

# ECONOMIC OPPORTUNITY ADVISORY COUNCIL

## JANUARY 23, 2019 MEETING MINUTES

Members Present: Mike Gill, Greg Federline, Joe Marotti, Graylon Perkins, Barbara Revels, Jim Ulsamer, Frank Zedar

Members Absent: Donald O'Brien

Staff Present: Helga van Eckert, Executive Director  
Katrina Austin, Project Manager  
Lili Tuggle-Weir, Marketing Specialist

Call to Order: Mr. Federline called the meeting to order at 9:00 A.M.

1. **Roll Call:** A silent roll call was taken.
2. **Approval of Meeting Minutes:** November 28, 2018 - Adopted
3. **Partner**

- a. John Birney, Jr., Leader, Youth Leadership Flagler

Mr. Birney, addressed the council members to educate them about the Youth Leadership Flagler (YLF) program with the following:

- YLF participants apply in their Junior year of High School to participate in their Senior year
- Students attend monthly industry sessions to learn about career opportunities available in those industry sectors
- The program was founded by the 20<sup>th</sup> Flagler Chamber Leadership class
- The YLF is modeled after the Flagler Chamber Leadership program
- The YLF is in its 6<sup>th</sup> year
- The Young Professional Group supports the YLF
- Supporting members of the community include a County Judge, Fire Chief and Sheriff
- The program demonstrates to the students that they will have options after they graduate college to return to their home community of Flagler County and utilize their education and skills

Jaclyn Centofanti, Advertising Manager, Palm Coast Observer, then addressed the EOAC members with the following:

- The evolution of the YLF
- The connections, internships and job shadowing opportunities students have been able to take advantage of by participating in YLF
- The impact on participants' educational desires regarding college majors

The following YLF members addressed the EOAC and shared their experiences with YLF:

- Katerina Kouzina, Flagler Palm Coast High School
- Charles Smith, Flagler Palm Coast High School
- Liam Dineen, Flagler Palm Coast High School
- Megan Brink, Matanzas High School
- Anne Joseph, Flagler Palm Coast High School
- Gunnar Leili, Matanzas High School

b. Garry Lubi, Senior Vice-President of Commercial Banking, CenterState Bank

Mr. Lubi addressed the EOAC with the following:

- The history of CenterState Bank in Flagler County
- The values of a community bank
- Palm Coast is the leader in loan generation in the region. The region was the leader in loan generation for Florida.
- CenterState meets a diverse range of customer needs
- Community stewardship
- Service on the Flagler County Chamber Economic Alliance Advisory Committee to include:
  - Talent Planning
  - Job Growth and Median Wage Growth
  - Innovation and Fiber Optics
  - Entrepreneurship
  - Marketing the County
  - Infrastructure

c. Tom Hellman, President, SCORE

Mr. Hellman presented to the EOAC board covering the following:

- The structure of the organization
- Coaches are all volunteers
- How SCORE helps small businesses including:
  - Business planning to include exit strategies
  - Product and service review
  - Financial insights
  - Marketing and promotion recommendations
  - Resource planning
  - Strategies for starting and improving vendor relationships
- Local Chapter 2018 Performance Review as follows:
  - New Cases— 256 (down 6 percent)
  - Follow-Ons---337 (up 5 percent)
  - Total Cases----593 (even with last year)
  - Workshops: Attendees---1,864 (up 62 percent)
  - Total Chapter Services---2,911 (up 37 percent)
  - Platinum rating level among national chapters
- Impact on local communities
  - New businesses started – 177
  - Non-owner jobs created – 197
  - Total Chapter services – 2,127
- The percentage of SCORE clients in business grew from 33% in 2017 to 42% in 2018
- Key Partnerships in Flagler County

#### 4. Executive Director Report

Ms. van Eckert's address to the EOAC included the following:

- a. The regular date of the EOAC meetings has moved from the fourth Thursday of the month to the third Tuesday of the month.
- b. She would like a recommendation from the EOAC to the Board of County Commissioners (BOCC) to amend the current targeted industry representation of council members to include Life Sciences.

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Mr. Gill moved to recommend to the BOCC an amendment the current EOAC By-laws to include Life Sciences as a member represented industry in place of one of the current “at-large” positions. Mr. Marotti seconded the motion.

### **Motion passed unanimously**

- c. CareerSourceFV Award – We were awarded \$26,000 from CareerSourceFV to be used towards hiring a consultant to help create the County’s Opportunity Zone (OZ) strategy. A request for proposal has been publicized. The proposal review committee will consist of representatives from the City of Palm Coast, where the OZ is located, and the Flagler County Department of Economic Opportunity.
- d. Job Fair – The sixth annual Job Fair will be held at the Palm Coast campus of Daytona State College on March 1, 2019 from 11:00 am to 3:00 pm.
- e. Projects:
  - Heidi – The department submitted a proposal in November on this Life Sciences project. There has been one site visit by the site selector and will be returning for a second visit next week.
  - Price is Right – The project is moving forward. The company is working with the City of Palm Coast to resolve their incentive contract. Originally, there was a verbal agreement between the City and the company but when the contract was delivered to the company, it was different from what had been stated the incentive contract would be.
  - Project Ellert – The project is moving forward with construction of a medical/office building.
  - Project Spec - The first building is complete. Two businesses are interested in the property. The first business is a local business that is looking to expand. The other business manufactures screws used in orthopedic surgical procedures.

### **5. Council Comments**

- a. Mr. Gill extended his good wishes and thanks to County Administrator, Craig Coffey, for his service to Flagler County
- b. Mr. Gill stated that he would encourage the Commissioners to look for someone with a CEO mentality with vision. “The Commissioners need to articulate their vision for the County and to make sure it aligns with the vision of the next County Administrator.” He also stated that he strongly suggests the Commissioners consult with Ms. van Eckert and her team regarding the vision for economic development in the county and that the candidate will be fully vetted to ensure that individual has a strong understanding of economic development and the opportunities in Flagler County.

### **6. Public Comments**

- a. Rick Belhumeur, Flagler Beach Commissioner, addressed the EOAC regarding the elimination of the Bank of America branch and the opportunities that vacated building could present.

**7. Next Meeting:** February 19, 2019

**8. Adjournment:** The meeting adjourned at 10:15 AM