

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

June 10, 2016 @ 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, George Mikitarian, Micah Loyd, and Stan Retz

Absent: Donn Mount, and Louis Sanders

Telephone: Robert Jordan

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

Pledge of Allegiance: Jim Tulley, City of Titusville Mayor, led the assembly in the Pledge of Allegiance.

**I. Approval of Agenda:**

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

Troy Post, CEcD, CBE, NBEDZ Executive Director, inquired if Item IV., Discussion and Direction, Re: Project Diamond Presentation may be moved to after Item II., Report on Expenditures to Budget.

The NBEDZ board reached consensus to move Item IV., Discussion and Direction, Re: Project Diamond Presentation to be heard after Item II., Report on Expenditures to Budget.

**Review and Approval of Board Minutes:**

Motion by Paula Cardwell, seconded by Stan Retz, to approve the NBEDZ meeting minutes of May 13, 2016, as presented. Motion carried and ordered unanimously.

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

Troy Post, CEcD, CBE, NBEDZ Executive Director, stated the Zone is tracking well while heading into the last quarter of the Fiscal Year; line item number 59 is Capital Renovations and Enhancements for improvements at Spaceport Commerce Park (SCP), and for the Embraer site; and it is anticipated in the last quarter of the Fiscal Year of grants and aids being disbursed.

June 10, 2016

Motion by Stan Retz, seconded by Brenda Fettrow, to acknowledge the expenditures to budget as presented. Motion carried and ordered unanimously.

#### **IV. Discussion and Direction**

##### **New Business:**

##### **Project Diamond Presentation**

Troy Post, CEcD, CBE, NBEDZ Executive Director, advised that he has met and discussed some confidentiality information with each Zone board member one-on-one about Project Diamond; and he stated Commissioner Robin Fisher will be presenting Project Diamond.

Commissioner Fisher stated he is not asking for a vote on Project Diamond today; he is introducing a vision to get a feel of the Zone board's opinion of whether or not it wants him to continue on with this; he has 161 days left in office and there are some easier things he could be working on; but at the same time he thinks it could be a game changer for North Brevard. He went on to say the Zone will have to play a very important role in order for this Project to happen; being an athlete, he has to figure out the best way to win ballgames and that is to put one's self into position for big plays to happen; and the way he has viewed it for the last eight years, is getting North Brevard in the position to make big plays happen when the opportunity presents itself. He reminded the Zone board of the 2011 article in *Spacecoast Business Magazine Titusville: This Isn't the Final Chapter*, about who is going to save Titusville because Titusville is dead; and it has been very trying for him to do everything he can for Titusville not to die. He stated there recently had been a lot of arguing going on at the Board of County Commissioners (BOCC) meetings by helping to ensure that the NBEDZ is getting its fair share and helping the Zone to be in a position to be successful; the Greater Titusville Renaissance (GTR) and its board had asked him to continue moving forward with the idea of spearheading opportunities in Brevard County; but the NBEDZ is making Titus Landing, I-95, Ecklers, Blue Origin, Project Brix, and Embraer happen because its in place. He added, United States Specialty Sports Association (USSSA) is not located in North Brevard, but its corporate headquarters is moving to Brevard County to ensure the amateur sports theme is captured; the County was in the position to make the play happen; *Florida TODAY* is starting to report about the new developments happening in Titusville; and property values will be on the rise with Titusville improving. He advised that he is proud of what is going on in the County and for the Zone being a part of the conversations now; it has not been easy for the Zone because it is a change; but culture has changed and he is serious about changing North Brevard. He stated when going to the downtown area of Titusville, there are a lot of things to be proud of; but a hotelier told him not that long ago that the downtown area is still dark, with not a lot of activity going on during the weeknights. He went on to say that he was wondering what that meant, but after seeing the downtown area on a Tuesday night with three people walking the street, he understood what the hotelier meant; when he started trying to figure out if it is possible to bring a multi-million event center downtown, he went to the State asking for funds, but he did not have any luck; and he looked at the federal level funding of New Market Tax Credit (NMTC). He mentioned while he was researching, he found eligibility of NMTC, and how Titusville is viewed as needing work, depressed, or severely depressed. He stated in the downtown area there are still many properties that are undeveloped; downtown is Brevard County's seat and it is

June 10, 2016

distressed; he showed a map of red circles of the many sites that are distressed opportunities to be redeveloped; Garden Street and U.S.1 has a lot of properties that need work; and while doing the Mall Project, he and Holly Carver, Legislative Aide, have met with every retailer talking about why they are here. He stated there are many things needing to be redeveloped like the old Rinker location and the old Gate gas station; until those and many other places are redeveloped, there will always be a challenge for downtown; and a recreational vehicle park is long overdue for the downtown area. He stated if a multi-use event center is put in blighted areas, the area around it gets developed; Pensacola has Mera Town Park and its location used to be a dump site; and that has revitalized the downtown area that is now a walkable downtown, with easy access to parking, dining, and shopping. He advised parking is going to be a challenge and the City is going to be asked for a parking garage; Pensacola purposely did not put in as much parking as it could because they are encouraging people to park downtown, use the restaurants, and the businesses around there, and then work their way on to the stadium versus just driving in; and the young professionals want to be in and around that area, making it a more attractable workforce. He believes this is not just about playing stickball, but is about redeveloping the whole downtown and making the improvement of quality of life; he stated this is putting something downtown that can create a draw all the time and getting out of that term of being dark; and he provided examples to the Zone board of Durham Central Park, North Carolina that helped the community change the area with more than just stickball being played. He asked the Zone board if it is possible to put a multi-use event center at Sand Point Park; he stated they are trying to keep the waterway a walking area; it will not affect the Splash Pad; and the 5,000 square foot event center is needed near that area because there is lack of space for events in North Brevard. He stated the land is owned by the City and there is a lack of space for events; there is no home base for arts and culture, the birding festival, and the digital art festival; he thinks this could be a home for all of those things; there are not many places where one can watch a ballgame at the same time a rocket is launching; and all kinds of corporate events, trade shows, concerts, graduations, fireworks, movies, and sunrise services could take place there, plus being a hub for the community. He went on to say there is opportunity for two sport teams to occupy it, such as USSSA fast pitch professional girls softball, and a minor-league team called the Titusville Rockets to occupy the multi-use event center; he stated the facility would be built with gathering areas; and there would be the event center for all types of events. He advised there are plays coming with the bicycles and trails; softball is affordable and the games cost \$5; it is a great place for the youth to watch a movie; he was heavily involved in the USSSA deal; and he asked USSSA for an idea of what kind of room commitment night there is going to be for tournaments. He advised accommodations at Chain of Lakes are also available to bring more activity into North Brevard County; Mr. Post has done some economic benefit analysis and this is a \$25 million deal if it could get funded; and the minor-league team would contribute \$5 million, the fourth cent of the Tourist Development Tax from the Tourist Development Council (TDC), which is designed for professional sports, to consider giving \$10 million, and \$10 million from the Zone. He advised the Tourist Development Tax and the Zone that the amounts would have to be paid over time; it may need to be bonded or get commercial paper for a 20 year period possibly, so there is a payment spread; he stated the fourth cent will probably have some controversy from the TDC because they like to use that money for marketing, but they do not have much geared for the North Brevard County; and if there is no ask for the fourth cent money, it will probably go to where it has gone before which is to South Brevard County, or to beachside. He reiterated the land is owned by the City and the vision is for the City to own it, which will have to have the City of Titusville's City Council approval, the tenants will maintain the facility and have 25-year

June 10, 2016

commitment, do bond or commercial paper, and the City to have control of the site; and when it is not being used by the professional teams, it can be used as seen fit. He opined Sand Point Park is an underutilized Park; people park to walk the A. Max Brewer Bridge or to walk his or her dogs; he has been watching activities taking place there for the past month; downtown has suffered over the years; and this would be an opportunity to change that.

Ms. Carver provided the Zone board with a video presentation to show what Commissioner Fisher thinks several days a year could look like with 5,000 foot of event space.

Paula Cardwell inquired the number of seats. Commissioner Fisher responded roughly 4,000.

Ms. Cardwell inquired if the downtown area for the multi-use event center is located in a Community Redevelopment Area (CRA) already and would not go to the General Fund.

Mr. Post pointed out the CRA exists east of the railroad track, which is about two or three blocks from where this would be; and the rest of Garden Street is within the area the Zone could revitalize.

Commissioner Fisher advised if redevelopment comes and a hotel is put downtown; it is in a CRA but it will still produce taxes for the City; and will produce new tax dollars.

Ms. Cardwell inquired about parking around a multi-use event center. Commissioner Fisher responded all of the parking that is currently there will try to be maintained where it is; and he is visualizing for the City to contribute a parking garage. Ms. Cardwell inquired where the vision for the hotel is. Commissioner Fisher replied where the old trailer park used to be.

Stan Retz inquired if there is intent to have all parking available at the multi-use event center. Commissioner Fisher replied there is better success for the downtown area to have off-site parking available.

Ms. Cardwell inquired about the Coast Guard Auxiliary located at Sand Point Park. Commissioner Fisher responded it will remain the same. Ms. Cardwell inquired if there will be games held at night. Commissioner Fisher responded he is hopeful for night games being held.

Commissioner Fisher understood the concern of this being a big ask; and he advised if \$8 million can be given to Blue Origin, is that a better move for the 300 jobs versus Return of Investment (ROI) of \$10 million put into redeveloping many blighted locations, and bringing a dark downtown area into a lite downtown area. Ms. Cardwell advised that she does not see the ROI. Commissioner Fisher stated the communities that have something like this had a huge ROI. Ms. Cardwell inquired about the Viera Stadium. Commissioner Fisher responded the Viera Stadium was a totally different type of deal; he stated the location was not good; the facility was paid for by the fourth cent; and if the Viera Stadium was not there, Brevard County would not have USSSA there now nor possibly being an amateur capital of the world.

Dan Aton inquired if there is data of where the millions came from for Pensacola. Commissioner Fisher responded he will provide a spreadsheet showing that data.

June 10, 2016

Brenda Fettrow stated this would literally transform the downtown area; she expects within time direct and indirect jobs will be seen; and the gain of the \$10 million would be realized over time.

Commissioner Fisher reiterated he has been communicating with an hotelier and this tips them from moving forward; and he stated he is going to continue being creative because there is not enough activity downtown.

Ms. Fettrow inquired if Commissioner Fisher has spoken with the TDC yet. Commissioner Fisher responded he has met with Eric Garvey, Tourism Development Director, and he had mentally plugged in \$5 million with a compromise of possibly \$7 million from TDC.

Mr. Retz expressed his thanks to Commissioner Fisher for all his efforts being put into the possibilities of a multi-use event center; he stated the Zone is not being asked for a commitment of money today, but is asking if the Zone is in favor of pursuing this further; he is in support of the concept; and he looks forward to seeing more data, but he does not want to handcuff the Zone.

Mr. Aton stated it seems the Viera Stadium was a negative; he thinks a multi-use event center will play a big role and he would be in favor of it being a year-round facility versus a seasonal facility; he inquired if 5,000 square feet is the right size; and he agreed with Mr. Retz, because he does not want the Zone to be handcuffed.

Jim Tulley, City of Titusville Mayor, advised not handcuffing the Zone is important and a multi-use event center will take up a lot of space; he agreed with everything Commissioner Fisher has said, in terms of lighting up the downtown, needing an event center, and bringing people into the area; and he inquired if this could be done by just putting in the event center portion and having a smaller amphitheater for a fraction of the cost. He stated something to consider is if all the seats can be filled; he advised using caution when comparing Titusville to Pensacola, because the size of Pensacola is much larger, but if this is the best solution he is going to support it; and if there are alternatives for lower costs those should be considered.

Paula Cardwell inquired if the multi-use event center or the amphitheater could be put in. Commissioner Fisher replied an amphitheater does not allow for professional girls softball or minor-league baseball to be played. Ms. Cardwell inquired if there is a contract. Commissioner Fisher responded there is a draft agreement and he can get a contract; but an amphitheater only has value for concerts and does not fit in well with stickball.

Micah Loyd advised a good amphitheater and multi-use event center could be built to hold 500 to 800 people for a lot less than \$25 million; he stated if this is going to be done right, a parking garage is going to be needed for both; there would be day-to-day revenue coming in from softball; and he is not sure if phasing it would pay for itself.

Commissioner Fisher inquired who the tenant would be for the amphitheater to maintain and run that facility.

Mr. Aton reiterated he is a huge proponent of a multi-use event center, but it is a hard momentum to get people to use a center without activity, when a stadium has immediate activity.

Ms. Cardwell inquired if there are any estimates of what the revenue streams would be with the professional girls' softball and the minor-league team. Commissioner Fisher responded the ball club would basically operate that to maintain the facility; there is daily operations costs that are going to be taken on by the club, they would have concession, ticket, and limited parking done right there; and that revenue stream would go to the ball club, is the way the conversation is going on right now. He added, if there is profitability some of that would be shared with the City; and he thinks if dollars are put away for future capital needs to stay in the pot.

Scott Larese, City of Titusville City Manager, stated back in February going into the early stages of the City's budget, the citizens were asked if they would be interested in a multi-use event center at Sand Point Park with a downtown parking garage; there was an overwhelming response of support to revitalize the downtown area; and the parking at Sand Point Park has 383 parking spaces.

Commissioner Fisher stated there has been some pushback from the condominiums, with some thinking it will be great, and some thinking there will be a lot of loud noises and lights all night long. He stated this is financing hurdle of getting \$10 million from the TDC; if the Zone has no interest in going down this road, he has other things that he can focus on in his 161 days left in office; he will run as hard as he can to try to make it happen; but if there is no interest in transforming downtown, he will be respectful of the Zone board's time, and he will move on.

Motion by Stan Retz, seconded by Brenda Fettrow, to authorize Commissioner Fisher to continue conversations with the City of Titusville for Project Diamond event center and baseball facility; and to develop the Economic Impact Statement that is to be brought back to the Zone board at a later date. Motion carried and ordered unanimously.

Richard Broome, City of Titusville City Attorney, inquired if there is a specific timetable of when answers are needed by for negotiations. Commissioner Fisher responded his gameplay is to get the feel of the Zone board today and is to present to the TDC board in July; the TDC will be coming forward with a plan of how they should spend its capital facility dollars and how it should spend the fourth cent; and in that plan, there has been some earmarking done for Titusville, but it is not enough. He advised this project needs to be vetted with good discussions and all the proper channels need going through, such as the City of Titusville's City Council; he stated if the Zone board is not onboard, there is no way for this to happen; and he added, the Zone board is the first public conversation had.

### **III. Staff and Partnership Reports:**

#### **NBEDZ Executive Director Report**

Troy Post, CEcD, CBE, NBEDZ Executive Director, stated he joined a group consisting of local manufacturing firms and alternative energy consultants to discuss pros/cons of building a solar array at Titusville-Cocoa Airport (TICO) to help defray future electrical costs for manufacturers in close proximity to the Airport. He mentioned having a public records request made by the Clerk of Courts Office for Blue Origin, and he has begun compiling data to comply with the request; he met with the Budget Office and Stockton Whitten, County Manager, about the Fiscal Year 2016-2017 proposed budget; Mr. Whitten

commended the Zone on its program of work, but he requested that the Zone board reconsider implementing the Spec-building Project for the proposed Capital Improvement Project (CIP) slated for next year; and he advised the Zone board that he is scheduled to present the budget to City of Titusville's City Council on July 12. He stated he updated the local manufacturers and suppliers directory of local business; he participated in a conference call with Lockheed for the formal announcement about the scope of Project Landmark.

### **Greater Titusville Renaissance Executive Director Report**

Cathy Musselman, Greater Titusville Renaissance (GTR) Executive Director, stated COlaunch has eight members; the GTR board discussed the multi-use event center and it is supportive of the program; she presented to the City of Titusville's City Council a request for five special event applications, which was supported; there are two young professionals who are identified to receive the Lead Brevard Scholarships; and she mentioned COlaunch has "How to Start Something" online that is a self-paced training program for \$98 that is unlimited access to a program that takes a person through eight modules of how to start a business enterprise.

## **V. Business Items**

### **New Business:**

#### **Spec-building Project Repurposing**

Troy Post, CEcD, CBE, NBEDZ Executive Director, asked for a motion to repurpose \$50,000 for the Spec-building Project to be put into other Spaceport Commerce Park Improvements for Fiscal Year 2016-2017.

Robert Jordan, Secretary/Treasurer, absence via telephone is noted at 9:45 a.m.

Dan Aton inquired if the \$50,000 could be structured as a loan to be transitioned as paying back the Zone versus other improvements to SCP. Scott Knox, County Attorney, responded affirmatively.

Motion by Brenda Fettrow, seconded by Stan Retz, to change the budget draft to repurpose the Capital Outlay 5650000 - Construction amount of \$50,000 for Spec-building Project to the Spaceport Commerce Park Improvements for Fiscal Year 2016-2017. Motion carried and ordered unanimously.

#### **NBEDZ Office at Chamber Building**

Troy Post, CEcD, CBE, NBEDZ Executive Director, stated the City of Titusville is working to renovate the second floor of the Chamber of Commerce building; the City is offering him an office to be located there with a \$1 lease term and options for renewal; the Chamber is responsible for the payment of the utilities of approximately \$150 to \$200 a month; a rental agreement will be needed to be approved by the Zone board with the City for \$1 a year lease term, with options to renew; and approval to pay the Common Area Maintenance (CAM) charge is needed by October 1, 2016.

June 10, 2016

Scott Larese, City of Titusville City Manager, stated the City is happy to have Mr. Post be located at the Chamber of Commerce building; and it gives great synergy having economic development individuals being located in one place.

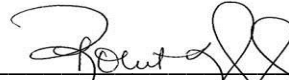
Paula Cardwell inquired if a Purchase Order (PO) may be used. Mr. Post deferred to legal counsel and County Finance.

Mark Peterson, Financial Accounting Supervisor of County Finance, advised having an agreement is better than having a PO.

Motion by Brenda Fettrow, seconded by Paula Cardwell, to authorize Troy Post, CEcD, CBE, NBEDZ Executive Director, to work with Marcia Gaedcke, President of Chamber of Commerce, to bring back a draft agreement with the Chamber of Commerce for occupancy and an amount for the CAM being charged for the NBEDZ Executive Director's office to be located at the Chamber of Commerce building. Motion carried and ordered unanimously.

Troy Post, CEcD, CBE, NBEDZ Executive Director, reminded the Zone board that all Financial Disclosure Forms are due by July 1, 2016.

Upon consensus, the meeting adjourned at 9:55 a.m.



---

Robert Jordan, CM, Secretary/Treasurer

Approved on July 8, 2016.