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**BUSINESS DEVELOPMENT COMMITTEE**

**MEETING NOTICE AND AGENDA**

**Tuesday, October 30, 2018 - 5:30 p.m.**

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

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1. CALL TO ORDER
2. APPROVAL OF MINUTES- Regular Minutes of September 25, 2018
  - A. Attendance Records
3. PERSONAL APPEARANCES / PRESENTATIONS
4. OLD BUSINESS
  - A. None
5. NEW BUSINESS
  - A. Status Update: Business of the Year, 2018
6. REPORTS & COMMUNICATIONS
  - A. Report: Community Redevelopment Agency/Britta Kellner, CRA Coordinator
  - B. Update: Public Relations Update
  - C. Report: Economic Development Committee (EDC)/Liz Logan
  - D. Report: Projects Update/Alix Bernard
7. ADJOURN

*BUSINESS DEVELOPMENT COMMITTEE ATTENDANCE  
2018*

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

P = Present  
E = Excused Absence  
U = Unexcused

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

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**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE  
MEETING MINUTES**

**Tuesday, September 25, 2018 - 5:30 p.m.**

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1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, September 25, 2018, at 5:30 p.m. in the Building Department Conference Room at Rockledge City Hall, 1600 Huntington Lane, Rockledge, Florida.

MEMBERS PRESENT: Paul Grossman, Arthur Edwards, Elizabeth Logan, Bill Ellis, Amy Tidd, Darren Gibson, Janet Monaco, Ronald Ramsey, Trevor Echerd and Adam Copenhaver.

MEMBERS ABSENT: Dan Henn (excused).

STAFF PRESENT: Dr. 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 Vice Chairman Grossman at 5:30 p.m.

2. APPROVAL OF MINUTES (Regular Minutes of August 28, 2018)

- Regular Minutes of August 28, 2018

**By motion of Bill Ellis, seconded by Amy Tidd, the Business Development Committee moved to approve the minutes of the Regular Meeting of August 28, 2018 and the Attendance Record of same and passed unanimously.**

A. Attendance Record

See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None

4. OLD BUSINESS

None

5. NEW BUSINESS

A. Discussion: Business of the Quarter, Fourth Quarter, 2018

Members received the Business of the Quarter form with staff's two nominations, Double D's BBQ and Indian River Furniture. Ron Ramsey nominated Kendal Signs, and provided an informative handout for review. Discussion followed about having time to vet a new nominee and having a list of previous winners/nominees for consideration. Dr. Fettrow cited that to win Business of the Year, it is not required that a business have been a Business of the Quarter. According to the form, they would just have to have been nominated. Discussion

ensued about Kendal Signs and their community support, such as sponsoring back-to-school backpacks. They recently completed a new building on Gus Hipp, and they were nominated twice in 2017. Having no further nominations, members rated the businesses and gave their forms to Alix Bernard for compilation.

**Alix Bernard announced the winner of Business of the Quarter, Fourth Quarter by ten points, as Kendal Signs.**

## 6. REPORTS & COMMUNICATIONS

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

CRA Coordinator Britta Kellner reported that new banners had been installed along Barton to update the street scape.

Ms. Kellner is working on new façade grants:

- Bridges is constructing a sheltered walkway for their clients, and the CRA is helping to fund the canopy.
- Aerospace Realty on Florida Avenue has a landscaping request for new plantings, up-lights and renewed signage.

Ms. Kellner reported on Façade work that is starting at 500 and 175 Barton.

Britta Kellner will be attending a 3-day Brownfields conference in Daytona Beach, and hopes to learn about gas station mitigation. There was a short discussion about a couple of seemingly abandoned properties.

### B. Update: Public Relations Update

Alix Bernard stated that the City Clerk has reported requests for promoting community events on the City Facebook page has increased. Upcoming events: National Night Out – October 2; 2018 Hot Rockin' Nights Car Show – October 20; and Food Truck Bazaar – November 8.

Mrs. Bernard reminded the committee of two ribbon cutting events this week at 4:30:

- Thursday, September 27, 2018 - Signature Smiles, 3650 Murrell Rd, Ste 124
- Friday, September 28, 2018 – Dance Variations, 1899 Murrell Rd, Ste 106

Janet Monaco reported a new restaurant, Wasabi, has opened in the same plaza as Double D's BBQ.

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

Liz Logan attended a breakfast meeting for new EDC members that included a class on budget preparation, where she learned the difference between profit and non-profit budgets. Ms. Logan received the meeting schedule for next year and a flyer listing many of the programs that the EDC is involved.

Ms. Logan talked about the Rockledge Business Alliance (RBA) where they are trying to establish a website with contact information for the 1200 businesses in Rockledge, noting that several of these businesses are Home Based and small. Alix Bernard reported that the new software at the City now requests email information.

Adam Copenhaver reported that Viera is establishing the Viera Business Alliance (VBA).

D. Report: Projects Update/City Manager

Alix Bernard announced the November meeting site visit will be held at the Space Coast Health Foundation on November 13, 2018, 5:30 p.m. at 1100 Rockledge Blvd.

City Manager Fettrow reported on the following projects:

- Council finished and approved the City's budget for next year. This year's budget will end in the black, which will go into reserves. Amendment #1 for additional homestead exemptions, if passed, will cause the City to lose up to \$1M. Several new homes and annexation may help to mitigate this loss.
- Fire Station 36 (#2) construction meetings have started with completion estimated in 10 months.
- The Civic Hub construction has started, with completion estimated in April of 2019.
- The Citizens Recreation Advisory Board has had conceptual discussions about a multi-purpose facility with a full gym, classrooms and meeting areas. This is still 2-3 years out.
- The FDOT roundabout study is underway, since schools have started. July 1, 2019, there is funding for repaving Fiske Blvd., repairing or adding bike paths, widening sidewalks and adding new sidewalks.

DISCUSSION:

Darren Gibson had several questions about a variety of different topics. Discussion followed.

Liz Logan reported the City sign near the high school needs updating and repair.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:34 p.m.

Submitted by:

Tracy Priebe, Recording Secretary

Approved by:

Chairman, Business Development Committee

With a focus on the manufacturing and high-tech industries, the EDC advances growth in corporate investment, job creation and business sustainability through targeted programs and campaigns. The following programs support our local industry and attract new business to our region.

**G.O. Contracts** - Government Contracting Opportunities Online, was introduced in September 2013. This EDC service, found at [www.SpaceCoastEDC.org/GO](http://www.SpaceCoastEDC.org/GO), provides registered users in targeted sectors with one-stop access to a comprehensive government procurement database system which contains over 700,000 government contractors and pulls information from multiple sources. G.O. Contracts is a service which goes beyond providing access to the site. The EDC has also arranged for training and assistance to help participating companies better understand the process and therefore maximize their opportunities to succeed. G.O. Contracts has **produced 85 contracts wins valued at more than \$49.9 million since its inception.**



**Made In Brevard** - Made in Brevard is a program designed to promote and celebrate the companies that create products right here on the Space Coast. Manufacturing is the backbone of any community and this program tells the story of Brevard County's manufacturing industry. Additionally, the program provides expanded market exposure for registered companies through events, presentations and advertisements. This program fosters a sense of pride for the manufacturing community, further supporting the retention of existing industry.



**Manufacturing Workforce** - Demand for skilled workers in manufacturing is on the rise nationally and within Brevard County. New re-shoring efforts and an aging workforce are leading to this increased need. However, the supply of talent entering into the manufacturing sectors is decreasing as interest in manufacturing as a career is on the decline. The EDC is leading an effort to address the manufacturing skills gap locally. The program includes skill development through the nationally recognized Certified Production Technician credential and a targeted marketing campaign to drive interest in manufacturing careers. Visit: [www.ManufacturingInBrevard.org/CPT](http://www.ManufacturingInBrevard.org/CPT) to learn more.



**Talent Attraction Campaign** - The EDC has developed a talent attraction campaign to raise awareness of Brevard County, Florida as a location of choice to build a career. This effort focuses on connecting with skilled workers in high-demand fields to promote career opportunities in the region. This campaign is designed to recruit the more highly trained/educated workers to Brevard County by showcasing the reasons to live, work, and play in Brevard County. Visit [www.LiveBigSpaceCoast.com](http://www.LiveBigSpaceCoast.com) to learn more.



**Innovation Eco-system** - Through the launch of a structured and focused innovation initiative the EDC links entrepreneurs, innovators, academia and existing businesses with valuable resources that will help to build Brevard's innovation ecosystem. **AccelerateBrevard.com**, launched in February 2014, is an on-line portal designed to stimulate thought, conversations, and interactions between people and organizations leading to enhanced competitiveness and increased economic growth.



**Technology Docking** - This strategic alliance powered by NASA and the EDC, seeks to join commercial technology challenges with NASA expertise and capabilities to provide solutions to manufacturers and technology-based companies across all industries. The program is part of NASA's national pilot program for Regional Economic Development (RED). Technology Docking will link regional industry to NASA's subject matter experts, advanced technologies and capabilities agency wide.



**Policy Development** - The EDC's policy development program centers on the identification of barriers to business start-up and growth, advocating for policies and development of programs to drive industry forward. Programs resulting from this strategic focus include:

**S.N.A.P. (Simplified Nimble Accelerated Permitting)** - S.N.A.P., developed by the EDC Development Council, encourages, educates and recognizes municipalities that demonstrate excellence and a significant effort to adopt the permitting best practices model. S.N.A.P. gives us a great opportunity to recognize the work that's been done, and more importantly, use it as a tool to promote our pro-business environment. This program will be further enhanced to ensure we maintain an environment of streamlined permitting through continual process improvement.



**Public Public Private Partnership (P4)**- A direct outcome of the EDC Annual Community Leaders Washington, D.C. visit, we initiated and led the communications between community and military in the establishment of a formal public, public, private partnership; known as P4. Over the course of a year, the EDC, local municipalities and our partners in the Air Force have identified opportunities for joint cost savings. Finalization and implementation of the identified projects, as well as continued identification of additional projects will be the focus for the coming year.

**Business Listing Report**

<b>Business Name</b>	<b>Business Add'l</b>	<b>Business ID</b>	<b>Bus Type ID</b>
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
NESTOR GUZMAN, D.M.D	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

9/1/18 - 10/23/18



# 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 Name: Owner/Manager: Address: Phone:					

Revised: April 24, 2018