

Hardee County Economic Development Council/Industrial Development Authority
Regular Meeting Minutes
April 14, 2015
Hardee County BOCC

Vanessa Hernandez- Chair-P
Gene Davis- Vice Chair-P
Dottie Conerly-P
Diana Youmans-P

Donald Samuels-P
John O'Neal-P
Michael Prescott-P

Doug Jensen-A
Monica Reas-P
Lory Durrance-P

The meeting was called to order at 8:30am by Chair Hernandez.

Visiting: Loran Cogburn, Henry Kuhlman, John Schneider, Pam Belflower, Robert Cole, Casey Dickson, Stan Pelham, Rhonda Cole, Sharon Moye, Kristin Giuliani, Vanessa Thomas, Autumn Blum, Abel Hernandez, Trey Flemer, Sheriff Lanier, Denise Hamilton and Don Chancey.

County Attorney: Ken Evers

County Commissioners: Mike Thompson, Colon Lambert and Sue Birge

Press: Michael Kelly

Staff: Bill Lambert, Sarah Pelham and Kristi Schierling

Agenda: Director Lambert suggested moving Item 8 to Item 4 and move everything else down. Add Florikan under the Staffing discussion. Gene Davis made a motion and was seconded by Monica Reas to accept the agenda with the changes. Motion passed unanimously.

Minutes: Mike Prescott made a motion and was seconded by Dottie Conerly to approve the 3/10/15 minutes as presented. Motion passed unanimously.

Gene Davis made a motion and was seconded by Diana Youmans to approve the 3/17/15 minutes as presented. Motion passed unanimously.

RFP discussion for Public Relations, Communications and Marketing

Keith Rupp, who is with TuckerHall, was here to give input related to the RFP discussion. The mission of the EDC/IDA is to create more jobs for Hardee County and strengthen the economic base. Mr. Rupp recommends asking for three general areas for the respondents to address. The first would be discussion of the parties themselves in terms of expertise, familiarity of Hardee County and Central Florida. Second, how would the plan be developed, audit review, SWOT review. Lastly, more thorough look at the execution plan over time. We should also have short term and long term goals and maybe addressing the differences in the IDA and EDA funding. Director Lambert had included in the agenda packet some example RFP's from other entities. Director Lambert is asking for permission to go ahead and draft a RFP to bring back to the board. TuckerHall will not be in the process/development of drafting the RFP.

Dottie Conerly made a motion and was seconded by Diana Youmans giving permission for the director to develop a request for proposal for public relations, communications and marketing and to bring back the draft RFP at a special meeting or the next regular meeting. Motion passed unanimously.

Peace River Paddle Sports & Kuleana Adventures Draft contract for approval

A question was brought up of why tourism is part of their contract. Chair Hernandez explained that this was part of their EDA application. There were two parts to the business, tourism and paddleboard manufacturing. The business was presented to and approved by the EDA. Attorney Evers is comfortable with the agreement and every effort was made to address deficiencies in prior contracts with job creation and deliverables. Attorney Evers also went over the deliverables and other parts of the contract.

Diana Youmans made a motion and was seconded by Monica Reas to approve the contract. Motion passed unanimously.

**A break was had from 10:08-10:21am.

Response to RFP Fill Line Manager Presentation

There was only 1 response to the RFP, Debut Development, LLC. They were here with a presentation. The RFP was advertised in the local paper for two weeks and was also listed on Demand Star. Kristin Giuliani and Vanessa Thomas are Debut Development, LLC. They both gave their background information. Vanessa Thomas has a Master's Degree in Cosmetic Science and has years of experience in product development and manufacturing experience and Kristin Giuliani has a background in marketing and sales in both supplement and skin care companies. A copy of their presentation is on file at the EDC office. There are monies appropriated in the EDA budget for the fill line that has been approved by the EDA. Debut Development also put in their proposal that they have been and will continue to work with the SBDC and work with or assist any tenants with SBDC as well.

Contract Considerations for Fill Line Manager

An outline was included in the agenda packet for language for the Fill Line Management contract. The money that is appropriated for the fill line is in total. Debut Development will need to generate revenue by bringing in clients and customers for sustainability. A termination clause will be in the contract. We can also add a projection/self-sufficient clause in as well. Debut Development's goal is to be self-sustaining by the end of the year. They have already spoken with three companies who are interested in using our fill line. Director Lambert will change the term from 5 years to 3 years with a renewal provision upon board approval. We are accepting Debut Development as the only respondent to the RFP. We will negotiate with Debut Development and bring back a contract at the next meeting for approval. There will also be a lease developed for the leased space of the fill line area to be paid to the IDA. The fill line has been inspected by the State. Cosmetics can start being produced today. The OTC license requires a security system. Once that is installed, that license can be issued.

Lory Durrance made a motion and was seconded by Dottie Conerly to direct Attorney Evers and Director Lambert to draft a contract with Debut Development and bring back at the next meeting. Motion passed unanimously.

Staffing, Legal Counsel and Staff Evaluation discussion

Attorney Evers recommended doing a RFP for legal services. He will bring a RFP for discussion back to the board and we will also discuss how and where to advertise for this service. We can customize the scope based on what the board wants. Chair Hernandez has reached out to other agencies for their evaluation process and if they could share any information. She has also talked with staff regarding their current job descriptions. Chair Hernandez announced that Sarah Pelham will be leaving to pursue her own endeavors. With this change in employment we should think about the staffing needs in the office. Chair Hernandez would like to see someone with the skills of a project manager/CFO. We can also look

at someone with clerical, IT as well as someone with public records expertise. The Board needs to come up with criteria for the position(s) we need and then we can advertise. Staff will send out the current job descriptions for the board to go ahead and start reviewing. This gives us a good time to redo job description for the current staff. We may have a special meeting for this, the legal services and Debut Development's contract. Staff will work on a meeting date and send it out to the Board for the special meeting.

Florikan

Florikan has sent us a Landlord's Consent and Waiver Agreement. Attorney Evers went over this. It is required by their lender that we subordinate our position with respect to their collateral. It is saying that we agree to not go in the building and take the equipment that is being used for collateral.

Lory Durrance made a motion and was seconded by Monica Reas to approve with authorization for the Chair to sign and subject to final approval by Attorney Evers with him reviewing the list of equipment as an attachment. Motion passed unanimously.

Financial Report

Sarah Pelham reviewed the EDC and IDA financials from the previous month.

A motion was made by Monica Reas and seconded by John O'Neal to approve the EDC and the IDA financials. Motion passed unanimously.

Announcements

Mike Prescott announced that he will be resigning from the board. He has taken a position with Florida Citrus Mutual and will not have the time to devote to both boards.

The meeting was adjourned at 12:42pm by Chair Hernandez.