

ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, September 24, 2019 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, September 24, 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), Janet Monaco, Frank White, Elisabeth Logan, Ronald Ramsey and Greg Phelps.

MEMBERS ABSENT: Art Edwards (excused), Amy Tidd (excused) and Sean Farrell (unexcused).

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 5:30 p.m.

2. APPROVAL OF MINUTES (Regular Minutes of August 27, 2019)

- Regular Minutes of August 27, 2019

By motion of Janet Monaco, seconded by Frank White, the Business Development Committee moved to approve the minutes of the Regular Meeting of August 27, 2019 and the Attendance Record of same and passed unanimously.

- Attendance Record
See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None

4. OLD BUSINESS

None

5. NEW BUSINESS

A. What Do Businesses Need

Alix Bernard reported that she and Britta Kellner met with Frank White to discuss the purpose of the Committee and what the members can do to follow through with plans to meet with businesses to find out what it is they need from the City. Dr. Fettrow opened with thanking Steve Phelps for hosting the Executive Team Staff meeting where the team learned more about his business and he learned more about the City. A lively discussion ensued, with several suggestions being offered, such as: members making site visits to businesses, perhaps once a month; creating a one-page resource sheet to share with

businesses on these visits and at City events; and leveraging personal contacts and making introductions.

B. BDC Hosting Open House

Britta Kellner reminded the Committee that the City has a contract with a consultant re the CRA, and their initial recommendation is for the City to host an open house, where all potential stakeholders of the City will be encouraged to meet with five members of the firm. She suggested that the members of the Business Development Committee host as ambassadors and perform the meet and greet duties. It was also recommended that a short survey with five foundational questions be available so all attendees could share their ideas as part of the "fact finding" phase.

By motion of Dan Henn, seconded by Janet Monaco, the Business Development Committee moved to host the Open House in lieu of the October 29th meeting and passed unanimously.

Greg Phelps then asked about setting up scheduled time slots for the Committee members. Dan Henn asked that something also be sent about the expectations of the Committee members. Britta Kellner assured them, information would be shared with the Committee members before the dates of the Open House, October 28 and 29, 2019.

C. Selection of Business of the Quarter for 3rd Quarter of 2019

Chairman Henn opened the floor to nominations for Business of the 3rd Quarter. There being no further nominations, the committee voted on the two staff suggestions of Yong's Wigs and Edward Jones. Greg Phelps did not participate in the voting due to his connection to Edward Jones.

6. REPORTS & COMMUNICATIONS

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

Britta Kellner gave a "State of the CRA" report, relaying that Janet Monaco was now a commissioner of the Rockledge CRA, FY 2019 had closed out \$64K in façade grants with \$42K in progress, and that more projects were coming. She also shared that the Market Study would submit a Final Draft in January 2020 and two more CRA projects were underway:

- Cogswell Street rehab, with pedestrians in mind
- Mid-block crossings at the Civic Hub to ease pedestrian travel across Barton (part of the market study of best use).

Britta Kellner gave a list of the upcoming City events:

- Hot Rockin' Nights – Oct 19, 2019
- Food Truck Night – Nov 7, 2019 – which kicks off the holiday food and toy drives
- Food Drive & Toy Drive – Nov 7, 2019 – Dec 12, 2019 – Hosted by the City
- Lights of Love – Nov 14, 2019
- Light Up Rockledge – Dec 7, 2019
- Holiday Parade – Dec 14, 2019
- Art Show – Feb 15-16, 2020

- Dr. Fettrow announced the City will host a few events in the Civic Hub for "lessons learned" to determine when and if an Events Committee will be convened. Ron Ramsey suggested a monthly/quarterly event with food trucks and bands like some other cities and Greg Phelps suggested moving the Farmer's Market to the Hub.

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

Liz Logan reported the following:

Liz Logan attended a meeting hosted by the EDC celebrating the *State of Manufacturing*. There are currently 25,000 manufacturing jobs in Brevard County, and the EDC is working to grow that number. There is a software and system engineering firm, Imagine Believe Realize (IBR) now located in Rockledge on Pathfinder Way.

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

Alix Bernard reported on the following projects:

- Huntington Cove will consist of 40 single-family homes.
- Approximately 1,000 acres are being annexed into the City.
- Mainstream Engineering is one of the properties being annexed.
- The new multi-family units (proposed at Barton Commons) are estimated to have rental rates at \$1400-\$1500/month and the hope is they will draw in more development along Barton in the way of businesses and restaurants.
- At Clearlake and Pluckebaum, west of Sierra Lakes, there is a new subdivision being developed on 151 acres for just over 400 homes.
- There will be a development review meeting held on October 1st with department heads and the Assisted Living project and how to get them moving.
- In front of the Sabal Grove subdivision is a new independent living apartment-style complex with 121 units at \$10k/month.
- The owner of the Village Green property is holding firm to his belief of the property's value.
- Reminded everyone about additional Upcoming Events:
 - Oct 1 – National Night Out at the Church of Jesus Christ of Latter Day Saints at 4:00 – 7:00 PM
 - Oct 1 – Planning Commission meeting

Alix announced that Edward Jones was voted as the Business of the 3rd Quarter for 2019.

GENERAL DISCUSSION:

Chairman Henn asked for any other reports:

- Janet Monaco is fund raising for the Bahamas, especially for the animals and still needs towels, blankets and sheets.
- Liz Logan teaches real estate and would like to know where to direct people that want to obtain certificates of competency in certain building fields. Alix Bernard will share contact information with her.

- Greg Phelps shared that his team participated in an Alzheimer's Walk that collected over \$10K.
- Dan Henn reported on his non-profit soccer league, that his Rotary Club has raised over \$8K for a Bahamas hurricane fund, and to beware of scam artists. He suggested looking into cyber liability insurance to protect your data.
- Dr. Fettrow reported that the City is working to educate all employees and the Council about cyber security.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:50 p.m.

Submitted by:

Tracy Priebe, Recording Secretary

Approved by:

Chairman, Business Development Committee