

# **Portion of DRAFT March 28, 2017 EDC Meeting Minutes**

## **Approval of the EDC Minutes of February 21, 2017**

**ON MOTION BY Mr. Zimmermann, SECONDED BY Ms. Mitchell, the members voted unanimously (15-0) to approve the minutes of February 21, 2017 meeting.**

**Jobs Grant Application**--by Mr. Bill Schutt, Senior Economic Development Planner and Ms. Helene Caseltine, Director of Economic Development

Ms. Caseltine briefly introduced the company applying for the jobs grant. She said they were an existing company in IRC who had been planning to relocate; however she used some of the available business retention tools, including the jobs grant incentive program, to convince them to stay in IRC. They requested to remain anonymous for the time being.

Mr. Schutt used PowerPoint slides to brief the members about the IRC Local Jobs Grant Program application process; a printed copy of the presentation is on file in the commission office. He said the anonymous applicant, Company, qualified for the program under the "Financial /Professional Services—Corporate/Regional Headquarters" target industry. He explained the potential payment schedule over the next three years would equal \$49,000.

Mr. Schutt answered questions from the members, then provided the Staff recommendation for the Economic Development Council to recommend to the Board of County Commissioners to approve the local jobs grant for up to \$49,000 for the applicant Company.

**ON MOTION BY Ms. Mitchell, SECONDED BY Mr. Auwaerter, the members voted (14-1) to recommend the approval of the jobs grant application for Company to the Board of County Commissioners, with Ms. Coy opposed.**

**Proposed Economic Development Budget and Marketing Plan for FY 2017-18**--by Ms. Helene Caseltine, Director of Economic Development

Ms. Caseltine distributed handouts to each attendee while she explained the proposed budget for the Economic Development Office; a copy of the handout is on file in the commission office. She explained she was requesting a 7.9% increase, primarily due to a projected increase in business attraction travel expenses due to expected changes to Enterprise Florida. She said she would also be more involved with industry trade shows working to attract businesses, specifically focusing on the targeted industry of distribution warehouse.

Ms. Caseltine invited questions from the members. She explained some of the advantages of our location on the Treasure Coast. Mr. Rohani and Ms. Caseltine described a couple of the areas available for commercial/industrial use. Ms. Chandler provided a brief summary of the target industry consultation which had been completed by Ady Advantage, resulting in branding and marketing direction. Mr. Kite asked if the branding study was complete; Ms. Caseltine said it was. She reviewed the 5 target industries and explained there were downloadable documents on: