

ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, January 28, 2020 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, January 28, 2020, 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), Janet Monaco, Art Edwards, Amy Tidd, Ronald Ramsey, Sean Farrell and Greg Phelps.

MEMBERS ABSENT: Terry Black (unexcused).

STAFF PRESENT: Brenda Fettrow, City Manager; 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 September 24, 2019) (Record of Site Visit of November 12, 2019)

- Regular Minutes of September 24, 2019 and Record of Site Visit of November 12, 2019
By motion of Art Edwards, seconded by Amy Tidd, the Business Development Committee moved to approve the minutes of the Regular Meeting of September 24, 2019, the Site Visit of November 12, 2019 and the Attendance Records of same and passed unanimously.

- Attendance Record
See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None

4. OLD BUSINESS

A. What Do Businesses Need?

Britta Kellner shared the feedback generated by the Business Development Committee members. Discussion ensued about sharing data about businesses and what the City of Rockledge has to offer businesses, on a one-page flier. The questions came up as to how to produce the flier without a budget and to whom the flier would be distributed. It was suggested to share with EDC, post on the City website and give to businesses during visits. It would encourage citizens to shop local and learn what is available within the City. Dr. Fettrow stated there may be a future project within the CRA that would cover this as well as future residents and cross communication between businesses and that the Committee would be informed as soon as it was approved by the City Council.

5. NEW BUSINESS

A. Annual Review of Goals and Objectives

The Committee briefly reviewed the Goals and Objectives.

B. Selection of Business of the Quarter – 4th Quarter 2019

Britta Kellner gave a brief description of the staff's nomination, Yong's Wigs, and their community involvement. There being no other nominations, Yong's Wigs won by acclamation.

C. Selection of Business of the Year - 2019

Chairman Henn opened the floor to nominations for Business of the Year. Four nominees were presented to the Committee. There being no further nominations, the committee voted on the four nominees for Business of the Quarter for 2019. Britta Kellner tallied the voting, with Rockledge Gardens selected as the winner for Rockledge's Business of the Year for 2019.

D. Election of New EDC Liaison

Dan Henn briefed the Committee on his experience as the EDC Liaison and asked for volunteers. Greg Phelps and Sean Farrell both volunteered. It was agreed that Sean will serve as the primary liaison. Dr. Fettrow will research the possibility of assigning an alternate liaison.

E. Vote for Volunteer of the Year

Members voted for 1st and 2nd choices to be tallied and the winner to be announced at the Volunteer Breakfast on April 18th.

6. REPORTS & COMMUNICATIONS

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

Britta Kellner reported that the City supports businesses through Façade Grants.

The Art and Craft Show is scheduled for February 15th & 16th, from 10:00 AM to 4:00 PM as the premiere event being held in the Civic Hub, with live music, live broadcasting, 5 food trucks and a Pet Parade. Volunteers are welcome.

A new business is coming to Barton Blvd. – a coffee shop and a shared office space.

The City is working through the CRA on the Hutton Project on Barton Blvd., called Rockledge Flats. There will be 247 market rate apartments with retailers on the eastern side.

A market study has been commissioned for the sun-setting of CRA in 2026 for a walkable downtown, eateries and economic development plans. A formal presentation of

recommendations and initiatives is scheduled for the March 18th City Council meeting at 6:00 PM.

Wednesday/Friday is scheduled for March 4th at the Civic Hub, with the theme of "Walk the Red Carpet".

B. Report: Economic Development Committee (EDC)/Dr. Brenda Fettrow

Dr. Fettrow referred to the documents in the package for review.

C. Report: Projects Update/Dr. Fettrow / Britta Kellner

Dr. Fettrow and Britta Kellner reported on the following projects:

- Restated that the Rockledge Flats apartments would be Class A type.
- On Murrell Rd there will be 55+ community with 121 apartments. Amy Tidd asked about bus stops.
- Huntington Cove subdivision will have 41 units.
- The project on Roy Wall and Fiske is building 250 units. Amy Tidd asked about sidewalks.
- Brookview will have 23 single family homes, in Levitt Park.
- The new Memory Care on Barnes, will have 100 rooms/cottages.

There will be a "Clean up Anderson Park" event, Saturday, February 8th, 9:00 AM, right off of Pluckebaum - bring clippers and gloves.

Dr. Fettrow received a thank-you to the Committee from Steven Phelps for being recognized for Business of the Quarter – 3rd Quarter of 2019.

The City Hall parking lot will have electric car charging parking spots, soon.

GENERAL DISCUSSION:

Chairman Henn asked for any other reports:

- Sean Farrell asked about status on the Brightline train. There has been no official announcement made as yet about stops in Brevard County.
- Amy Tidd would like the traffic lights moved back behind the railroad tracks at Eyster and Barton. (An FDOT issue)
- Amy Tidd would also like to put forward the idea of creating a "Downtown Association" for "Friday Fests", like other cities in Brevard are doing.
- Greg Phelps asked about Food Truck Friday. Apparently it is not that easy to schedule food trucks on a regular basis.
- Ron Ramsey reported he had attended a car show, where over 400 cars were on display. He suggested getting in touch with those organizers for Rockledge's next show.
- Janet Monaco reminded the Committee there is 50 dog limit to the Pet Parade for the Art & Craft Show. The applications are at her shop, and there will be prizes. She is also having a "Paws in the Park" on March 14th in the Civic Hub.

- Sean Farrell reminded everyone about St. Mary's Annual Fair on February 13th - 16th, where businesses are encouraged to sponsor students in need.
- Tracy Priebel suggested the Committee review the current Business of the Quarter (BOQ) form and will send it out to Committee members. Some suggestions brought up were: the BOY should be nominated from a BOQ winner and the Chamber of Commerce may have a form that could work for us.
- Britta Kellner added the CRA is working on Light Up Rockledge, partnering with the TREE Board. Also a potential event is Business Sponsorship within the Hub for some kind of competition.
- Art Edwards appreciated Sean Farrell and Greg Phelps for volunteering for the EDC liaison. He is also excited about being the first musical group to play in the Civic Hub!
- Dan Henn reminded everyone about tax season and to be aware of the current scams.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:45 p.m.

Submitted by:

Tracy Priebel, Recording Secretary

Approved by:

Chairman, Business Development Committee