

**NORTH BREVARD ECONOMIC DEVELOPMENT ZONE (NBEDZ)
SPECIAL DISTRICT BOARD, GOVERNING BODY OF THE SPACEPORT
COMMERCE PARK AUTHORITY MINUTES**

July 10, 2015 @ 8:30 a.m.
Parrish Health Village West/Heritage Hall
931 N. Washington Avenue
Titusville, Florida 32780

Board Members:

In Attendance: Dan Aton, Paula Cardwell, Brenda Fettrow, Micah Loyd, Donn Mount, Stan Retz, and Louis Sanders

Absent: Robert Jordan and George Mikitarian

Call to Order: Meeting was called to order at 8:30 a.m. by Brenda Fettrow, Vice Chairman.

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

I. Approval of Agenda:

Motion by Dan Aton, seconded by Paula Cardwell, to approve the Agenda as presented. Motion carried and ordered unanimously.

II. Review and Approval of Board Minutes:

Motion by Donn Mount, seconded by Louis Sanders, to approve the June 12, 2015 and the May 22, 2015, meeting minutes as presented. Motion carried and ordered unanimously.

Paula Cardwell stated Reverend Glenn Dames' project for the North Brevard Summer Youth Employment Program 2015 is a worthy project, but not for taxpayer dollars; and she thinks the next time a non-profit asks for funding, checkbooks should be opened.

III. Report on Expenditures to Budget:

Troy Post, CEcD, NBEDZ Executive Director, stated line item numbers 68 through 74 are for capital outlay connected to the Project Eagle and those numbers will see a slight change in the near future; line item number 72 is for debt service of the Mall Project; and it is not expected to be used in this Fiscal Year.

IV. Staff and Partnership Reports:

NBEDZ Executive Director Report

Troy Post, CEcD, NBEDZ Executive Director, stated he is continuing to work on incentive agreements for Projects Eagle and Panther; Project Eagle would like to have a groundbreaking ceremony on September 9th; and the Zone may have to get a small pad area cleared for the ceremony. He provided the Zone board with a draft of the latest edition of the *North Brevard Business Review*, featuring stories on Embraer, Paragon Plastics, and Lockheed-Martin; and he highlighted on the scheduled auction of the former Nevins Fruit Plan to be auction in Mims. He stated he met with Chuck Piper, a real estate appraiser retained by KB HOMES to assess the potential development of its 300-acre tract near S.R. 407; the company's development plan filed with the City of Titusville for transforming the acreage into residential has expired; and the company is currently weighing mixed-use options involving space for office, hotel, retail, and distribution. He advised he spoke with Lynda Weatherman, Economic Development Commission of Florida's Space Coast, about ways to solve a funding gap in the proposed training initiative envisioned by Reed Knight, Eastern Florida State College (EFSC), and several area manufacturers; the program seeks to increase the number of skilled Computer Numerical Control (CNC) machining technicians and operators; and the program is planned for the Cocoa campus of EFSC, thus preventing the Zone from helping with the program financially. He stated he met with banking professionals of Xerion Lending Services, about ways to use State Board of Administration (SBA) and United States Department of Agriculture (USDA) financial programs for small business projects; there is client's interested in expanding to Brevard County; and he is working with the Jacksonville cowork space (Cowork JAX). He advised he is working with the District 1 Commission office for potential retailers and restaurant concepts, in connection with Titus Landing; and there are plans to attend the International Council of Shopping Centers (ICSC) show in late August to help push the Mall Project. He advised he finished the draft agreement on assistance provision to Blessed Boundaries, the North Brevard Summer Youth Employment Program 2015; a metrics will include numbers of youth served, type of positions held, and skills acquired; and he added, that he is continuing with his local networking possibilities.

Paula Cardwell inquired if there are any commitments or contracts for the Mall Project. Mr. Post responded there are a few; and he stated how those will be announced is forthcoming.

Greater Titusville Renaissance Executive Director Report

Cathy Musselman, Greater Titusville Renaissance (GTR) Executive Director, stated she is continuing to coordinate with the Titusville Entrepreneur Clubhouse group, with 77 members, and about a dozen active members; the Master Mind Session held was successful with participants working on their business startup; and there are mentors coming in to help with concepts. She stated the beautification/corridors has the North Brevard Chapter of Keep Brevard Beautiful (KBB) are very active with beach cleanup for planning Spoils Island cleanup on July 18; and looking to expand the Adopt-A-Road Program this fall. She added, she is working with the City of Titusville to begin planning community events and celebrations for its 150th Anniversary and the Art and Algorithms 2015.

Committee Report:

Cowork Space Project

Troy Post, CEcD, NBEDZ Executive Director, stated there has been two Cowork Space Committee meeting since last month's meeting; the role of the Committee is to advise the Zone board and recommend a course of action; and the discussions were determining if the Zone pursues a cowork space, is it appropriate, should the former bank building be the site, or is another property better suited, and what terms on the property should be proposed, length of the lease and improvements. He went on to say the Committee examined membership fees charged by other cowork spaces, suggested to staff that a different entry-level membership fee structure be considered from \$25 a month to \$50 a month, and raising intermediate level from \$75 to \$100; it voted in favor of the concept, narrowing the property search down to three or four buildings, and decided to reconvene on August 5; and will be touring those three or four selected buildings.

Paula Cardwell stated concept was voted in favor of the concept, but to what scale is yet to be determined; and she thinks the estimated repairs of the bank building are underestimated and that it is a money pit.

Patrick Pearce stated he is working with WeVenture from Florida Institute of Technology (FIT), to discuss cowork space and launching his fire shield product; he attended the Cowork Space Committee meeting because it is a bridge for his business to take it out of the house, and minimizing risk in the mainstream environment; he does not admire the bank building; and he did research last night and found office space including some utilities at 2323 South Washington Avenue.

V. Discussion and Direction:

Troy Post, CEcD, NBEDZ Executive Director, stated *Florida Trend* has an advertising focus on the Brevard County region of the State; it focuses on businesses, institutions, and groups that may want some ad buying within a particular supplement featured; he does not know of the last time it came to the Space Coast for its focus; but it is scheduled for November. He inquired if the Zone board is interest in being a part of *Florida Trend* advertising; he stated there is allocation on line item number 45 for promotional activities in the expenditures of the budget; and the deadline is September 17.

Brenda Fettrow, Vice Chair, replied it should be researched now for if it is worthy of being budgeted for in the next Fiscal Year and spotlighting on most recent successes drawing attention to success of the Zone to date, and to come join in this exciting, successful time. Mr. Post advised some of the categories are tightly budgeted for in the next Fiscal Year; and he stated if there is consensus of the Zone board in seeing what an ad might look like, he could bring examples back to the Zone board for review.

Dan Aton stated since the Economic Development Commission of Florida's Space Coast (EDC) is effectively the Zone's marketing, he would like feedback of it something the EDC feels helps it; the benefit to the Zone is more editorial coverage versus advertising

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coverage; and the ask would help validate if the Zone should be advertising. He advised since EDC is partners in outreach, they should be a part of the conversation.

Louis Sanders agreed with Mr. Aton; and he stated in combination with the EDC and the City of Titusville being beneficiaries from the advertising, they could co-op together and are less expensive for the Zone's portion.

City Manager Scott Larese stated the City of Titusville is in.

The Zone board reached consensus for staff to research through the Economic Development Commission of Florida's Space Coast (EDC) if it is felt that the Zone should consider advertising its successes in the *Florida Trend* magazine and adding the City of Titusville for co-oping the Zone's portion of the expense.

VI. Business Items:

New Business

Stan Retz pointed out for the Cowork Space Project the bank building was built in 1949 and is 66 years old; and the All Points building at 2323 South Washington Avenue was built in 1964 and is 51 years old.

Old Business

Troy Post, CEcD, NBEDZ Executive Director, provided the Zone board with a handout of the Spaceport Commerce Park (SCP) sign; he stated he does not have an exact price from A Sign Company; and it is not to exceed \$5,000.

Dan Aton suggested using a behind piece for the lettering of SCP to ensure easy to read.

Micah Loyd suggested has some type of lighting for the sign.

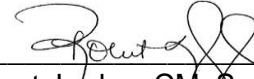
Motion by Donn Mount, seconded by Stan Retz, to proceed with A Sign Company for signage at SCP with behind piece for ensured read of SCP, has lighting, and not exceeding cost of \$5,000. Motion carried and ordered unanimously.

Public Comments:

City of Titusville Mayor Jim Tulley stated the Economic Development Commission of Florida's Space Coast (EDC) is taking on the issue of workforce development; and he urged the Zone board to ask Lynda Weatherman, President and CEO of EDC, to give her presentation of workforce development. He suggested for the Zone to visit www.minoritychamber.net; and he invited the Zone board to attend a ribbon cutting ceremony on July 15 at 6:30 p.m. at 8550 Grissom Parkway, Titusville.

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Upon consensus, the meeting adjourned at 9:19 a.m.

A handwritten signature in black ink, appearing to read "Robert Jordan", written over a horizontal line.

Robert Jordan, CM, Secretary/Treasurer

Approved by the Board on September 25, 2015