what to do in the case of an active shooter.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:30 p.m.

Submitted by:

Tracy Priebel, Recording Secretary

Approved by:

Chairman, Business Development Committee