
BUSINESS DEVELOPMENT COMMITTEE

MEETING NOTICE AND AGENDA

Tuesday, June 25 2019 - 5:30 p.m.

Building Dept. Conference Room, Rockledge City Hall,
1600 Huntington Lane, Rockledge Florida 32955

1. CALL TO ORDER
2. APPROVAL OF MINUTES- Regular Minutes of April 30, 2019
 - A. Attendance Records
3. PERSONAL APPEARANCES / PRESENTATIONS
4. OLD BUSINESS
5. NEW BUSINESS
 - A. Action: Select Chairman and Vice Chairman
 - B. Action: Select Business of the Quarter – 2nd
6. REPORTS & COMMUNICATIONS
 - A. Report: Community Redevelopment Agency/Britta Kellner, CRA Coordinator
 - B. Report: Economic Development Committee (EDC)/Liz Logan
 - C. Report: Projects Update/Alix Bernard, Planning Director
7. ADJOURN

**BUSINESS DEVELOPMENT COMMITTEE ATTENDANCE
2019**

<i>BOARD MEMBERS</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>APR</i>	<i>MAY</i>	<i>JUN</i>	<i>JUL</i>	<i>AUG</i>	<i>SEP</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>
					Site Visit						Site Visit	No Meeting

ECHERD, Trevor	P	E	P	P	U							****
EDWARDS, Art	P	P	P	E	P							****
FARRELL, Sean			New Member	P	P							****
GROSSMAN, Paul (V)	P	P	P	P	U							****
HENN, Daniel (C)	P	P	P	P	P							****
LOGAN, Elizabeth	P	P	P	E	P							****
MONACO, Janet	P	P	P	P	P							****
RAMSEY, Ronald	E	P	P	P	P							****
TIDD, Amy	P	P	P	P	P							****
WHITE, Francis III	P	P	E	E	P							****

P = Present
E = Excused Absence
U = Unexcused

No meetings held in July or December due to the holidays.

RESOLUTION #2002-540

SECTION 4

Members missing three consecutive meeting (unexcused) or four meetings within a twelve-month period shall be removed from the board. The City Council may remove any members of the board with or without cause.

**ROCKLEDGE BUSINESS DEVELOPMENT COMMITTEE
MEETING MINUTES**

Tuesday, April 30, 2019 - 5:30 p.m.

1. CALL TO ORDER

The Rockledge Business Development Committee met on Tuesday, April 30, 2019, at 5:30 p.m. in the Building Department Conference Room at Rockledge City Hall, 1600 Huntington Lane, Rockledge, Florida.

MEMBERS PRESENT: Dan Henn (Chairman), Paul Grossman (Vice Chair), Amy Tidd, Janet Monaco, Ronald Ramsey, Trevor Echerd and Sean Farrell.

MEMBERS ABSENT: Adam Copenhaver (unexcused), Art Edwards (excused), Frank White (excused) and Elizabeth Logan (excused).

STAFF PRESENT: Brenda Fettrow, City Manager, Alix Bernard, Planning Director; Britta Kellner, Community Redevelopment Coordinator; and Tracy Priebel, Recording Secretary.

With a quorum present, the meeting was called to order by Chairman Henn at 5:30 p.m.

2. APPROVAL OF MINUTES (Regular Minutes of March 26, 2019)

- Regular Minutes of March 26, 2019

By motion of Paul Grossman, seconded by Trevor Echerd, the Business Development Committee moved to approve the minutes of the Regular Meeting of March 26, 2019 and the Attendance Record of same and passed unanimously.

A. Attendance Record

See Item 2, Approval of Minutes.

3. PERSONAL APPEARANCES/PRESENTATIONS

None

4. OLD BUSINESS

None

5. NEW BUSINESS

None

6. REPORTS & COMMUNICATIONS

A. Report: Community Redevelopment Agency/Britta Kellner, CRA Coordinator

CRA Coordinator Britta Kellner reported there are 6 façade grants nearing completion; 4 new prospects; 3 reimbursable. Ms. Kellner presented the Business of the 1st Quarter award to the owners of Indian River Furniture. Britta also stated she will be speaking at the Career Source Brevard annual staff retreat later this week to report on Rockledge projects, etc.

Alix Bernard, Planning Director, listed the coming events:

- Day of Prayer, **May 2**, 1:00 PM at the Council Chamber at City Hall
- Movie in the Park, **May 10**, 7:30 PM at Larry Schultz Park
- Shred Event, **May 18**, 8:00 AM at 1801 S. Fiske Blvd.
- Memorial Day Ceremony, **May 26**, 2:00 PM at Rockledge High School auditorium
- Golf Tournament, **June 8**, 8:30 AM at Turtle Creek

Amy Tidd asked about the ending of Redevelopment and beginning of Renewal for Rockledge. Ms. Kellner stated the plan for “sunsetting” the CRA program is scheduled for the end of FY 2026. Dr. Fettrow also stated that the CRA for the City will be debt free at that time.

Dr. Fettrow and Alix Bernard talked about the upcoming Interlocal Agreement with Brevard County and the Business Overlay District that, if implemented by the City Council, will continue redevelopment concept, but without CRA funding.

Chairman Henn encouraged members to meet with Britta to learn about CRA.

B. Report: Economic Development Committee (EDC)/Liz Logan

Liz Logan reported the following:

- Liz Logan was not in attendance, but wanted to let the Committee know that she would be attending the Tax Abatement meeting next week and would report at the next meeting. Dan Henn talked about the EDC and its importance to the City.

C. Report: Projects Update

Brenda Fettrow, City Manager reported on the following projects:

- Dr. Fettrow will be speaking at the Chambers Government Affairs Committee on 5/3/19.
- The Civic Hub is almost complete, should be done by mid-June.
- The Fire Station #36 on Fiske Blvd is scheduled to be complete by mid-May. The irrigation, landscaping and furniture are in-work now. Cities around the state have already asked about visiting the new station.

Alix Bernard, Planning Director reported:

- The rezoning for the multi-family project at Barton Commons is scheduled for June.
- The City is aggressively moving forward with CRA projects.
- The Senior Assisted Living project is still looking for a General Contractor.
- Your Life is in site plan review.
- Shell Harbor will be clearing land in the next two weeks.

DISCUSSION:

Chairman Henn asked for any other reports:

Members introduced themselves to new member, Sean Farrell.

- Dr. Fettrow reported there was an armed robbery on Barton, the police are in pursuit.
- Janet Monaco reported that Mariner's is moving out, hence a new business opportunity is available.
- Ron Ramsey reported that his Ice Cream Hut was voted as one of the Top 5 Hidden Gems in Brevard.
- Dan Henn reminded everyone about recent IRS scams and that the IRS will not call you.

NOTE: Next meeting is the site visit, details to be sent when set.

7. ADJOURN

There being no further business to come before the Committee, the meeting adjourned at 6:20 p.m.

Submitted by:

Tracy Priebe, Recording Secretary

Approved by:

Chairman, Business Development Committee

BUSINESS OF THE QUARTER/YEAR CRITERIA/FORM

"Community Involvement isn't Just Important. It's Essential."

Guidelines:

1. Must be located in the City limits of Rockledge and hold a current Business Tax Receipt License for a minimum of one year.
2. Community involvement.
3. Business Appearance: Interior and exterior properly maintained.
4. Customer Service: Are the employees knowledgeable about the product? Are they courteous and friendly to customers?
5. Any company nominated throughout the year would be eligible to win Business of the Year Award (providing they have met items 1-4).

Instructions: Rate each property using the criteria below. Assign a rating from 1 to 5 in each category, with 1 being the lowest and 5 being the highest.

Property Information	Held a Business Tax Receipt for a Minimum of One Year	Community Involvement?	Business Appearance: Interior and Exterior Properly Maintained?	Customer Service: Are the employees knowledgeable about the product? Courteous and friendly to customers?	TOTAL:
Business Name: Edward Jones Owner/Manager: Steven Phelps Address: 1970 Rockledge Blvd Phone: 321-636-6882					
Business Name: Rockledge Gardens Owner/Manager: Theresa and Kevin Riley Address: 2153 US Hwy 1 Phone: 321-636-7662					
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					
Business Name: Owner/Manager: Address: Phone:					

Business Development Committee

Business of the Quarter – 2nd Quarter

Staff Suggestions

Edward Jones: Steven Phelps, Edward Jones Financial Advisor has been a business anchor in the Rockledge community serving our citizenry since 1994. Mr. Phelps, a Rockledge native and resident for over two decades, provided services from his office on Barton Boulevard and recently relocated his firm to Rockledge Boulevard. Mr. Phelps made a considerable private investment supplemented by a façade improvement grant from CRA to install new LED signage. His firm is focused on building strong relationships with those seeking assistance and on achieving the best possible investment portfolio for each client. His firm also dedicates time each week for pro bono services for individuals needing financial advice who cannot afford assistance.

Past and current community service includes: prior chairman for the Wuesthoff Health Systems and the Salvation Army Advisory Board; vice-chairman of the 4-H Foundation; board member for the City of Rockledge General Pension and the Brevard County Finance Committee; elder at Georgianna United Methodist Church; member of the Brevard County Civilian/Military Council; Military Officers Association of America and Cocoa Beach Regional Chamber of Commerce.

Rockledge Gardens: Rockledge Gardens has been a business in Rockledge for over 60 years. They continue to give back to the community in a variety of ways, as we learned at the site visit last month. Rockledge Gardens has a monthly clothing swap for young families. This is just one example of them being more than a nursery. In addition, they also have a farmers market twice a week with regional fresh organic fruits and vegetables, Yoga class on Tuesday nights, and an educational pavilion where you can take a gardening class. They designed and donated all the plants at the edible garden at Anderson Park. They also have a little library where one can get a free book. Whenever the City has needed anything they have always been extremely quick to respond. On the site visit, they wanted our feedback on how they could make improvements. This shows how they want to engage with the community.

Business Listing Report

Business Name	Business Add'l	Business ID	Bus Type ID
ALL AROUND ROOFING AND EXTERIORS F	1264 ROCKLEDGE BLVD #101	(850) 808-7663	073621
NATE'S DRYER VENT CLEANING	993 CARDON DR	(321) 872-7782	073620
OFF THE WALL SPORTS ZONE LLC	590 SOLUTIONS WAY 120	(321) 339-4463	073622

ROOFING CONTRACTOR-CCC1331904
 DRYER VENT CLEANING
 SPORTS INSTRUCTION & EXERCISE FOR CHILDREN

Total Businesses: 3

Report Filter Query:
 BUS_BusinessTypeID (Businesses.busType) Not = 44C
 AND
 BUS_StartDate (Businesses.startDate) Between 05/01/2019 AND 05/31/2019

Report Options Summary: