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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 Priebel, 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 Priebel, Recording Secretary

Approved by:

Chairman, Business Development Committee