

**Minutes of the
Comprehensive Economic Development Strategy
Committee Meeting
Treasure Coast Regional Planning Council
421 SW Camden Avenue, Stuart, Florida 34994**

Thursday, September 8, 2011

The meeting was called to order at 2:00 p.m.

The following members and staff were present:

Martin County	Tammy Simoneau Anthony Parkinson Tim Dougher
Palm Beach County	Paul Skyers Sherry Howard Seabron Smith Gary Hines Peter Pignataro for Steve Craig
Indian River County	Helene Caseltine Andrew Kennedy
St. Lucie County	Michael Corbit Howard Fein Teri Pinney Derek Moore
Staff	Greg Vaday Michael Busha Penny Myszkowski
Visitors	None

Roll Call

Staff called the roll and announced that a quorum was present.

Agenda

Motion was made by Gary Hines and seconded by Howard Fein to approve the September 8, 2011 CEDS agenda. Motion was approved unanimously.

Motion

Minutes

Motion was made by Paul Skyers and seconded by Howard Fein to approve the June 16, 2011 CEDS minutes. Motion was approved unanimously.

Motion

Six Pillars Planning Process and the CEDS – Mike Busha, TCRPC

Michael Busha, Executive Director, Treasure Coast Regional Planning Council, gave an overview of the Six Pillars Planning Process. This is a program that provides a common language that is already used by many Chambers of Commerce in economic development. On September 19th, in Orlando, the Florida Chamber will release its statewide plan under the Six Pillars. Mr. Busha said all eleven regional planning councils are designated as economic development districts, and will be doing an update of their Comprehensive Economic Development (CEDS) Strategy Plan by next September. The directors of all the regional planning councils have discussed that those plans will incorporate the six pillars' language. The six pillars categories are:

1. Talent Supply & Education
2. Innovation & Economic Development
3. Infrastructure & Growth Leadership
4. Business Climate & Competitiveness
5. Civic & Governance Systems
6. Quality of Life & Quality Places

The projected goals are:

1. Prosperity & High Paying Jobs
2. Vibrant Communities
3. Global Competitiveness

The program is franchised and the Palm Beach County Economic Council found private funding to incorporate this at the Palm Beach County level. Mr. Busha suggested that the CEDS Committee use these principles in rewriting the CEDS Plan. Mr. Busha also said that he and Jim Murley, the Director for the South Florida Regional Planning Council, have been discussing the possibility of a second CEDS that would encompass the seven county region for common economic development needs. This would be done in addition to rewriting the existing CEDS.

Tammy Simoneau asked about the Collins Center. Mr. Busha said that one branch is still intact, but not active at the time.

Mr. Busha added that the Sustainable Communities Initiative Grant, the seven county regional blueprint for economic prosperity, will kickoff in late Fall. The HUD funded initiative was more about diversifying and changing our economy. Mr. Busha said this year the Administration Commission will do an evaluation of the current State plan. At a meeting in Sanibel, Florida, he and Martin County Commissioner Doug Smith, the President of the Florida Association of Counties, participated in discussions about the many regional visioning efforts in the State. The goal is to combine regional visions and

engage the private sector. The Governor has a Transportation Vision for the 21st Century. The new Department of Economic Opportunity, which includes Enterprise Florida and the remaining Department of Community Affairs, just released their business plan for jobs for the State.

Howard Fein asked Ms. Simoneau if during the six years she was involved with the CEDS Committee, what score she would give to the amount of success achieved in implementing new projects. Ms. Simoneau said she would rate the success rate “B” because a number of projects considered and recommended by the CEDS Committee for funding have successfully been funded and completed. She added that by following the guidelines of the Pillars, the future projects presented for funding can be positioned to be compatible with the larger region’s goals.

Ms. Simoneau encouraged CEDS members to visit the Six Pillars website and become more familiar with its language.

Teri Pinney made a motion to accept the language of the Six Pillars as the framework in rewriting the CEDS Plan. The motion was seconded by Gary Hines and was unanimously approved.

Motion

CEDS Rewrite – Greg Vaday, TCRPC

Mr. Vaday said the wording of the CEDS Plan is good for basically five years. The CEDS is funded by the Economic Development Administration (EDA) to rewrite or update this plan every five years. The projects and focus need to change with the economic times, although many of the principles are still current.

Mr. Vaday showed a powerpoint presentation entitled “2011 CEDS Plan Rewrite” It showed current national and regional economic trends in jobs and employment and a number of graphs projecting job growth in Florida in construction, leisure and hospitality, health care, and professional services and also pointing out regional unemployment statistics and the vision for the future. He said there is an effort to align policies, resources, partnerships, and sustainability in the larger seven county region, wherever possible.

Helene Caseltine said she had been to a couple of conferences in the last six months where there was a panel of tech consultants representing the manufacturing industry across the country. In most instances they said that manufacturing is beginning to come back to this country from offshore. The cost is starting to go up for offshore manufacturing and the quality of the products is not as good. Mr. Vaday noted when the cost of transporting goods from China rises too much because of the price of fuel, that should help bring manufacturing back.

Mr. Vaday said the webinar for the Florida Eight is September 29th at 2:30 and he will make that available.

The 2012 CEDS Plan Outline is as follows:

1. Acknowledgement
2. Preface (will include the Six Pillars)
3. Forward
4. Executive Summary
5. Analysis of the Region
6. Summary of Strategic Findings
7. CEDS Goals and Objectives
8. Community and Private Sector
9. Strategic Projects, programs and Activities
10. Vital Projects
11. Performance Measures
12. Appendices

Anthony Parkinson asked if obtaining public and private sector capital is mentioned in the plan. Mr. Vaday answered that one accomplishment in 2007 was the formation of the Research Coast Business Financial Consortium which included a number of banks that would look at and help fund regional projects.

The CEDS Committee is going to a monthly meeting schedule to work on the CEDS Plan which will be recommended for approval by the CEDS Committee by September 13, 2012 and approved at the Treasure Coast Regional Planning Council's meeting on September 16, 2012. The Plan will then be transmitted to EDA for approval and acceptance by September 30, 2012.

Howard Fein said that County Commissioners have supported quality of life and sustainability in St. Lucie County, but it has not helped the economy, job provision, and commercial development. He said St. Lucie County's land development codes have set aside less than three percent of the county for industrial and commercial use and that future land use is thirty percent less. This has impacted development of the Port of Fort Pierce while single family residential has continued to develop.

Mr. Vaday said that the CEDS Plan cannot compel a county to make land use changes, but CEDS members can go to their Commissioners and get them thinking about these issues. There are strong movements to encourage regional change and as a strong network and partnerships are created on the Treasure Coast, it will impact economic development. Mr. Fein said that as long as the infrastructure logistics are not changed, manufacturing will not be able to be brought back into the county. Mr. Vaday said years ago, St. Lucie County had an economic development public arm that is no longer there.

Anthony Parkinson gave an update on development in Martin County. In conjunction with the county and the Rio CRA, they are building a concept of a totally sustainable living environment for housing. Thirty six units of container housing will be built with no water and no electricity cost to owners. They are bringing in a reverse osmosis water unit from Germany. A model water treatment will be set up for one month showing how

water will be treated. A single family unit will be about \$56,000. A three bedroom unit will run about \$100,000.

Public Comment

None.

CEDS Committee Comment

CEDS members requested a copy of Mr. Vaday's powerpoint presentation. Staff will e-mail the presentation to members.

Staff Comment

Mr. Vaday said that as the committee goes through the CEDS Plan outline, he would like to focus on a few outline items per month. Staff will provide a draft of each item for refining and rewriting.

The next CEDS meeting is on October 13, 2011 at 2:00 p.m. at the Treasure Coast Regional Planning Council office.

The meeting was adjourned at 3:35 p.m.