



# Indian River County Florida

Indian River County  
Administration Complex  
1801 27th Street, Building  
A  
Vero Beach, Florida,  
32960-3388  
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## Meeting Minutes - Final

### Board of County Commissioners

*Chairman, Joseph E. Flescher, District 2*  
*Vice Chairman, Peter D. O'Bryan, District 4*  
*Commissioner Susan Adams, District 1*  
*Commissioner Joseph H. Earman, District 3*  
*Commissioner Laura Moss, District 5*

Jason E. Brown, County Administrator  
Dylan Reingold, County Attorney  
Jeffrey R. Smith, Clerk of the Circuit Court and Comptroller

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Tuesday, March 30, 2021

9:00 AM

Commission Chambers

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#### 1. CALL TO ORDER

**Present:** 5 - Chairman Joseph Flescher  
Vice Chairman Peter O'Bryan  
Commissioner Susan Adams  
Commissioner Joe Earman  
Commissioner Laura Moss

#### 2.A. A MOMENT OF SILENT REFLECTION FOR FIRST RESPONDERS AND MEMBERS OF THE ARMED FORCES

#### 2.B. INVOCATION

Dr. Christina Moore, Sr. Pastor, Rhema Apostolic International Deliverance Center

#### 3. PLEDGE OF ALLEGIANCE

Commissioner Joseph H. Earman

#### 4. ADDITIONS/DELETIONS TO THE AGENDA / EMERGENCY ITEMS

**A motion was made by Commissioner Adams, seconded by Commissioner Moss, to approve the Agenda as presented. The motion carried by the following vote:**

**Aye:** 5 - Chairman Flescher, Vice Chairman O'Bryan, Commissioner Adams, Commissioner Earman, and Commissioner Moss

#### 5. PUBLIC HEARING

- 5.A. [21-0349](#) Consideration of Diamond Drinks of Florida, Inc's Request For an Economic Development Ad Valorem Tax Exemption (Tax Abatement) [Legislative]

**Attachments:** [Staff Report](#)  
[Chapter 1100 Tax Abatement Ordinance](#)  
[Tax Abatement Application](#)  
[ED Element - Policy 2.5](#)  
[Scoring Guidelines](#)  
[Scoring and Estimated Taxes Abated](#)  
[COC Economic Impact Report](#)  
[Property Appraisers Report](#)  
[Tax Exemption Ordinance](#)  
[Tax Exemption Agreement](#)

Economic Development Chief Bill Schutt utilized a PowerPoint presentation to explain the tax abatement evaluation process and financial implications related to Diamond Drinks of Florida's (Diamond) proposed beverage manufacturing business. Chief Schutt noted that Diamond was eligible for a middle-tier tax abatement on new tangible personal property needed to outfit the former citrus packing house.

Board discussion opened with Vice Chairman O'Bryan noting that if Diamond failed to meet performance requirements for job creation and wages, the County could lower or revoke their tax benefit. The Vice Chairman concluded with support for Diamond Drinks' abatement application, commenting that they were a good community partner.

Commissioner Moss received answers from staff to questions covering topics including the lack of a quorum at the Economic Development Council (EDC) meeting, the definition of an ordinance amendment, and Diamond's classification as an agriculture business. Diamond CEO Tony Cenimo (via Zoom) described for Commissioner Moss the company's commercial lemon grove, the citrus-based beverage packaging business, and the estimated water usage. Mr. Cenimo also clarified that the Indian River County plant represented an expansion, not a downsizing, of their Pennsylvania-based business.

Commissioner Earman raised the question of an environmental impact from the manufacturing process. Community Development Director Phil Matson reported that staff found no concerns in their evaluation, and noted the permitting process would allow for further review. Mr. Cenimo advised that Diamond was only processing, not manufacturing, the recyclable plastic bottles they used, and he was confident that their packaging business was not environmentally harmful. Commissioner Earman noted he was supportive of a new agriculture-based business in the County.

Following the Commissioners' comments, the Chairman opened the public hearing.

Jean Catchpole, Indian River Neighborhood Association, expressed concern for litter and plastic in the environment. She received confirmation that the bottles would be labeled as recyclable.

Michael Ziegler, 12th Street, had questions about the use and marketing of locally grown citrus. He was advised that Diamond planned to purchase local citrus products when possible, but they had no control over the labeling as they were a contract packager.

There being no further speakers, the Chairman closed the public hearing.

**A motion was made by Vice Chairman O'Bryan, seconded by Chairman Flescher, to approve staff's recommendation and adopt Ordinance 2021-007, creating a new Section 1100.16 (Economic Development Ad Valorem Tax Exemption granted to Diamond Drinks of Florida, Inc. ("Business")) of Chapter 1100 (Economic Development Ad Valorem Tax Exemption) of Title XI (Economic Development Ad Valorem Tax Exemption) of the Code of Indian River County granting an Economic Development Ad Valorem Tax Exemption to Diamond Drinks of Florida, Inc.; making findings and providing for severability, codification and an effective date. The motion carried by the following vote:**

**Aye:** 5 - Chairman Flescher, Vice Chairman O'Bryan, Commissioner Adams, Commissioner Earman, and Commissioner Moss

## **6. DEPARTMENTAL MATTERS**

### **6.A. Community Development**

**6.A.1. [21-0352](#)** Consideration of Diamond Drinks of Florida, Inc's Request for a Local Jobs Grant

**Attachments:** [Staff Report](#)  
[Application](#)  
[Draft Jobs Grant Agreement](#)

Economic Development Chief Bill Schutt presented the scoring matrix and distribution details related to Diamond Drinks of Florida, Inc. (Diamond) application for a job grant, as well as staff's recommendation for approval.

Upon request by Vice Chairman O'Bryan, Chief Schutt provided in-depth details of the verification process used prior to distributing grant funds. The Vice Chairman offered further explanation regarding the lowering of the grant award should Diamond fall short of their targeted job numbers.

Commissioner Earman expressed support of the job stimulus grant. Commissioner Moss received assurance that the grant money would be distributed at the end of the year in order to verify that Diamond had fulfilled their obligations. Vice Chairman O'Bryan clarified for Commissioner Moss the rationale behind the three levels of grant awards.

Helene Caseltine, Economic Development Director, Indian River Chamber of Commerce, discussed the process of landing Diamond's business, their use of the local CVS Distribution Center, and her opinion that the company would be a good community partner.

Dori Stone, President, Indian River Chamber of Commerce, spoke in support of the Diamond project and its usage of an existing site in the County.

Chairman Flescher noted that there were many members of the business community in the audience who offered support, and he thanked Diamond CEO Tony Cenimo for choosing Indian River County.

**A motion was made by Vice Chairman O'Bryan, seconded by Commissioner Adams, to approve staff's recommendation. The motion carried by the following vote:**

**Aye:** 5 - Chairman Flescher, Vice Chairman O'Bryan, Commissioner Adams, Commissioner Earman, and Commissioner Moss

## **7. ADJOURNMENT**

There being no further business, the Chairman adjourned the meeting at 9:50 a.m.