
BUSINESS DEVELOPMENT COMMITTEE

MEETING NOTICE AND AGENDA

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

Building Dept. Conference Room, Rockledge City Hall, 1600 Huntington Lane, Rockledge Florida 32955

1. CALL TO ORDER
2. APPROVAL OF MINUTES- Regular Minutes of June 26, 2018
 - A. Attendance Records
3. PERSONAL APPEARANCES / PRESENTATIONS
4. OLD BUSINESS
 - A. Research: BiDAC vs BDC
5. NEW BUSINESS
 - A. Status Update: Business of the Quarter, Third Quarter, 2018
6. REPORTS & COMMUNICATIONS
 - A. Report: Community Redevelopment Agency/Britta Moore, CRA Coordinator
 - B. Report: Business Resource Council (BBDC)/Britta Moore, CRA Coordinator
 - C. Update: Public Relations Update
 - D. Report: Economic Development Committee (EDC)/Liz Logan
 - E. Report: Projects Update/City Manager
7. ADJOURN

**BUSINESS DEVELOPMENT COMMITTEE ATTENDANCE
2018**

BOARD MEMBERS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
							No Mtg.					No Mtg.
COPENHAVER, Adam					P	P						
ECHERD, Trevor	P	P	P	P	U	P						
EDWARDS, Art	P	P	E	P	P	E						
ELLIS, Bill	P	E	P	P	P	P						
GIBSON, Darren	P	P	P	P	P	P						
GROSSMAN, Paul (V)	E	P	P	P	E	E						
HENN, Daniel (C)	P	P	P	E	P	P						
LOGAN, Elizabeth	P	P	P	P	P	P						
MONACO, Janet					New	P						
TIDD, Amy	P	E	P	P	P	P						

P = Present
E = Excused Absence
U = Unexcused

No meetings held in July or December due to the holidays.

**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE
MEETING MINUTES**

Tuesday, June 26, 2018 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, June 26, 2018, at 5:30 p.m. in the Building Department Conference Room at Rockledge City Hall, 1600 Huntington Lane, Rockledge, Florida.

MEMBERS PRESENT: Trevor Echerd, Elizabeth Logan, Bill Ellis, Amy Tidd, Adam Copenhaver, Daniel Henn, Darren Gibson (arrived at 5:50 p.m.) and Janet Monaco.

MEMBERS ABSENT: Paul Grossman (excused) and Arthur Edwards (excused).

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

OTHERS PRESENT: Jim Adam, previous committee member and Linda Smith, Rockledge citizen.

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 May 29, 2018)

- Regular Minutes of May 29, 2018

By motion of Bill Ellis, seconded by Amy Tidd, the Business Development Committee moved to approve the Regular Meeting of May 29, 2018. Motion amended to include Attendance Record of same and passed unanimously.

A. Attendance Record

See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None.

4. OLD BUSINESS

A. Discussion: Strategic Plan

Dan Henn asked for a summary of changes made to the City of Rockledge Business Development Committee Operational Plan and the Annual Calendar of Operations/Tasks provided by Planning Director Bernard at the last meeting. Alix Bernard explained that the term "industry" had been added back into the GOAL, and

that the document will be used as a guideline and living document for this committee. Dan Henn asked to strike July from the Annual Calendar of Operations/Tasks. After discussion, it was decided the document was fine to approve pending discovery of BIDAC vs BDC in the Objective per governing documentation.

By motion of Adam Copenhaver, seconded by Bill Ellis, the Committee moved to approve the City of Rockledge Business Development Committee Operational Plan and the Annual Calendar of Operations/Tasks, with July struck from the Annual Calendar of Operations/Tasks and the BIDAC vs BDC researched. Motion passed unanimously.

At this time during the meeting, Committee members introduced themselves to new member, Janet Monaco, new staff member Tracy Priebel and guests: Jim Adam and Linda Smith.

5. NEW BUSINESS

A. Status Update: Business of the Quarter, Second Quarter, 2018

Chairman Henn asked the status of The Tilted Cup Coffee Shop Business of the Quarter selection.

Britta Moore reported that she is working with the business owner on the necessary paperwork. The owner is very appreciative of the recognition. This has not been presented to the City Council; however, as soon as the documents are obtained this committee will be informed of the date of award presentation.

B. Status Update: Refining the Process for Business of the Quarter/Year Nominations

Adam Copenhaver asked if there were parameters for the selection of the Business of the Quarter? Planning Director Bernard explained they are provided to the committee a month before the nominations of the award, allowing for 30 days for data collection on a specific business. Dan Henn covered the basic parameters. The Business of the Quarter form will be distributed in August.

6. REPORTS & COMMUNICATIONS

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

CRA Coordinator Britta Moore reported on upcoming groundbreaking and ribbon cutting ceremonies: The ribbon cutting for the Space Coast Health Foundation is scheduled for July 11, 2018 at 9:00 A.M. The construction for Fire Station 36 (located on Fiske Boulevard) is scheduled to start in August or September. Amy Tidd reported that St. Mary's is having a food drop the same day. Britta Moore also reported that she is seeking new eatery and entertainment businesses for Barton. There is some development potential east of Huntington.

At this time in the meeting the Dan Henn asked about reminders of upcoming Special Events. July 4th is coming up first at McLarty Park.

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

CRA Coordinator Moore stated the Council had not met recently.

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

Liz Logan will be attending the August meeting.

D. Report: Projects Update/City Manager

City Manager Fettrow reported on the Civic Hub Park project. It will be a multi-purpose park, hoping to be complete in time for the Arts and Crafts Show in 2019.

Planning Director Bernard:

- Reported the proposed Senior Living Building is going through its fourth site plan review. It will be 4.5 stories, have 190 or more beds, and will be on 11 acres. The owners are very anxious and eager to break ground, but still have requirements to be met. The City will bring to their attention the potential for Ad Valorem Tax Abatement.
- There will be a meeting on the Fiske Boulevard Corridor Study hosted by the Florida Department of Transportation on June 28th, 6:00 p.m. to be held at City Hall. The City Clerk has been advised to send Committee members a notice. All were encouraged to attend.
- The former K-Mart property has been purchased by the Hutton Group out of Tennessee.

A reminder, there is no meeting scheduled for July

Trevor Echerd announced the opening of the First City Café, very soon.

Liz Logan informed the Committee that the next RBA at Grimaldi's is scheduled for August 23rd.

Dan Henn warned everyone to pay attention to scams and he is giving a presentation on July 17, 2018 at 8:00 A.M. at the Chamber of Commerce Viera Office.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:55 p.m.

Submitted by:

Margaret L. Daly, Recording Secretary

Approved by:

Chairman, Business Development Committee

Annual Calendar of Operations/Tasks

January* – February – April – July – August - **October	
	*January – Annual Review Goals and Objects
	**October – Select Business of the Year
	Recommend to the City
	→ New Business
	Input (Chamber)
	→ Types of Businesses
	Input (Chamber)
	→ Economic Development
	Input(EDC)(chamber)
	→ Tax Abatement Program
	Input
	→ Existing redevelopment
	Fill in CRA gaps
	Input
May – November	
	Site Visit
March – June – September – October	
	Select Business of the Quarter
	Public Relations
	→ Recognizing business of the quarter and year
	→ Create collateral for businesses New or renewal of business tax receipt
	→ Grand Openings/Ribbon Cuttings
	→ Wednesday-Friendsday

BUSINESS OF THE QUARTER/YEAR CRITERIA/FORM

"Community Involvement isn't Just Important. It's Essential."

Guidelines:

1. Must be located in the City limits of Rockledge and hold a current Business Tax Receipt License for a minimum of one year.
2. Community involvement.
3. Business Appearance: Interior and exterior properly maintained.
4. Customer Service: Are the employees knowledgeable about the product? Are they courteous and friendly to customers?
5. Any company nominated throughout the year would be eligible to win Business of the Year Award (providing they have met items 1-4).

Instructions: Rate each property using the criteria below. Assign a rating from 1 to 5 in each category, with 1 being the lowest and 5 being the highest.

Property Information	Held a Business Tax Receipt for a Minimum of One Year	Community Involvement?	Business Appearance: Interior and Exterior Properly Maintained?	Customer Service: Are the employees knowledgeable about the product? Courteous and friendly to customers?	TOTAL:
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					

Business Listing Report

Business Name	Business Add'l	Business ID	Bus Type ID
BERTHA'S TRANSPORTATION	1087 HERMOSA DR	(321) 305-3721 073496	48
ALLEN O'BRIEN	1675 JACK OATS BLVD 8	(407) 492-5473 073497	23B
DRYWALL REPAIR SPECIALIST OF BREVA	841 DOVE AVE	(321) 614-9024 073498	23B
DR. NESTOR CUZMAN	1950 ROCKLEDGE BLVD 207	(940) 955-3150 073499	62C
DANCE VARIATIONS	1899 MURRELL ROAD 106	(321) 338-7768 073500	61
HYBRID VISION LLC	947 PINELAND DR	(417) 365-8719 073501	71A
JANET TAGUE	1266 ROYAL BIRKDALE CIR	(925) 234-2740 073502	48
GRIZWALD LIGHTS	3904 UPMANN DR	(321) 368-1594 073503	23A
BROOKVIEW MANOR LIVING FACILITY LLC	882 BROOKVIEW LN	(321) 877-0507 073504	62A
ARBOR ADVOCATES LLC	395 RICHARD RD #C	(321) 208-1881 073505	56
SPACE COAST HOME SERVICES	3871 BRANTLEY CIR	(321) 615-8548 073506	23A

Total Businesses: 11

7/1/18 - 7/31/18

Business Listing Report

Business Name	Business Add'l	Business ID	Bus Type ID
SWAGGIN TAILZ PET SALON	634 BARNES BLVD 126	073507	11

Total Businesses: 1

8/1/18 - 8/21/18