

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

December 9, 2016 @ 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, and Donn Mount, and Stan Retz

Absent: Paula Cardwell, Micah Loyd, and Louis Sanders

Call to Order: Meeting was called to order at 8:31 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 Robert Jordan, seconded by Brenda Fettrow, to approve the Agenda as presented. Motion carried and ordered unanimously.

**II. Approval of Minutes:**

Motion by Robert Jordan, seconded by Brenda Fettrow, to approve the NBEDZ minutes of August 12, 2016, as presented. Motion carried and ordered unanimously.

**III. Report on Expenditures to Budget:**

Robert Jordan, Secretary/Treasurer, stated Promotional Activities was given 10 percent discount and all the social media advisements were done up-front.

Motion by Brenda Fettrow, seconded by Donn Mount, to approve the Budget as presented. Motion carried and ordered unanimously.

**IV. Staff and Partnership Reports:**

**NBEDZ Executive Director Report**

Troy Post, CECD, CBE, NBEDZ Executive Director, stated the December *North Brevard Business Review* will be out next week; and the *Spacecoast Special Magazine* did an article about the Change Awards. He advised the Brevard County Public School Board has some possibilities that may involve the Zone, it could be more technical assistance than financial assistance; it has some interesting programs that it would like to get started in the northern part of Brevard County; and those would be contingent upon its funding from different brand sources it has. He stated he joined the Economic Development Commission of Florida's Spacecoast (EDC) in meeting with two prospecting reviewing

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potential sites in the Spaceport Commerce Park (SCP); he met with Doris Evans of the Small Business Administration (SBA) to discuss program requirements for businesses in the area seeking federal disaster loans in the wake of Hurricane Matthew; he provided a SBA Fact Sheet on Disaster Loans; and if the Zone board should know of local businesses needing assistance, this program may help with the physical damage or assistance to compensate for economic injury to the businesses operations.

Dan Aton's presence is noted at 8:37 a.m.

Mr. Post mentioned that he hosted more than 100 people from Brazil at the River's Edge Event Center, as part of a multi-day event called InterBusiness 2016; and presentations were given by Jim Dubea, Deputy Executive Director, Government and Strategic Partnerships of Port Canaveral, Nancy Potts, Economic Development Manager at National Aeronautics and Space Administration (NASA), and Greg Weiner, Senior Director of Business Development, EDC. He stated he joined Edyie McCall, City of Titusville Economic Development Director, in a meeting with David Mandernack, Business Development Analyst of Astrotech Space Operations, to discuss status of development projects on sites within close proximity of the Titusville location; he participated in briefings with the County's newly elected Commissioners and he provided information on the Zone, and its current budget related to planned infrastructure activities at SPC; and he is revising the drafted version of the labor shed analysis that was requested by a prospect retail tenant for Titus Landing. He added he did his professional certification training module on the economics of strategy and managerial decision-making that was led by the National Association of Business Economics (NABE); and he is continuing to network the City's quarterly economic roundtable discussions, and attended an expanded County Directors meeting in Viera.

### **GTR Executive Director Report**

Cathy Musselman, Greater Titusville Renaissance (GTR) Executive Director, stated COlaunch has 10 members, three office, five basic, one cubical, and one institutional, and there are walk-ins using the facilities; a holiday members breakfast will take place on December 15; she submitted a beautification grant application for County beautification grant for the Bike Trails project for GTR and Keep Brevard Beautiful (KBB); and she engaged with the Fighting Edge group to assist with the Inspiration Village project. She went on to say many special events are being planned such as Art and Algorithms, Hualicious Food Truck Extravaganza with the Birding Festival street party, Indian River Festival, 150<sup>th</sup> Anniversary of Titusville, Friday Night Live Festival Downtown, and Titusville Christmas Parade; she attended a one-day Main Street Training Workshop; GTR is reinstating the Titusville Main Street Program and she is currently looking to recruit Titusville Mail Street council members; and she held a Giving Tuesday campaign that raised \$220.

## **V. Discussion and Direction:**

### **New Business:**

Troy Post, CEcD, CBE, NBEDZ Executive Director, stated Project Landmark had an approved incentive in 2015 and executed the agreement in 2016; the company has come back requesting some changes to the agreement; one-on-one briefings were done with all Zone board members this week; and he asked Greg Weiner, Senior Director of Business

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Development, Economic Development Commission of Florida's Spacecoast, to provide a further brief.

Mr. Weiner stated rightfully the EDC asks companies at the State, County, and city levels to talk about future needs four years out to determine when they will hire and how many will be hired; this community has its past, present, and future tied up in space and aerospace industry; and those are the most unpredictable industries in the nation. He went on to say he has worked closely with Project Landmark on a hiring schedule, but for various reasons did not work out the way they intended; the agreement is essentially the same, with the dollar amount not changing; but the requirements are tightened up, and the hiring ramp up is delayed. He advised the backend is delayed one year and the frontend is delayed two years; the company has not received any incentive so far; the reason they came to the EDC at this time is the way the agreement was written; it was written extraordinarily tight because there are a couple of moving pieces from the company's standpoint; the EDC wanted to incentivize and wants them to come here; and are trying to avoid unnecessarily tying up the Zone's commitment. He explained the agreement was structured but a little of the safety belt was lost; even after earning an incentive the Zone has two years to make payment. He stated the request is not unreasonable and is certainly understandable of the environment in which they work; this is a good company; and the State of Florida has engaged in unilateral disarmament, in terms of incentives. He continued to say this had a fixed dollar amount per job payable only after the job is created; there was a bonus provision that if they created 150 jobs by December 31, 2018, they would be eligible for a one-time bonus of \$250,000; and that distribution still remains, but they asked if the date could be extended. He recommended for the Zone board to extend it to December 31, 2019, and raising the bar to 200 to 250 jobs; and he stated if there are questions, he will answer to the best of his ability.

Brenda Fettrow, Vice Chair, stated she is supportive and she would like to see the bar set high for the number of jobs.

Stan Retz agreed with Ms. Fettrow; he stated when briefed the original agreement had the deal done at the end of next year and it was a significant ask to extend that out for two years; he is hopeful 250 jobs is attainable to them in exchange for the extension, and he is in favor of the; and he is in favor of it with 250 jobs.

Robert Jordan, Secretary/Treasurer, agreed with 250; and he stated he wants the company to be successful.

Mr. Weiner clarified the certainty of the company has improved; he recommended for the Zone board to do this, to keep the incentive in place; and the incentive makes them push the jobs here as they are developed.

Motion by Brenda Fettrow, seconded by Stand Retz, to amend the deadline to December 31, 2019; and approved increasing the number of jobs to 250 for eligibility of the bonus payment for number of jobs met. Motion carried and ordered unanimously.

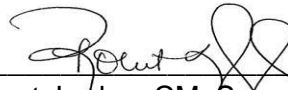
**V. Discussion and Direction:**

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George Mikitarian, Chairman, stated former City of Titusville Mayor Jim Tulley, provided him with an email regarding FabLab that said in light of the difficulty of getting all of the Zone board down to Palm Bay to visit the FabLab, he enclosed a couple of YouTube videos for the Zone board to watch; and he inquired if he may forward the email to the Zone board. Scott Knox, County Attorney, responded it is okay to forward the email, as long as there are not discussions about it.

Brenda Fettrow, Vice Chair, recognized Walt Johnson, City of Titusville Mayor, Commissioner Rita Pritchett, and Marcia Newell, Legislative Aide to Commissioner Pritchett, to the table today.

Upon consensus, the meeting adjourned at 9:05 a.m.



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Robert Jordan, CM, Secretary/Treasurer

Approved on March 10, 2017.