

**NORTH BREVARD ECONOMIC DEVELOPMENT ZONE (NBEDZ)
SPECIAL DISTRICT BOARD MINUTES**

June 14, 2013 @ 8:30 a.m.
Parrish Health Village West/Heritage Hall
931 N. Washington Avenue
Titusville, Florida 32780

Board Members:

In Attendance: Dan Aton, Robert Jordan, Micah Loyd, Alan Matroni, Donn Mount, Stan Retz, and Louis Sanders

Telephone: Brenda Fettrow and George Mikitarian

Call to Order: Meeting was called to order at 8:35 a.m. by Robert Jordan, Secretary.

I. Pledge of Allegiance:

Robert Jordan, Secretary, led the assembly in the Pledge of Allegiance.

II. Review and Approval of Board Minutes:

Motion by Louis Sanders, seconded by Stan Retz, to approve the NBEDZ Meeting Minutes of May 10, 2013. Motion carried and ordered unanimously.

III. NBEDZ Executive Director Report:

Troy Post, CEcD, NBEDZ Executive Director, provided the Board a handout of his 30-Day Activities Summary; stated he has been working on an economic community impact analysis of the proposed Miracle City Mall redevelopment, with the developer holding an option to purchase the site; it has been requested that the NBEDZ help with some of the financing to cover certain infrastructure elements; and the analysis will help determine whether the use of public dollars are warranted for the project. He mentioned during the timeframe he was hired, the County started preparing its budget for FY2013/2014; the Fiscal Year starts in October and ends in September; he expressed his thanks to Tom Rosenberg, Budget Director, for helping him; and advised there will be further discussions of budget later on in the meeting. He added, he is continuously networking through the community to help him get ideas for what is going on; he is looking for any suggestions; he mentioned meeting and touring with Jeff Gray, Vectorworks; stated the Eckler's Industry is building a new headquarters in the City of Titusville; and those are the types of local businesses that have potential to grow, expand, create jobs, and has capital investment activity. He stated he participated in a special district conference in Fort Lauderdale hosted by the Florida Association of Special Districts, and it covered State Sunshine and Ethics laws in public meetings; the conference was helpful for him,

as he is new in his position, and the NBEDZ is a Special Dependent District; Facebook and Twitter were addressed as being public sector organizations; and it was suggested to start developing by-laws of how to address social media tools, as tweets are required to be archived. He advised the Zone does not have a Facebook page or Twitter that he is aware of; he has used those in the past, but he will have to figure out what he can and cannot do in those sites; and those social media tools are important when he needs to get a message, or when he needs to provide information branding communications to the tech-savvy sectors. He stated the Eckler's Industry ownership team invited City of Titusville and Brevard County officials to meet with them in Curitiba, Brazil, July 3-7, 2013, for an economic development mission trip that is coinciding with a business networking conference; and the NBEDZ Executive Committee, consisting of the Chair, Vice-Chair, and Secretary met and authorized his travel to Brazil regarding the mission trip. He advised he does not foresee many of those kinds of trips in the future. He added, a conceptual plan meeting is trying to be scheduled for June 25th regarding conceptual plans of the Spaceport Commerce Park (SCP) layout; and stated he will be providing the NBEDZ a report regarding the SCP in July. He mentioned coordinating a meeting with Moberg Properties regarding an offer, but Mr. Moberg has been out of town and is unavailable to meet at this time. He stated he met with Kristen Lutter, Greater Titusville Renaissance Director, and the Business Development Committee; there may be a lot of things that the Greater Titusville Renaissance (GTR) may be able to help the Zone with in its definitive plan; however, there are real needs to help start-ups and entrepreneurial operations; and partnering with GTR's mission will help to leverage resources. He noted TD Bank is interested in helping to create an assistance program for local entrepreneurs, including the possibility of seeding a micro-loan fund.

IV. Discussion and Direction:

- A. Robert Jordan, Secretary, stated NBEDZ Board Member John Beasley has resigned from the NBEDZ Board; and the City of Titusville appointed Alan Matroni as Mr. Beasley's replacement.

Mr. Jordan stated the NBEDZ Executive Committee, consisting of the Chair, Vice-Chair, and Secretary, held a telephone conference on June 6, 2013, approving him to travel to Curitiba, Brazil; and they discussed the proposed FY2013/2014 budget.

Troy Post, CEcD, NBEDZ Executive Director, advised the Executive Committee authorized him to book travel arrangements to attend a business conference on July 3-7, 2013, in Curitiba, Brazil, utilizing travel funding budgeted for FY2012/2013, and costing approximately \$2,750. He stated the proposed FY2013/2014 budget was discussed; they approved amending the proposed FY2013/2014 budget reflecting a change in the Travel and Per Diem line item increasing it to \$8,500 from \$6,500; and approved adding a Business Expenses line item to \$2,500 for meetings, meals, and car mileage for traveling outside of the Zone. He stated the operating expenses total \$25,550; there is no Capital equipment budget, but there is the possibility of needing to purchase a small, portable overhead projector; and after talking with the Budget Office, the purchase falls below \$750 and it does not constitute any Capital equipment outlay. He stated there is Debt Service line item regarding an Interagency Note

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of \$4,200; the total expenditures are \$160,087; and the total revenues anticipated are \$201,000, with balance carryover going into reserves for the next Fiscal Year. He advised the NBEDZ Board to look-over, decide, and approve the proposed FY2013/2014 budget; and he will forward it to the Budget Office for Board of County Commissioners approval in July.

Mr. Jordan inquired if Mr. Post is eligible for per diem travel reimbursements inside and outside of the Zone. Scott Knox, County Attorney, responded Mr. Post qualifies for per diem travel reimbursements by following Brevard County Policy.

Motion by Donn Mount, seconded by Micah Loyd, to approve the proposed NBEDZ FY2013-2014 budget. Motion carried and ordered unanimously.

- B. Troy Post, CEcD, NBEDZ Executive Director, advised by-laws need to be set up; there may be some things in a Resolution for structuring by-laws; but he will need to meet with the County Attorney to ensure those are put together and in place. He added, there may be times when the Executive Committee will need to meet prior to a NBEDZ Board meeting.

VI. Old Business:

Stan Retz inquired if there are any project updates. Troy Post, CEcD, NBEDZ Executive Director, responded he will defer to Greg Weiner for any project updates going on with the Economic Development Commission; stated there was someone interested in a lot at the Spaceport Commerce Park (SCP) about one year ago, but he cannot disclose who was interested; but they are interested in another lot to build a 30,000 square foot building for business operations.

Greg Weiner, CEcD, Space Coast Economic Development Commission (EDC) Senior Director of Business Development, advised there are a number of projects, but he does not have anything new to add; Project Press is continuing to move forward, with Florida making the short-listing of five States; serviceable sites need to be identified by price and zoning; and he plans to spend the duration of the day riding around North Brevard County looking for dirt. He stated he met with Jacobs Engineering Group, Inc. several months ago; they have identified two developable 60-acre parcels of land; but they are located outside of the Zone and in Exploration Park. He reiterated serviceable sites need to be identified, because there is interest, but there are no competitive sites available; and he is working to gather a listing of serviceable sites.

Brenda Fettrow, Vice Chair, absence is noted.

Mr. Weiner advised after go-to-sites are been identified, they need to be cleared and surveyed, because site selection firms cannot be brought in expecting to kick-the-dirt.

Mr. Retz inquired if the Zone tour travels west on State Road 50 to the St. Johns River. Mr. Post responded affirmatively.

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Commissioner Fisher advised changing zoning to Industrial will help tremendously if a site is zoned Agriculture or Residential; but there needs to be thought of how far to about Commercial against Residential.

Mr. Weiner advised the laws for Brownfield have changed; the site has to have a real need to be cleaned up as a certified site; stated the real challenge is once a site is located in a district, the district wage qualifies for other State incentives; and no one from Enterprise Florida can tell him whether or not parts of the Statue were tweaked reflecting the changes; and the tightening of district credits would only be applicable, if there were a cleanup.

Mr. Jordan inquired what happens if land had already been designated. Mr. Weiner responded there is a possibility that new Legislature or the Governor may relook at Brownfield next year; and as of right now, the designated \$2,000 Brownfield credit is not grandfathered in, or shutting down any districts, but any application qualifying under old rules would have had to have been submit and approved.

Commissioner Fisher stated the Miracle City Mall redevelopment project plan continues moving forward; the new development signage is in place; asbestos testing has been done, and they are waiting for any removal results; the contractor is gathering names of local contractors for subcontracting to build the 300,000 square foot complex; tenant interest is being searched for; the closing will be in September; and if the closing is after September, there will be an increase to the purchase price and \$200,000 at risk. He mentioned there are many Brazilian business connections in Brevard County; the EB-5 Program is, if a Brazilian invests \$1 million in the United States, the Brazilian can get a family Visa for two years; and if the investment is continued and 10 people are employed, the family is eligible to stay in the United States. He added, he remembers there being a lot of controversy over Project Jaguar, having a 3:2 vote, and being one vote away from it not passing; and Embraer has one of the nicest facilities in the area.

Mr. Weiner stated recently a Brazilian deal was closed with Archo Solution for 50 jobs; the Florida Institute of Technology is coordinating with John Thomas, City of Melbourne Council Member, and Robert Salonen, CEcD Space Coast EDC Director Business Development, to meet with Embraer and Archo Solution to draw up business and leverage what is being done.

Commissioner Fisher advised Andy Anderson, Chairman, will be going to the Florida Gulf Coast Brazilian Chamber of Commerce in Tampa, as well to help promote trade, investment, and employment opportunities between the community and Brazil. He added, Walt Disney Studios announced a movie called *Tomorrowland* starring George Clooney will be filming at two sites in Titusville, two sites at the Merritt Island National Wildlife Refuge in Titusville, and two sites in New Smyrna; and the Location Manager will be calling the City of Titusville, EDC, and his office to set up any needs from the community.

Mr. Weiner inquired if the Community Development District (CDD) has created a model to follow for development at Hammock Trace. Commissioner Fisher responded Hammock Trace is located in south/west Melbourne; they have seven percent sales tax

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instead of six percent sales tax; the extra one percent stays for the development, but it may not be enough; several conversations have taken place; and they are planning to ask the Zone for help, and it may be something the Zone can help support, but the help needs to be for infrastructure. He added, Mr. Post is working on an economic study of how a 300,000 square foot mall changes a community's value.

Mayor Jim Tulley, City of Titusville, advised the Community Redevelopment Agency for the Miracle City Mall has been dissolved, putting it in the Zone, which raises the assessed value; Ad Valorem tax abatement was approved for the Eckler property; and the zoning land use was changed. He mentioned a quorum has tentatively been scheduled for July 18, 2013, for the Shiloh launch site, but the Environmental Impact Statement (EIS) has not yet been started; the Willow Creek residential development agreement was approved for a one-year extension, rather than the three years they asked for; and he is hopeful they cannot do what they want to do within the one year, because it is right in the flight path of the Bristow Academy. He added, Governor Scott vetoed the \$50 million for Cross Florida Trail; however, the project is not totally done because Leigh Holt, Space Coast Transportation Planning Organization Multi Modal Program Manager, had found money to complete the Brevard County portion, including the City of Titusville building its stretch from Draa Field up to the Brevard County line; and the monies found includes, not only the Brevard County's portion, but the portion through the Titusville Downtown area, including a pedestrian bridge over Garden Street in 2014.

Commissioner Fisher stated he would like to invite Marcia Gaedcke, Chamber of Commerce, and Dr. Neil Levine, Brevard Cultural Alliance, to make a presentation about Art and Algorithms; and October 4-13, 2013, there is a Digital Arts Festival in Titusville.

Mr. Retz added, Ron Norris is building new showrooms for Honda and GMC.

Mayor Tulley added, a sign lighting ceremony was held at the renovated Sunny Fields Motel, located on Sycamore Street.

Commissioner Fisher mentioned the GTR annual meeting is July 28, 2013, at 5:00 p.m., and the location is being determined.

VII. Adjournment:

By consensus of the Board, the meeting adjourned at 10:00 a.m.



Robert Jordan, CM, Secretary

Approved by the Board August 9, 2013.