
**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE
MEETING MINUTES**

Tuesday, January 29, 2019 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, January 29, 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, Trevor Echerd and Frank White.

MEMBERS ABSENT: Adam Copenhaver (excused), Bill Ellis (un-excused), and Ronald Ramsey (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 October 30, 2018)

- Regular Minutes of October 30, 2018

By motion of Paul Grossman, seconded by Trevor Echerd, the Business Development Committee moved to approve the minutes of the Regular Meeting of October 30, 2018 and the Attendance Record of same and passed unanimously.

Note: Dr. Fettrow reminded the committee that the site visits do count towards attendance.

By motion of Paul Grossman, seconded by Trevor Echerd, the Business Development Committee moved to amend to accept the Attendance Record as presented and passed unanimously.

C. Attendance Record

See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None

4. OLD BUSINESS

None

5. NEW BUSINESS

A. Discussion: New member, Frank White

Frank White shared a brief introduction and then the members all introduced themselves.

6. REPORTS & COMMUNICATIONS

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

CRA Coordinator Britta Kellner reported that two façade grants had been closed out, one was being secured next month and seven more were in progress, which include the following companies:

- Edward Jones
- Macik Builders
- Community Bank of the South
- Pet Pros
- Tommy Blair Auto
- Bridges
- Brevard Vision

Ms. Kellner reported on the CRA sponsored Art & Craft show on January 26th, the second day was called due to inclement weather. It almost was a full show, and the volunteers were a big help, especially with registration.

- The second day was called due to inclement weather
- It was a full show until two days before, when there were a couple of cancelations
- The volunteers were a big help, especially with registration
- Dr. Fettrow reported that drones were flown at the show
 - Pictures to be posted on City's Facebook
 - May become a new marketing tool

Discussion ensued about moving the date.

Ms. Kellner reminded the committee of the Rockledge sponsored Wednesday Friendsday to be held on March 6th.

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

Liz Logan reported the following:

- The Space Coast was featured in a magazine about Space Commerce Ways. She submitted the article about how business has been revitalized.

- EDC communications focused increasing their online presence through website and social media (i.e. Facebook). She submitted an article citing that reach had increased by 42%.
- EDC has raised the price for investors, and yet still kept 85% of those investors.
- County Commissioners now require an annual report for money (\$1.5 M) for more transparency.
- Ad Valorem – Businesses will be awarded based on performance.

C. Report: Projects Update

Dr. Fettrow reported on the following projects:

- There are two major construction projects:
 - Fire Station #36 with a target completion time frame of the first week of May, and is currently under budget.
 - Civic Hub will be an event hosting venue with WIFI for events like the 2020 Art Show and Wednesday Friendsday, as well as business and civic events. The target completion time frame is mid-April.
- Bruster's Ice Cream may be coming in across the street from City Hall.
- KFC off of US1 will be opening soon.
- The sidewalk and drain was reconfigured at the Circle A on Florida Ave, which resulted in no standing water after the significant rain storm we had on Sunday.
- Two Storm Water Projects underway:
 - Park Avenue going from septic to sewer
 - Gus Hipp ditch clean-up using Biosorption Activated Media (BAM) and the City received \$100K from FDEP for this project.
- A traffic study on Fiske was supposed to be done last fall; however, there is no update as yet on the traffic circles.

Chairman Henn asked about the Constitutional Amendments that were being voted on last fall. Dr. Fettrow reported that the Homestead Exemption amendment failed.

Alix Bernard handed out the Annual Calendar of Operations/Tasks created by committee last year and asked everyone to review it for the February 26th meeting.

Ms. Bernard reported that the assisted living project had just received their FDOT permit and Wastewater is reviewing. It will consist of 11 acres, 4 1/2 stories and 290 beds.

DISCUSSION:

Trevor Echerd announced they were coming up with a kid's night out, a mixed activity event where parents can drop the kids off for the evening.

Janet Monaco shared that she is moving Pet Pros from Murrell to Barton.

Amy Tidd is concerned about the empty plaza by FS #36, would like the City to look into how to purchase the plaza.

Paul Grossman stated that the Viera Roundabout is an accident magnet and reported on the accident he had recently witnessed.

Britta Kellner spoke about the Façade Grant of the Year – Space Coast Health Foundation.

Frank White asked about the capacity at the Civic Hub.

Dan Henn reminded everyone that there had been a lot of tax changes and changes in forms, and to beware of the scams.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:33 p.m.

Submitted by:

Tracy Priebel, Recording Secretary

Approved by:

Chairman, Business Development Committee