



MINUTES

Hardee County Economic Development Council Hardee County Industrial Development Authority

Commission Chambers 412 W. Orange, Room 102, Wauchula, FL 33873 Regular Meeting

2/14/2017 8:30 AM

BOARD MEMBERS

Vanessa Hernandez, Chairwoman | Gene Davis, Vice-Chairman | Monica Reas | John O'Neal | Dorothy Conerly | Lory Durrance | Bill Lambert

1. Call to Order

Attendee Name	Title	Status	Arrived
Vanessa Hernandez	Chairwoman	Present	
Gene Davis	Vice-Chairman	Present	
Monica Reas	Board Member	Present	
John O'Neal	Board Member	Absent	
Dorothy Conerly	Board Member	Present	
Lory Durrance	Board Member	Present	
Bill Lambert	Economic Development Director	Present	
Sarah W Pelham	Economic Development Corrdinator	Present	
Kristi Schierling	Economic Development Office Manager	Present	

Visiting: Drew Varner, Veronica Hurst, Bruce Stayer, Charlie Cox, Rhonda Cole, Eddie Davis, Arnold Lanier, Kristin Giuliani, Vanessa Thomas and Tommy Watkins

County Attorney: Ken Evers

County Commissioners: Mike Thompson and Sue Birge

Press: Michael Kelly

2. Approval of Agenda

Item 2.1. Motion to approve the agenda with the changes

Director Lambert asked to replace 4.3 with Command Center Discussion.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Lory Durrance, Board Member
SECONDER:	Gene Davis, Vice-Chairman
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

3. Approval of Minutes

Item 3.1. 1166 : January 2017 minutes- Motion to approve as presented

RESULT:	APPROVED [UNANIMOUS]
SECONDER:	Dorothy Conerly, Board Member
AYES:	Hernandez, Davis, Conerly, Durrance
ABSENT:	Reas, O'Neal

4. Agenda Items

Item 4.1. PFM Presentation

Veronica Hurst was at the meeting today to give an update to the board and to also show the backpack generator. PFM currently has 4 different types of generators and they are multi fuel. The one that was brought to the meeting today is their 500 watt backpack generator. There are USB ports on the face for different uses. This particular generator is more for the use of Homeland Security and military sites. It can run on E85, alcohol, jet fuel and other types of fuel. PFM has begun receiving purchase orders for this generator. They currently have 12 employees and will be adding 2 more on March 18th. PFM also won a contract with a billion dollar company to develop APU's for the executive jet markets. They will deliver the first 2 prototypes to this company in May.

Item 4.2. Debut Development Presentation

Kristin Giuliani and Vanessa Thomas came to give a recap of the last year. They have been to many trade shows and plan to go to many more this year. Debut Development is currently working on organic certification. They have worked on many marketing efforts and one was working with other manufactures on referrals. These manufacturers would refer customers to Debut and Debut would refer customers to them. A customer on the east coast could be using a manufacturer on the west coast and they would be referred to Debut as they would be closer to them. The lab was completed last year and their is construction currently going on to give Debut offices, conference room and a break room. There is also a second fill line area being constructed that would keep the powder products separated from the other products. Debut Development is sustainable and they have not sought a reimbursement since December. Debut is offering more services such as third party logistics, sales support, product development, marketing and social media support. There are currently 9 core customers. Two of these were home based and one is a brand new launch. They have 26 customers is process with 8 of them having commitments. Debut is also working with another new Hardee County business that is working on a hair care line and are hoping to launch in the 2nd quarter.

Item 4.3. Command Center Discussion- Motion to move forward and not to exceed \$50,000

Director Lambert let the board know that the cost of this has gone up due to different fees that are being assessed such as SWFWMD fees, permit fees, engineering fees, etc. The building cost, for it to be built and constructed, is now \$23,000. The new cost is now around \$50,000. There are also other costs for the site work and any road work. Director Lambert wanted to have the discussion on who should share in the costs with the IDA. Sheriff Lanier and Mike Thompson, who were both at the meeting, said that they would need to look at their budgets to see what they would be able to contribute. Chair Hernandez does not want to use tax payer dollars to aid in the construction of this. She understand the wanting of the partnership to help construct the building but feels our money would be best. Lory Durrance wants to go ahead and have the IDA fund it and to

not exceed the \$50,000 estimated costs. Sarah Pelham said that we should have a better knowledge of the costs at next months meeting. These funds will come out of the special revenue fund.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lory Durrance, Board Member
SECONDER:	Monica Reas, Board Member
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

Item 4.4. Peace River Paddle Sports & Kuleana Adventures- Discussion

Peace River Paddle Sports has been struggling for a long time. Manufactueing costs were too high to continue production. Trey Flemer did sign everything over to the IDA. At the last EDA meeting, we got permission from the EDA to transfer the assets over to the BOCC. Our office has been talking to another company that would like to take over the rental portion of the business. We would like to talk to them before we transfer any assets over to the BOCC. The rental assets equal to about \$45,000.

Item 4.5. 1160 : Will Duke Rd- Motion to approve the bill of sale

This bill of sale is actually for the REA Rd. & Hwy 17 system. This bill of sale will be transferring the water main, lift station and force main to the City of Wauchula.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lory Durrance, Board Member
SECONDER:	Monica Reas, Board Member
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

Item 4.6. Steele Equine Update

We spoke to the EDA regarding the financing of this project. The bank that is negotiating the financing could not come to an agreement that all of their money go in first and then the EDA's money go in last. We asked the EDA if we could use the money simultaneously and they did agree to that by motion. The bank is finishing the finance package with Steele Equine and once they do we will bring back a formal contract.

Item 4.7. 1153 : Incubator lease agreement- Tim Wells- Motion to approve with the addition of the office space added in at \$6 sq/ft

Tim Wells has a California Cabinet type manufacturing business. This is for a 3,000 sq ft space in the NE corner of the building. Manufacturing/warehouse space is \$2 sq/ft and office space is \$6 sq/ft. We will have to bring back a modified lease to show the office space included. This business is not seeking an EDA grant. When we formulated the draft lease, the office space was not discussed. We will draft a new lease with the office space added in.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Monica Reas, Board Member
SECONDER:	Dorothy Conerly, Board Member
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

Item 4.8. 1154 : NRCM contract-Motion to approve the 90 lease agreement with NRCM

The agreement provided today is a 90 day preliminary agreement. This allows NRMC to continue moving forward on their side with engineering and to spend money. The complete lease agreement is still in the works

and has not been finalized yet. This agreement gives assurance to NRCM that the IDA will not sell this building or enter into any agreements with another company while we are in negotiations with them.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Gene Davis, Vice-Chairman
SECONDER:	Lory Durrance, Board Member
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

Item 4.9. Discussion regarding the floor at the MOBO building

To meet the new wind codes, we have poured a perimeter footing around the outside of the building. It has rebar tied in to the original slab and steel columns and rebar is also being glued into the floor. We did it this way because we will not have to do work stoppage on the construction of the building. Side walls have begun to be put up. NRCM needs about another 45-60 days to finish their interior design. A full footer will be poured by the end of the week. Interior floor will be poured after the design is complete. If NRCM makes any substantial changes to our drainage design, they will be responsible for the costs.

Item 4.10. Spec Building discussion- appropriation and EDA grant application

We are moving ahead with the preliminary planning on the spec building. If Mr. Stufflebean continues, it may be more appropriate to look for a spec building for this business instead of building one. We would not build anything on property that did not belong to the IDA. They are looking at property located in the Ona and Fort Green area with rail and are looking for a temporary building and then to build a building with their own blocks. We will come back and ask for money to build a spec building from the EDA during their next grant cycle.

Item 4.11. Marketing -Marketing Alliance -Enterprise Florida grant

Sarah Pelham gave a marketing update to the Board. Enterprise Florida is focusing on marketing in the rural counties. We applied for a grant from them and were awarded. We will be producing a video for Hardee County. The grant is for \$10,000. Enterprise Florida will provide \$9,000 and we have to provide a matching amount of \$1,000. Marketing Alliance will do the video for us. They currently manage our website for us. We have to implement the video by June.

5. Chair Updates/Project Updates

Director Lambert read Diana Youman's resignation.

Item 5.1. Mosaic Report-presentation

Director Lambert and Sarah Pelham went over the Mosaic Report. This will be the 7th year that we have been receiving the Mosaic money. The IDA is growing their real estate portfolio. There is a total of 276,836 square footage with a total asset amount of \$19,432,220.00 Our vacant land value is around \$1,500,000.00. We have a total of \$4,969,754.45 in appropriations in this fiscal year and a total unallocated balance of \$6,273,145.55. In May 2017, we will have received \$30,000,000 from Mosaic. A total of 437 jobs have been produced with these funds.

Item 5.2. Performance Evaluation

Chair Hernandez reviewed Director Lambert's evaluation. He received a total overall score of 4.63. We will discuss any salary changes in the March meeting. Director Lambert gave his comments and thanked the Board as well.

6. Financials

Item 6.1. 1167 : Special Revenue Fund Budget Amendment- Motion to approve budget amendment

Charlie Cox had one budget amendment today for the Special Revenue fund. The Hogan Street appropriation did not get carried over to this year's budget. This amendment is to add it to the budget and the amount is \$20,000.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Monica Reas, Board Member
SECONDER:	Lory Durrance, Board Member
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

Item 6.2. January 2017 Financials- Motion to approve as presented

The audit is moving along and we should have a draft very soon. Charlie has helped them with providing them with things they needed and any background information. It has went smoothly. \$600,000 has come in from the Clerk in January. We have about \$600,000 left to receive. The audit should be presented in next month's meeting.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Monica Reas, Board Member
SECONDER:	Gene Davis, Vice-Chairman
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

7. Announcements/Other Business/Public Comments

We received a request from Parley Produce waiving its landlords lien on their equipment that is out on our property where they are planting their watermelons. We do not have the updated document. It was sent in the EDC's name and is being changed by them to the IDA's name. Ken suggests that we go ahead with it and to authorize the Chair to sign once it has been corrected.

Commissioner Thompson has been thinking about trying to provide truck parking. It will be needed and we should give some thought to it. Hamilton County built one and it generates about \$2 million in fuel taxes. A good start would be a lighted area for a rest stop.

Our next meeting date has conflict and it is spring break week. Chair Hernandez suggested March 7th but that is not a good date for others. Staff will work on getting dates out to board that will work for everyone. Lory Durrance has surgery scheduled for March 7th and will miss the next 2 or 3 meetings.

Item 7.1. authorize the Chair to execute the Landlord lien

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Lory Durrance, Board Member
SECONDER:	Gene Davis, Vice-Chairman
AYES:	Hernandez, Davis, Reas, Conerly, Durrance
ABSENT:	O'Neal

8. Adjournment