



EXECUTIVE COMMITTEE MEETING AGENDA (In Person Meeting)

Wednesday, June 1, 2022 – 9:00 – 10:15 a.m.

Indian River State College Chastain Campus – Wolf Technology, Building C
2400 SE Salerno Road, Stuart, FL 34997

1. 9:00 am **Welcome, Call to Order and Roll Call** – Jeff Leslie, President of the Board
2. 9:05 am **Public Comments**
3. 9:10 am **Partner Comments**
4. 9:15 am **Approval of May 4, 2022 Minutes (Action Item)**
5. 9:20 am **2 x 2 x 2.5 Board Initiative** – Jeff Leslie
6. 9:30 am **Discussion: Pulse Visits and General Assistance Requests**
7. 9:40 am **Discussion: Event Options for 2022 Martin County Business Awards** – All
8. 9:50 am **Follow-Up from May 24 BDB Special Meeting** – Joan K. Goodrich, Executive Director
9. 10:10 am **Officer Comments and Updates** – All
10. 10:15 am **Adjournment**

Upcoming Meetings | Events

Virtual Side Hustle to Main Gig Final Session with Business Advisory Panel:

Tuesday, June 7, 6:00 pm, Zoom

BDB Board of Directors: Wednesday, June 8, 8:30 am, IRSC Chastain – Bldg. C

Annual Briefing to the City of Stuart: Monday, June 13, 4:00 pm, City Hall

BDB Commercial Real Estate-Banking-Finance Roundtable: Thursday, June 16, 12 – 1:45 pm,
Martin County REALTORS of the Treasure Coast

5/27/2022 1:56 PM

A Stronger Economy is Everyone's Business.



BDBMC EXECUTIVE COMMITTEE MEETING MINUTES

Wednesday, May 4, 2022

Indian River State College Chastain Campus – Wolf Technology, Building C
2400 SE Salerno Road, Stuart, FL 34997

Present: Jeff Leslie, Tommy Bueno, Eric Kiehn, Patrick Gleason
Counsel: Ken Norman
Staff: Joan K. Goodrich, Ike Crumpler, Jaymie Sardo, Lynn Smith

1. **Call to Order & Welcome:** The meeting was called to order at 9:03 am by Jeff Leslie, President of the Board
2. **Public Comments:** None
3. **Partner Comments:** None
4. **Approval of March 2, 2022, Executive Committee Minutes:** Tommy Bueno moved to accept minutes as presented. Seconded by Eric Kiehn. Approved 4 – 0.
5. **Discussion: FY 2023 Proposed Business Plan and Budget -** Joan K. Goodrich presented the proposed FY 2023 Business Plan and Budget to the Executive Committee and highlighted the four (4) proposed priority area designed to build upon the BDB's efforts in FY 2022 and accomplish the following:
 - a. Informs Martin County is Open for Business (Now's the Time)
 - b. Fosters Leading Industries and Good Jobs (Hubs of Excellence)
 - c. Grows Our Own (Propel (*Entrepreneurship*), Pulse (*Business Retention Expansion*), Talent)
 - d. Promotes Strategic Areas and Districts for Job Creators

The Business Plan's proposed key metrics for performance accountability were also reviewed and discussed in depth with the result of adding number of businesses assisted to the top-level metrics of economic development announcements, jobs created-retained, square footage impacted, direct business capital investment generated, and referrals produced.

Ms. Goodrich also indicated the proposed FY 2023 Business Plan and Budget funds the next phase of the Now's the Time marketing campaign; key sales activities from the Hubs of Excellence Business Development Strategy focusing on the Aviation-Aerospace and Marine hubs; launch of the Corporate Council to lead the Pulse program featuring 50 visits-online surveys-year-end report; two Side Hustle to Main Gig cohorts; two Future of Work and Learning events; annual Martin County Business Awards and PR-Communications.

For staffing and leadership engagement in FY 2023, it was noted the budget funds the existing four full time positions, although as fundraising occurs and business development results and activities increase, staffing

plan upgrades may be needed. The current BDB Leadership Engagement Model launched in FY 2022 will continue and with a fundraising goal of \$185,000.

The Executive Committee stressed the importance of the addition, through the BDB's strategic advertising, storytelling and marketing efforts, the delivery of a more measured and defined approach on data points listing the specific ways the BDB has helped individual named local businesses, in what ways it has enhanced business development and promote and list itemized market attributes to drive the point that Martin County is open for business.

A motion was moved by Tommy Bueno to move the the FY 2023 Business Plan and Budget with proposed updates and the line-item budget as presented forward to the Board of Directors at their next meeting. Seconded by Eric Kiehn. Approved 4-0.

6. 2 x 2 x 2.5 Board Initiative:

- **Testimonials:** PR Advisor Ike Crumpler was asked to proactively draft messaging for missing testimonials as quickly as possible.
- **Pulse Visits:** 56 visits to date have been completed and the BDB is on track to meet the goal of 75 as additional visits are scheduled.
- **Fundraising:** While private sector investments continue to grow and with several new investors scheduled to be presented to the Board of Directors, it was agreed more effort is needed in this key area.

7. Staff Updates: Jaymie Sardo announced the successful launch of the virtual Side Hustle to Main Gig 6-week Entrepreneurial series which started on May 3, 2022, with 13 registered participants. President of the Board, Jeff Leslie of Leslie Ventures joined as the featured guest speaker sharing real life business experiences after the Business Plan presentation given by Tom Kindred, Regional Director for the FSBDC. The next virtual session will be Tuesday, May 10th at 6:00 pm.

8. Officer Comments and Updates: It was brought to the attention of the committee that a recent blog post associated with the Martin County Taxpayer's Association (MCTA) spoke negatively and incorrectly about the BDB's recent audit. Mitigation efforts include a request for to meet with the MCTA Board to update them on the BDB's efforts and to request a retraction.

9. Adjournment: There being no further business, the meeting was adjourned at 10:45 am.