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**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE  
MEETING MINUTES**

**Tuesday, March 27, 2018 - 5:30 p.m.**

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1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, March 27, 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, Bill Ellis, Darren Gibson, Paul Grossman, Dan Henn, Elizabeth Logan, and Amy Tidd.

MEMBERS ABSENT: Art Edward (Excused).

STAFF PRESENT: Dr. Brenda Fettrow, City Manager; Britta Moore, Community Redevelopment Coordinator; and Margaret L. Daly, 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 Meeting of February 27, 2018)

- Meeting of February 27, 2018

**By motion of Bill Ellis, seconded by Amy Tidd, the Business Development Committee moved to approve the minutes of the regular meeting of February 27, 2018 meeting as individually read. Motion passed unanimously.**

A. Attendance Record

Not available at this meeting.

3. PERSONAL APPEARANCES/PRESENTATIONS

- A. Discussion: Jim Frazier, Grimaldi Candies – Potential Revitalization of the Rockledge Business Alliance

Jim Frazier, Grimaldi Candies, 3006 U. S. Highway 1, Rockledge, Florida, appeared before the Committee to express his desire to revitalize the Rockledge Business Alliance. He informed the Committee that the Alliance had meet thirteen months ago and gave a brief description of the organization. The vision of the Alliance is to develop an organization that will serve as a conduit between the City and between business to business. Plans are to have meetings every other month with an “email-blast” to businesses during the months there are no meetings. The goal is to have every business owner who attends to take something from the meeting that can help them with their businesses. Having members visit businesses was discussed briefly. Also a referral network between business owners was discussed as well. There would be no charge to be a member of the Alliance but Mr. Frazier would like to see businesses donate to a scholarship fund at the end of the year.

Mr. Frazier discussed the development of an advisory group which would meet within the next two to three weeks to develop a plan for members to visit businesses to see exactly what type of help this organization and the City could offer them. Utilizing the City's website and other social media outlets were discussed. Meeting locations, collection and distribution of information on businesses was discussed as well. Members were instructed to contact Community Redevelopment Coordinator Britta Moore to let her know if they're interested in serving on the advisory group. Members were also encouraged to meet (and invite as many people as they could) at Grimaldi Candies on Wednesday, May 17<sup>th</sup>, at 6:00 p.m. Community Redevelopment Coordinator Britta Moore was asked to produce a list of businesses for the members for the next meeting.

#### 4. OLD BUSINESS

##### A. Discussion: Process for Business of the Quarter/Year Nominations

Committee members received three business names (Burger King, East Coast Cabinet Company and Ashley's) on a form previously discussed at the last meeting. Previous winners were discussed Rockledge Animal Clinic, Planet Fitness, The Twisted Birch, Scooters, and Shlenker Automotive.

The Chairman called for nominations:

**Bill Ellis nominated Ashley's Restaurant.**

**The Chair then asked if there were any further nominations, there being none the floor was closed to any additional nominations. A vote was taken and Ashley's Restaurant was declared Business of the Quarter, First Quarter, 2018, by acclamation.** Discussed ensued regarding visiting businesses prior to when nominations would be needed and possibly share information with staff to nominate specific businesses and have them placed on the form for further consideration. Refining the process will be discussed at the next regular meeting.

#### 5. NEW BUSINESS

##### A. Discussion: Strategic Plan

Due to the lateness of the hour this matter was deferred to the next regular meeting.

#### 6. REPORTS & COMMUNICATIONS

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

CRA Coordinator Britta Moore informed the Committee that the CRA Annual Report had been completed and would be presented to the CRA Board on Wednesday, March 28, 2018. She also reported that the Space Coast Health Foundation will be on Wednesday's agenda as well for approval of a Facade Improvement Grant (for landscaping improvements). Signature Smiles and Brevard Vision will be placed on next month's CRA agenda for approval of their façade grant requests. She also informed those present that no Business Resource Committee meeting had been held recently.

- B. Report: Business Resource Council (BBDC)/Britta Moore, CRA Coordinator  
CRA Coordinator informed the Committee that the Business Resource Committee had not met recently.
- C. Report: Economic Development Committee (EDC)/Dan Henn  
Chairman Henn informed the Committee that he had not been able to attend the last EDC meeting. Currently the County is discussing the possibility of changing some of the requirements necessary for a company to receive approval for an Ad Valorem Tax Request.
- D. Report: Projects Update/City Manager  
City Manager Fettrow:
- A ribbon cutting for Barnes Boulevard Widening Project and a dedication for David Henderson Way will be held on Thursday, March 29<sup>th</sup> at 10:00 a.m.
  - Demolition of Fire Station #2 (aka Fire Station #36) was completed recently as well. It's anticipated that construction of the new building will begin on May 1, 2018. The new structure will be a one story structure which will be larger than the original station.

## 7. ADJOURN

Elizabeth Logan stated she wanted to compliment City workers who had recently done road work in her neighborhood. She stated when she needed to get in and out of her driveway they moved equipment and were pleasant while doing so.

City Manager Fettrow also informed the Committee that she had recently met with the Florida Department of Transportation regarding proposed improvements to be made to Fiske Boulevard. It's anticipated that work will begin in 2020.

Chairman Henn informed those present that he would not be able to attend the next meeting as he would be on a family vacation in Greece.

Submitted by:

Margaret L. Daly  
Recording Secretary

Approved by:

Chairman  
Business Development Chairman