

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

October 13, 2017 @ 8:30 a.m.

Parrish Medical Center - Health Village West/Heritage Hall
931 N. Washington Avenue
Titusville, Florida 32780

Board Members:

In Attendance: Dan Aton, Brenda Fettrow, Robert Jordan, George Mikitarian, Donn Mount, and Stan Retz

Absent: Paula Cardwell, Louis Sanders, and Micah Loyd

Call to Order: Meeting was called to order at 8:30 a.m. by George Mikitarian, Chairman.

Pledge of Allegiance: Walt Johnson, City of Titusville Mayor, led the assembly in the Pledge of Allegiance.

I. Approval of Agenda

Motion by Brenda Fettrow, seconded by Robert Jordan, to approve the Agenda as presented. Motion carried and ordered unanimously.

II. Report on Expenditures to Budget

Robert Jordan, Secretary/Treasurer, stated this is the end of the year budget; the Line Item for Communications and Freight went from \$2,500 to \$4,388 because of COlaunch needing to pay for its cable and some other things; Line Item for Rentals and Leases is a transition from Troy Post, CEcD, CBE, NBEDZ Executive Director, being located at the Chamber of Commerce building and moving back to the Brevard County Government Center North; and everything else is tracking well.

Mr. Post explained the Line Item for Office Supplies is \$18,000 which is due from the furniture being purchased for COlaunch.

Motion by Brenda Fettrow, seconded by Dan Aton, to approve the Report on Expenditures to Budget as presented. Motion carried and ordered unanimously.

III. Staff and Partnership Reports:

NBEDZ Executive Director Report

Troy Post, CEcD, CBE, NBEDZ Executive Director, stated he participated for the fifth consecutive year in the International Council of Shopping Centers (ICSC) Florida trade show; the event attracts more than 5,000 retail representatives, retailers, and real estate professionals for a three-day networking and deal-making session; and he participated in the International Economic Development Council (IEDC) forum on creative place-making and neighborhood centered economic development. He mentioned he appeared before

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the Tourist Development Council (TDC) with a formal request for a funding commitment of \$7 million for a proposed indoor sports arena in downtown Titusville, located across U.S. Highway 1 from the Sand Point Park; and the affirmative action by the TDC received concurrence from the Board of County Commissioners on October 10; during and after Hurricane Irma, he participated in daily conference call briefings with the State's Emergency Support Function (ESF); and he provided the Zone board with a handout from the Florida Department of Economic Opportunity (DEO) for the Hurricane Irma disaster recovery programs. He went on to say he supplied information on the local economy to the East Central Florida Regional Planning Council, for use of its agency to update the regional Comprehensive Economic Development Strategy document; he prepared the initial draft incentive agreements for Projects Slimer, Grand, and Lock; he engaged in public speaking about recent developments in the local economy before the Commercial Real Estate Women (CREW) of Orlando; and he participated in several meet and greets, including one involving Micah Widen, Chief Executive Officer of Groundswell. He pointed out Friday, January 12 is a Zone board meeting day and he would like for that day to be a planning session for review of the Economic Development Plan (EDP); he toured Blue Origin and it will have its Certificate of Occupancy (CO) in December; Blue Origin will more than likely exceed its job projections and its original projection of the building size was 200,000 square feet, but the current build is 630,000 square feet, and it has a separate Research and Development (R&D) lab. He provided the Zone board with a map from Honeycutt & Associates, Inc. showing current housing projects underway in Titusville.

GTR Executive Director Report

Cathy Musselman, Greater Titusville Renaissance (GTR) Executive Director, stated COlaunch has suffered some damages due to Hurricane Irma; she is hopeful all the repairs will be completed by November 1; she plans to make some membership dues adjustments for the COlaunch members; she is updating the data base of the major corridors of improved properties and those that still need improvements; and she is coordinating with AG Development Group, Inc. about the GTR providing all of the special events management for Titus Landing.

Titusville Economic Development Department

Edyie McCall, Economic Development Director, stated the City of Titusville's Planning Department is holding a stakeholder's workshop for its Comprehensive Plan on Thursday, October 19 at 6:00 p.m.; she provided the Zone board with *Florida Trend's Business Florida 2018 Opportunity Guide*; and on page 45, RUAG was added in the North Brevard new growth section.

IV. Discussion and Direction

Presentation by Jim Tulley – Titusville Center of Technical Excellence

Jim Tulley stated his presentation is titled North Brevard Technical Excellence; he is present to try to plant some seeds and he is thinking five to 10 years down the road; the motivation behind this is about a lot of activities that already goes on in North Brevard; National Alliance Innovations (NAI) is found more in South Brevard because it wanted to promote Science, Technology, Engineering, and Math (STEM) activities for students; and the Brevard Public Schools (BPS) is involved in STEM. He stated a long-range vision is important and economic development needs to have incentives, workforce development,

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and entrepreneurship to get jobs here; the jobs that are here are very important to keep here; and one way of doing so is by having a cool area in the environment for the people to come here, without having to provide incentives. He went on to say one of the ways to make an area a cool area is by having places for the high-tech workers kids to go; and he is promoting an education augmentation center of excellence for the young and the old whom are looking for careers. He advised Al Kohler's Center for Work Ethics Development is about educating students on the soft-skills of technical work and that coming to work on time, being dressed for success, learning how to be respectful to other people, and bosses are all things to help get a job and keep a job; there is a pilot-program being started; and he is going to teach it at the Space Museum or at Whispering Hills. He added it would be great having all these entities to collaborate in one location; he learned from former Commissioner Robin Fisher when public properties are seen that are underutilized, start thinking about repurposing; and the place that he thinks is ideal is Whispering Hills. He added it is already publicly owned by Brevard Public Schools; the buildings would be nice to use for a phased type of approach; there is space for making the entrance location be on South Street; and it would be an incredible site to have a facility for technical excellence. He asked the Zone board to think further down the road as it develops future budgets; one proposal heard is give it to the City of Titusville or to the County; he suggested using the model Chamber of Commerce uses where when a public entity owns the land, and the private entities building on the land lease it for a minimal profit; and the owner of the property does not have to incur costs of building new buildings. He stated operational costs would have to be considered and fund raising would need to begin; the one way this board might consider being a part of all of this is to think about funding the operational costs of the property, not buy the property but finding a way to help put some dollars into this to help make the whole thing work.

V. New Business

Incentive Consideration for Project York

Troy Post, CEcD, CBE, NBEDZ Executive Director, stated Project York involves a hotel group that is interested in coming into the area and doing a new hotel product; the reason for the Zone looking into this and considering a possibility to incentivize this is the site they are going in used to be the old Vectorspace Park and is now called the Riverfront Center, where the Boeing Company has its large office building; he provided the Zone board with a map showing a lot that is approximately six and one-half acres, which is the lot the hotel group is considering to acquire; and application for assistance has been applied for; and after talking with the group he inquired what type of public infrastructure improvements would be necessary to make this Project a go. He stated he provided the Zone board with Vectorspace Tract "G" showing four elements required if the group moves forward and does the Project; the City of Titusville required the completion of a public right-of-way to connect to U.S. Highway 1 and Horizon Drive, sidewalk along U.S. Highway 1 and Vectorspace Boulevard, future development, and signage at U.S. Highway 1; there would also be another pad created to use for other types of offices or retail uses; and the groups total capital investment is \$16 million and is trying to get to a point to make a decision by February of 2018 as a go forward, or pass on it. He advised the Fiscal Impact Analysis (FIA) with land investment and the building is about \$15.8 million and there is about \$2.2 million in equipment; the one-time fiscal stimulus to the City, County, and State is through sales tax collection on building material purchases and capital equipment, along with the collection of permitting fees, is expected to total more than \$1 million; the lot as it sits has a value of just over \$220,000; once the Project takes place, the County's allocation would

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be about \$54,000; and the up-shot is over a 10-year period of time the NBEDZ would be expected to get close to \$1 million, considering the appreciation schedule. He stated no specific dollar amount was requested; this Park has had no new business particularly in that area for at least 10 years; this could lead to the possibility of some other businesses to look favorably at this Park; it is a well-respected group with a recognizable name; and with a full-kitchen, offices, retail, and meeting room space has infrastructure total of approximately \$208,000.

Stan Retz inquired what the number of rooms is and how far south the City of Titusville's City limits go. Mr. Post responded 118 rooms and Kings Highway.

Motion by Brenda Fettrow, seconded by Robert Jordan, to authorize Troy Post, NBEDZ Executive Director, to work with Project York to offer up to \$208,000 for potential site work and costs reimbursement. Motion carried and approved unanimously.

Offer to Acquire Land – Stinger Fiberglass

Mr. Post stated he met with Artie Schricker, President/Owner of Stinger Fiberglass Designs, Inc., who is located in the Spaceport Commerce Park (SCP), and currently has three buildings on two and one-half acres; and he is proposing to construct a fourth building in an area that is currently landlocked. He provided the Zone board with a map showing the interested land that kind of falls off into a creek area, where all of the drainage in that region of SCP goes, and is not the highest and best piece of property in the area; Mr. Schricker has offered \$15,000 to buy the one and one-half acres to build the needed fourth building; but Mr. Schricker did not provide much detail about any costs associated with the building or the number of jobs anticipated. He mentioned he wants to work with Mr. Schricker, but he also would like to meet with Rodney Honeycutt & Associates, Inc., to come up with another design versus the design shown today, and to see what kind of issues Mr. Honeycutt ascertains with that site; he would like to come back to the Zone board if it is willing to counter the offer at \$30,000 per acre; and to provide an application for grant assistance to help off-set the site conditions, and getting closer to what the actual outlay would be.

Stan Retz advised he does not know the property well, but if it has poor access and is accessibly low, there could be issues, and is why they offered a lower price.

Donn Mount pointed out there could be some wetlands which could take away some acreage, but he does not know why the Zone would go below \$30,000.

Motion by Stan Retz, seconded by Robert Jordan, to reject the \$15,000 offer made by Artie Schricker, to acquire land in SCP; and approved further negotiations between Troy Post, NBEDZ Director, and Artie Schricker to provide an analysis at the proposed site.

Funding Participation in Market Feasibility Study – MUSA Project

Mr. Post stated since spring this Project has been worked on through Commissioner Pritchett's office involving the redevelopment of an existing parcel in downtown Titusville and turning it into a tourist development product, which is the construction of an indoor sports arena of about 50,000 square foot, that would have the ability to be expandable; and this would be used to court a wide variety of different kinds of functions, largely the youth sports industry. He went on to say there has been some discussions with the United

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States Specialty Sports Association (USSSA); and some of this would go back several years when North Brevard was promised a welcome station and the allocation of certain dollars were made available to try to pursue that, but the cost to do the welcome center came back to be much higher. He added the North-end has still been looking for a way to get into developing for more tourism; in talking with USSSA, it was understood that there is a need for a facility such as this, to stage the many types of tournaments; he went before the Tourist Development Council (TDC) to see if this is the kind of thing that the Zone could support, if a facility like this was built, and with some its funding to help offset the cost; most recently the TDC was making its recommendations to the Board of County Commissioners on how it would use funds from the reallocation of the bedding tax charged; and one of the five projects that was presented and approved was doing this sports arena. He advised the original plan had him working with USSSA; in looking for a group to help, he reached out to Delaware North; there has been quite a few conversations with them; they think there could be a way to turn this into something that could be dovetailed on; and it was asked if the Zone could partner and give some reimbursement costs.

Commissioner Pritchett remarked she thinks this potentially will be a game changer for North Brevard; she would be remised if she did not mention the platform that former Commissioner Robin Fisher laid out for the Zone; she stated the Zone is working; and she expressed her thanks to the Zone board members for doing what it has done to help turn the community around in North Brevard.

Walt Johnson, City of Titusville Mayor, stated \$7 million is the biggest reservation of money set aside by the TDC, in the 15 years of him being on its board; it has to be owned by a public entity, which still has to be figured out to go forward; and he expressed his thanks to Commissioner Pritchett for continuing to spearhead this Project.

Stan Retz mentioned sitting in on a meeting and this has much potential, when looking at how many people could come into the area; and with the TDC being supportive and willing to put money into a project, they know about tourism and the potential.

Robert Jordan, Secretary/Treasurer, remarked he is proud of where North Brevard is going; he reminded the Board of the City of Titusville being the County Seat; and the potential for this is developing into something great.

Commissioner Pritchett suggested for the motion to not specify Delaware North because there is another entity who is attending a meeting, just in case it is a competitive market trying to figure who is going to run with the Project.

Motion by Brenda Fettrow, seconded by Robert Jordan, to authorize Troy Post, NBEDZ Director, to work with the applicant and offer a reimbursement grant of up to \$15,000 for conducting a feasibility study of the site and marketability of a concept for an indoor sports arena, with a hotel for other related research; and authorized access to that data. Motion carried and ordered unanimously.

Request for Engineering Services

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Mr. Post stated this is a Request for Qualifications (RFQ) for civil engineering services to perform project design, permitting, bidding, assistance, and construction administration services for improvements and activities within the geographic service area of North Brevard Economic Development Zone (NBEDZ); the creation of a master plan for developing the remaining county-owned parcels in the Spaceport Commerce Park (SCP), a 300-plus light industrial business park located on Grissom Parkway of which approximately 180 acres remain for development; the preparation of plans and specification for clearing and grading a select number of lots for pad-readiness; and the creation of a preliminary master plan for converting a 100-plus County-owned parcel near Port St. John, previously used as the site for a State correctional facility, into a new light industrial business park.

Motion by Robert Jordan, seconded by Brenda Fettrow, to approve the RFQ for civil engineering services need for the NBEDZ to have a master plan created for developing the remaining parcels in SCP on Grissom Parkway; and to approve creating a preliminary master plan for a previously used site by the State to convert parcel near Port St. John into a light industrial business park. Motion carried and ordered unanimously.

The Zone board reached consensus to appoint Donn Mount, NBEDZ board member, to the Selection Committee.

Upon consensus, the meeting adjourned at 10:15 a.m.



Robert Jordan, CM, Secretary/Treasurer

Approved on March 9, 2018.