

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

September 12, 2014 @ 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, Robert Jordan, Micah Loyd, Donn Mount, and Louis Sanders

Absent: Brenda Fettrow and George Mikitarian

Telephone: Stan Retz

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

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

II. Review and Approval of Board Minutes:

Motion by Donn Mount, seconded by Micah Loyd, to approve the NBEDZ Meeting Minutes of July 11, 2014. Motion carried and ordered unanimously.

III. Executive Director Report:

Troy Post, CECD, NBEDZ Executive Director, stated he participated in the International Council of Shopping Centers (ICSC) show; the developers of the Mall Project are getting very close to getting the last few of their tenants together; they do expect to break ground shortly on the Mall Project; most of the retailers talked to during the ICSC show are anticipating an opening next summer; the movie theater operators are hopeful to be in business by Christmas 2015; and there were some good responses on other parcels that are in the area that some commercial brokers are interested in. He advised he met with a prominent site selection firm that teamed with the Economic Development Commission (EDC); they toured two potential sites; he is not sure if the Zone will make the final cut of those two parcels; it is a good contact lead to have; and he expressed his appreciation to the EDC. He stated the Facebook 'Save our Space' social media effort was staged several years ago to reflect recent developments in commercial space; that type of social media generated a lot of support and interest; now it is needed to keep individuals engaged in the future of space and to help build awareness that the Space Coast is open for business; and the next phase of social media is to 'Celebrate Space'. He stated he participated in a series of planning sessions with the East Central Florida Regional Planning Commission to help the group form its Comprehensive Economic Development Strategy (CEDS), a document required by Economic Development Administration (EDA); and the CEDS include small entrepreneurial activities requiring

microloans under \$25,000, including business incubator support services and capitalization of lending programs. He talked about participating in Kennedy Space Center's (KSC) Partner Landscape Forum for local partners like the Zone, to talk about ways to engage KSC staff locally, and access the resources of the center; and talked about the co-work space idea and National Aeronautics and Space Administration (NASA) potential role in the project. He updated the board about Spaceport Commerce Park (SCP) sign proposals coming in from M2 Design and Signs to take the existing sign and making it look nicer; and he then will be talking with a couple of other contractors to bring in some competing quotes for the sign. He stated a project the Zone was involved in was an announced project; the Zone area was an area of the sites looked at across the United States for the project; and he provided the board a list of things to learn of why the project went to Huntsville, Alabama. He provided the board with a handout of the summer 2014 edition of the North Brevard Business Review newsletter.

IV. Discussion and Direction:

- a. Troy Post, CEcD, NBEDZ Executive Director, advised the economic incentive grant agreement with North American Surveillance Systems, Inc. (NASS) for its hiring goal is ready to be voted on; the incentive award is up to \$16,000; and it is based on the creation of up to 20 jobs.

Motion by Donn Mount, seconded by Paula Cardwell, to approve Economic Incentive Agreement with North American Surveillance Systems, Inc. (NASS) for incentive of awarding up to \$16,000 based on the creation of 20 jobs. Motion ordered and carried unanimously.

- b. Troy Post, CEcD, NBEDZ Executive Director, advised the Operating Procedures Manual (OPM) needs the Zone's approval; the OPM will also need Board of County Commissioners (BOCC) approval; the purpose of the OPM is to create bylaws for County Policies in place; and the Zone is similar to the Tourist Development Office, and does unique aspects by taking a business prospects out to dinner.

The Zone reached consensus to review the OPM during the next month and for the OPM to come back to the Zone in October for approval.

- c. Matt Barringer, President of Greater Titusville Renaissance (GTR), provided the board with a presentation of what GTR does and how to enhance the relationship with the NBEDZ; GTR is a volunteer initiative that was created due to the downturn of Kennedy Space Center (KSC) and the economy; GTR is unique because it is a volunteer initiative; and it is something that the citizens wanted to help them empower a change in the community. He advised since GTR's existence, it has garnered support for the Zone and the Mall Project, and by communicating the message of North Brevard inside and outside of the community. He added, some of the differentiators between the GTR and the NBEDZ is to grow jobs and expand the tax base; the Chamber's focus is more broad by enhancing Titusville's greater area quality of life; a benefit of that is helping to allow an expanding influence of other organizations by ensuring that they can maintain a laser focus of tasks to do to help with the mission; and projects worked on are beneficial to the entire community. He went on to say GTR has three committees called Corridors and Beautification, Business Development, and Arts and Culture; there had been beautification awards given and litter patrols done throughout the community, enhancing the quality of life;

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it is a shame when driving a client down-the-road to view the area, and they see buildings that are not painted; and as a community influence, GTR can help. He stated the Business Development committee is not bound by organizational membership; it allows opportunity for time savings to organizations it helps, by having a place to go and vet ideas; there are a lot of great ideas in the community; and the Arts and Culture committee is for something to do in Titusville like the Arts and Algorithm's Festival. He advised GTR believes that it is in line to support and be a key partner with the Zone based on its mission; having a public/private partnership gives flexibility to move forward faster; and it will help drive economic development. He added, the Executive Director position of GTR will be filled this afternoon; the GTR is looking at a micro lending program for small businesses and reducing blight within the community; communicating the value of North Brevard is important; and there is a change of culture needing to take place in order to make the assets hold value. He stated no business is too small or too big to be a part of the Business Development committee; over the past few years GTR has committed to engaging new business development; and the idea of micro lending and co-work space is a direct tie of Space Coast Economic Development Commission (SCDC) and the Zone. He advised there are things that need to be achieved, such as having a place where an entrepreneur can find a workspace that is tied into a level of development, is able to provide manpower and guidance, and to invest in projects in Titusville; and GTR is working diligently in garnering the support of local lending institutions for some of the larger projects.

Stan Retz's absence is noted at 9:45 a.m.

Robert Jordan, Secretary, inquired the intent of the presentation. Troy Post, CEcD, NBEDZ Executive Director, replied the GTR is funded by the City of Titusville and Brevard County; he explained County Manager Stockton Whitten advised him that it was more appropriate that before the GTR goes to the County asking for funding, that the Zone be given a chance to see if it might want to help with that funding request of \$35,000; that funding request would then be used in concert with the \$25,000 from the City to keep the organization going for another year; it would be a one-time annual gift that would be made to the organization; they would have certain metrics to meet; and they would be able to come back next year to reapply for the funding. He pointed out in the Strategic Initiative section of the Economic Development Plan (EDP) has to try and identify ways to partner with groups in the community to accomplish some of the things that are in the EDP; and he thinks the GTR fits that profile. He added, GTR originally approached the Executive Committee last month asking for funding for the calendar year 2015 for GTR; he stated some of the comments coming back from the Executive Committee meeting was is there ways to measure performance; Chairman Mikitarian asked for GTR to clarify the job description; GTR has improved the job description; and the applications filed, progresses made to issue micro loans, and the actuals of micro loans given are ways of tracking for performance measures. He stressed the importance of the performance of the Corridors and Beautification committee because candidates drive the area for a view; he stated he receives many calls from candidates telling him that they are not interested because the area looks like it is economically poor; and the Zone's job is to try and show them that perception is not reality and that the demographics are really there. He added, enhancing a corridor is very important in economic development; GTR can be measured by how many appearance improvements it had done; and GTR is an organization of volunteers who can go out

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and talk with many is another tool to help the Zone, because he is a staff of one. He went on to say the \$35,000 is not money that goes into a paint program, but is money that allows the GTR to hire a staff person who can coordinate these types of things through its volunteers and not through the Zone; and it enlarges the Zone's footprint for opportunity.

Donn Mount inquired if this assistance proposal falls under the requirement of return on investment. Mr. Post responded the assistance under Strategic Initiative would not have the same type of rate on return.

Dan Aton stated he is a member of the GTR board and he will be abstaining from the vote.

Micah Loyd stated he would like to have more of what the Zone's expectations are that are spelled-out in the agreement for the funding; he expressed his appreciation for the educational pieces that GTR can provide; and he suggested ensuring clarity of what the Zone's expectations are.

Mr. Post advised approval of the funding is needed today and he will bring back next month the interlocal agreement.

Motion by Louis Sanders, seconded by Donn Mount, to approve funding \$35,000 for Fiscal Year 2014-2015 for staff support services of a full-time Greater Titusville Renaissance (GTR) Executive Director. Motion carried and ordered, with Dan Aton abstaining from the vote.

V. Discussion and Direction:

New Business:

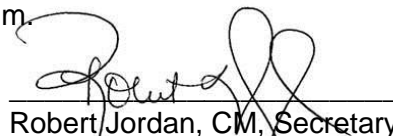
Old Business:

Troy Post, CEcD, NBEDZ Executive Director, stated initially the Zone was working under the belief that the City of Titusville is willing to provide funds of \$50,000 to the Zone as a grant award, but there is a sunset provision for March 2017; the Zone will have to return the \$50,000 granted award that is being used for some of the engineering costs at Spaceport Commerce Park (SCP).

Motion by Paul Cardwell, seconded by Micah Loyd, to approve the Interlocal Agreement between the City of Titusville and the NBEDZ to provide funding for an economic development on a 38-acre parcel Project at the Spaceport Commerce Park (SCP). Motion carried and ordered unanimously.

Public Comments:

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



Robert Jordan, CM, Secretary

Approved by the Board October 10, 2014