

**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE  
MEETING MINUTES**

**Tuesday, February 25, 2020 - 5:30 p.m.**

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, February 25, 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, Sean Farrell, Greg Phelps and Amy Tidd (late 5:56).

MEMBERS ABSENT: Ron Ramsey (excused), Terry Black (unexcused) and John Pistoia (excused).

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

With a quorum present, the meeting was called to order by Chairman Henn at 5:33 p.m.

2. APPROVAL OF MINUTES (Regular Minutes of January 28, 2020)

- Regular Minutes of January 28, 2020

**By motion of Greg Phelps, seconded by Sean Farrell, the Business Development Committee moved to approve the minutes of the Regular Meeting of January 28, 2020 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. Business of the Quarter form update

Because the first column "Held a Business Tax Receipt for a Minimum of One Year" is an absolute requirement as the number one guideline and because it does not have a "numerical" value, by unanimous decision this first column will be removed from the form.

5. NEW BUSINESS

None

6. REPORTS & COMMUNICATIONS

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

Britta Kellner reported the Art & Craft Show was phenomenal, with rave reviews about the pet parade, the music, the venue and all the volunteers. Several of the 58 vendors gave feedback along with staff for suggestions: (i.e. comments about not having the car show; need a better sound system; and the unloading/loading needs some adjustments.

Wednesday/Friday is another Civic Hub premiere event scheduled for March 4<sup>th</sup> with the theme "Rock the Red Carpet".

Two new businesses are coming to the City –  
Dr. Schroeck – a veterinary office opening near Kelsey's on US1 in Riverwalk Plaza.  
Coffee Shop and shared office space – opening next to Pet Pros on Barton Blvd.

Another restaurant is working on getting a business license.

Business Flair will be rolling out the final sunset plan by the end of March.

The City/CRA will be developing the Civic Hub with more events.

B. Report: Economic Development Committee (EDC) – No report

C. Report: Projects Update/Alix Bernard, Planning Director

Alix Bernard reported on the following projects:

- The single family subdivision with 370 homes on the south side of Pluckebaum is on its 3<sup>rd</sup> review.
- We have hired a new Building Official, Pat Callahan, from Melbourne, due to Mr. Dennis Clements retirement.
- Shell Harbor is going "gang busters" with 121 apartments, 3 stories on Murrell Rd.
- Alura, Rockledge Senior Living has picked up momentum as well.
- FDOT is making changes, expanding the interchange at Barnes and Fiske Blvd.
- Rockledge Flats apartments is in the works with 4 stories and 247 Class A type units.
- A "For Sale" sign has appeared on Barnes about a phantom hotel; however, nothing has been submitted to the City about this "project".
- FDOT may start this summer on the repaving of Fiske Blvd.
- Virgin Train is still coming, staff is staying involved in informational meetings.

Dr. Fettrow reminded everyone about the Volunteer Breakfast on April 18<sup>th</sup>, 9:00 am at the Rockledge Regional Medical Center. Amy Tidd asked about the Reading Room volunteers being included in the voting process. Dr. Fettrow agreed.

#### GENERAL DISCUSSION:

Chairman Henn asked for any other reports:

- Janet Monaco will be sponsoring a Pet Expo on March 14, 2020, 10:00 am – 2:00 pm in the Civic Hub. She asked that we remind everyone to support small businesses.
- Amy Tidd and Art Edwards both lauded the Art & Craft set-up and were really pleased with the way everything turned out.
- Greg Phelps reported that the traffic light at Eyster and US1 is poorly timed for traffic flow. Dr. Fettrow offered that he could contact FDOT directly or email Dr. Fettrow and she will forward the complaint to FDOT.
- Dan Henn reminded everyone about the current scams using the corona virus and about tax rule changes, especially those dealing with energy credits.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:23 p.m.

Submitted by:

Tracy Priebel, Recording Secretary

Approved by:

Chairman, Business Development Committee