



BOARD MEETING – In-Person Only

Wednesday, June 8, 2022 - 8:30 – 9:45 a.m.

Indian River State College – Chastain Campus - 2400 SE Salerno Rd, Stuart, FL 34997

- 1. 8:30 am Call to Order and Roll Call:** Jeff Leslie, President of the Board
- 2. 8:35 am Public Comments**
- 3. 8:40 am Partner Comments**
- 4. 8:45 am Approval of May 11 and May 24, 2022 Minutes (Action Item):** Jeff Leslie
- 5. 8:48 am Approval of March and April 2022 Financials (Action Item):** Tommy Bueno, Treasurer
- 6. 8:51 am Approval of City of Stuart 2022-23 Contribution of Aid Agreement (Action Item):**
Joan K. Goodrich, Executive Director
- 7. 8:55 am Junior Achievement of the Palm Beaches & Treasure Coast Presentation:**
Katie Spitzig, Vice President of Education
- 8. 9:10 am MC Entrepreneur Spotlight:** Amy Stapleton, Founder, Chatables Storyteller Cafe
- 9. 9:25 am Regional TC Makers Workforce Campaign Update:** Josh Brown, Sinclair West Palm Beach
- 10. 9:40 am Director Updates | Announcements | Requests**
- 11. 9:45 am Adjournment**

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

Note: No BDB Meetings in July 2022

A Stronger Economy Is Everyone's Business.



Board of Directors Meeting Summary

Tuesday, May 24, 2022

Indian River State College – Chastain Campus – 2400 SE Salerno Rd, Stuart, FL 34997

Present: Jeff Leslie, Alex Anzalone, Tommy Bueno, Marty Carmody, Kate Cotner, Eric Kiehn, Commissioner Troy McDonald, Jamil Mikati, Ron Rose, David Snyder, John Yudin
Absent: Patrick Gleason, Councilman Guyton Stone, Ed Weinberg
Staff: Joan K. Goodrich, Ike Crumpler, Lynn Smith, Pierre Taschereau

1. **Call to Order and Welcome:** Jeff Leslie, President of the Board, called the meeting to order at 8:31 am. An in-person quorum was established following Board roll call.
2. **Partner Comments:** None.
3. **Public Comments:** None.
4. **Consideration of FY 2023 BDB Business Plan and Budget:** Joan K. Goodrich presented the proposed FY 2023 Business Plan and Budget to the Board 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

It was noted that the BDB has received a letter from the County asking the organization to focus on key industries and strategic geographic areas which the proposed FY 2023 Business Plan & Budget addresses while also recognizing the importance of focusing activities to achieve desired outcomes.

During discussion, it was suggested that inviting key leaders from Tallahassee to attend major events might help state relations and updating the narrative that Martin County is open for business.

A motion was moved by Commissioner Troy McDonald to approve the FY 2023 Business Plan and Budget as presented. Seconded by Tommy Bueno. Approved 11-0.

5. **Other Director Items – Announcements:** Several Directors noted the community's growing sentiments around residential development projects and suggested the organization be prepared to address any questions that arise about how economic development affects fears of congestion, too many people and "anywhere USA." Additional messaging and materials about Martin County's balanced work-life culture while profiling key Martin County families may be considered moving forward.
6. **Adjournment:** There being no further business, the meeting was adjourned at 9:33 am.



Board of Directors Meeting Summary

Wednesday, May 11, 2022

Indian River State College – Chastain Campus – 2400 SE Salerno Rd, Stuart, FL 34997

Present: Tommy Bueno, Kate Cotner, Eric Kiehn, Commissioner Troy McDonald, Jamil Mikati, Ron Rose, Ed Weinberg
Absent: Alex Anzalone, Marty Carmody, Patrick Gleason, Jeff Leslie, Councilman Guyton Stone, David Snyder, John Yudin
Counsel: Ken Norman, Esq.
Staff: Joan K. Goodrich, Ike Crumpler, Jaymie Sardo, Lynn Smith, Pierre Taschereau

1. **Call to Order and Welcome:** Eric Kiehn, President Elect of the Board, called the meeting to order at 8:48 am. During Board roll call, it was determined an in-person quorum was not established.
2. **Public Comments:** None.
3. **Partner Comments:** None.
4. **Welcome New BDB Investors:** Eric Kiehn, President Elect and Joan K. Goodrich welcomed representatives from Cleveland Clinic | Martin Health, First Citizen's Bank, Manpower, and Martin County REALTORS of the Treasure Coast as the BDB's newest economic champions and thanked them for their partnership and leadership supporting Martin County.
5. **Approval of April 13, 2022, Minutes:** No action taken.
6. **Approval of March 2022 Financials:** No action taken.
7. **Approval of FY 2023 BDB Business Plan & Budget:** No action taken, and the presentation made for informational purposes only. Joan K. Goodrich 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.

8. Board 2 x 2 x 2.5 Initiative:

- a. Pulse Visits:** Jaymie Sardo, Economic Development Coordinator explained the 1:1 Pulse visits with our local business owners, accompanied with a board member, investor, partner and/or BDB staff member, are part of the BDB's business retention and expansion efforts to take their 'pulse', identify current issues, provide resources and how we can assist in their needs. 55 visits have been completed to date with a current goal of 75 for this fiscal year.
- b. Testimonials:** Eric Kiehn presented new testimonials from Directors Patrick Gleason and Tommy Bueno explaining why Martin County a great place for business. Additionally, Ike Crumpler, PR and Communications liaison announced that he has drafted testimonials for the remaining members for consideration and revisions aiding in the board's goal efforts to achieve 100% participation.
- c. Fundraising:** Tommy Bueno thanked Cleveland Clinic, Martin County REALATORS of the Treasure Coast, Manpower and First Citizens Bank for their recent investment and support. Mr. Bueno continued that we have achieved one third of our investment goal of \$157,000 and encouraged continued support from other local organizations, small businesses and board members as we move forward in partnership towards economic development in Martin County.

- 9. Other Director Items – Announcements:** Regarding the FY 2023 budget line-item fundraising, it was recommended to change that language to reflect investments, which would be better suited for the organization's needs. Additionally, it was clarified the BDB will be delivering the toolbox recommendations in the first quarter of FY 2022/2023. Lastly, it was determined that all board members be made aware, per Sunshine Law guidelines, all votes must be made in person and stress the importance of attending future meetings in person as their schedules permits.

- 11. Adjournment:** There being no further business, the meeting was adjourned at 9:47 am.

Business Development Board of Martin County

Balance Sheet

As of March 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BDB CHECKING ACCOUNT *0501 (0501)	318,477.68
PayPal	0.00
SEACOAST BUSINESS MONEY MARKET *8461 (8461)	41,455.88
Synovus-FCB	59,530.33
Total Bank Accounts	\$419,463.89
Accounts Receivable	
Accounts Receivable (A/R)	38,250.00
Total Accounts Receivable	\$38,250.00
Total Current Assets	\$457,713.89
TOTAL ASSETS	\$457,713.89
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	0.00
Accounts Payable (A/P)	\$0.00
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Opening Balance Equity	245,782.53
Retained Earnings	144,946.94
Net Income	66,984.42
Total Equity	\$457,713.89
TOTAL LIABILITIES AND EQUITY	\$457,713.89

Business Development Board of Martin County

Profit Loss Budget v Actual

As of March 31, 2022 (50%)

Income	Mar. 22	Oct 21 - Sep 22	Budget	\$ Over Budget	% of Budget	Notes
County Income	\$ -	\$ 225,000.00	\$ 450,000.00	\$ (225,000.00)	50%	
Other Public Income	\$ 10,000.00	\$ 10,000.00	\$20,000.00	\$ (10,000.00)	50%	Village of Indiantown
Partner Income	\$ -	\$ -	\$5,000.00	\$ (5,000.00)	0%	
Investor Income	\$ 12,250.00	\$ 34,500.00	\$156,590.00	\$ (122,090.00)	22%	Cleveland Clinic, Hobe Sound Early Learning Center, Martin County REALTORS, TD Bank
In-kind Contributions	\$ -	\$ -	\$24,000.00	\$ (24,000.00)	0%	
Program Fees	\$ -	\$ (125.00)	\$ 1,250.00	\$ (1,375.00)	-10%	
Sponsorship Income	\$ -	\$ 17,965.10	\$ 25,000.00	\$ (7,034.90)	72%	
Interest Income	\$ 5.35	\$ 31.29	\$ 100.00	\$ (68.71)	31%	
Miscellaneous Income	\$ 15,865.11	\$ 15,865.11	\$ -	\$ 15,865.11		1/4 Payout of TC Regional Partnership Financial Assets
Grants and Aids income	\$ -	\$ -	\$ -	\$ -		
Total Income	\$ 38,120.46	\$ 303,236.50	\$681,940.00	-\$378,703.50	44%	
Expenses	Mar. 22	Oct 21 - Sep 22	Budget	\$ Over Budget	% of Budget	Notes
Business Development Marketing	\$ 1,738.45	\$ 6,690.70	\$ 67,700.00	\$ (61,009.30)	10%	Web Hosting and Drone Footage
Computer Equip - Software	\$ 367.50	\$ 890.08	\$ 6,150.00	\$ (5,259.92)	14%	Hubspot CRM
Economic Development Services Programs	\$ -	\$ 8,047.76	\$ 40,000.00	\$ (31,952.24)	20%	
Events/Forums	\$ 1,134.53	\$ 20,728.45	\$ 24,000.00	\$ (3,271.55)	86%	United Economic Leaders Breakfast
Insurance	\$ 552.00	\$ 4,130.16	\$ 5,090.00	\$ (959.84)	81%	Worker's Compensation
In-Kind Services	\$ -	\$ -	\$ 24,000.00	\$ (24,000.00)	0%	
Memberships	\$ -	\$ 1,944.00	\$ 8,210.00	\$ (6,266.00)	24%	
Occupancy	\$ 2,468.46	\$ 15,186.41	\$ 28,500.00	\$ (13,313.59)	53%	
Office/General Expenses	\$ 1,306.16	\$ 5,303.29	\$ 10,200.00	\$ (4,896.71)	52%	Rent, Electric, Cleaning
Outside Services	\$ 3,113.74	\$ 33,695.13	\$ 73,800.00	\$ (40,104.87)	46%	PR - HR
Postage and Postal Services	\$ 17.99	\$ 207.94	\$ 1,400.00	\$ (1,192.06)	15%	
Printing & Binding	\$ -	\$ 4,172.62	\$ 5,000.00	\$ (827.38)	83%	
Professional Development- Training	\$ -	\$ 586.25	\$ 6,500.00	\$ (5,913.75)	9%	
Salaries & Benefits	\$ 20,073.64	\$ 118,999.07	\$ 347,455.00	\$ (228,455.93)	34%	
Subscriptions	\$ 493.97	\$ 3,886.26	\$ 8,435.00	\$ (4,548.74)	46%	
Technology-Communications	\$ 1,754.08	\$ 6,335.83	\$ 12,000.00	\$ (5,664.17)	53%	2 months for Bluestream Fiber
Travel & Entertainment	\$ -	\$ 1,276.66	\$ 6,500.00	\$ (5,223.34)	20%	
Contingency	\$ -	\$ 4,920.00	\$ 7,000.00	\$ (2,080.00)	70%	
Operating Reserve Contribution	\$ -	\$ -	\$ -	\$ -	0%	
Total Expenses	\$ 33,020.52	\$ 237,000.61	\$ 681,940.00	\$ (444,939.39)	35%	
Net Operating Income	\$5,099.94	\$ 66,235.89	\$ -	\$66,235.89		
Balance: Operating (5/5/2022)	\$380,895.11					
Balance: Money Market (5/5/2022)	\$39,261.33					
Balance: Board Reserves (3/31/2022)	\$59,530.33					
Total Cash on Hand:	\$479,686.77					6/6/2022 6:54 AM

Business Development Board of Martin County

Balance Sheet
As of April 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BDB CHECKING ACCOUNT *0501 (0501)	311,580.49
PayPal	0.00
SEACOAST BUSINESS MONEY MARKET *8461 (8461)	41,580.96
Synovus-FCB	59,532.78
Total Bank Accounts	\$412,694.23
Accounts Receivable	122,500.00
Accounts Receivable (A/R)	
Total Accounts Receivable	\$122,500.00
Total Current Assets	\$535,194.23
TOTAL ASSETS	\$535,194.23
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	0.00
Accounts Payable (A/P)	
Total Accounts Payable	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	245,782.53
Opening Balance Equity	144,946.94
Retained Earnings	144,464.76
Net Income	
Total Equity	\$535,194.23
TOTAL LIABILITIES AND EQUITY	\$535,194.23

Business Development Board of Martin County

Profit Loss Budget v Actual

As of April 30, 2022 (58.33%)

Income	Apr. 22	Oct 21 - Sep 22	Budget	\$ Over Budget	% of Budget	Notes
County Income	\$ 112,500.00	\$ 337,500.00	\$ 450,000.00	\$ (112,500.00)	75%	
Other Public Income		\$ 10,000.00	\$20,000.00	\$ (10,000.00)	50%	
Partner Income		\$ -	\$5,000.00	\$ (5,000.00)	0%	
Investor Income	\$ 12,000.00	\$ 46,500.00	\$156,590.00	\$ (110,090.00)	30%	Hobe Sound Early Learning Center, Cleveland Clinic, American Stairs, Manpower
In-kind Contributions		\$ -	\$24,000.00	\$ (24,000.00)	0%	
Program Fees		\$ (125.00)	\$ 1,250.00	\$ (1,375.00)	-10%	
Sponsorship Income		\$ 17,965.10	\$ 25,000.00	\$ (7,034.90)	72%	
Interest Income	\$ 2.75	\$ 34.04	\$ 100.00	\$ (65.96)	34%	
Miscellaneous Income	\$ 20.00	\$ 15,885.11	\$ -	\$ 15,885.11		
Grants and Aids income		\$ -	\$ -	\$ -		
Total Income	\$ 124,522.75	\$ 427,759.25	\$681,940.00	-\$254,180.75	63%	
Expenses	Apr. 22	Oct 21 - Sep 22	Budget	\$ Over Budget	% of Budget	Notes
Business Development Marketing	\$ 4,376.54	\$ 11,153.49	\$ 67,700.00	\$ (56,546.51)	16%	Advertising Specialties, Now's the Time Palm Card
Computer Equip - Software	\$ -	\$ 841.33	\$ 6,150.00	\$ (5,308.67)	14%	
Economic Development Services Programs	\$ 733.83	\$ 8,781.59	\$ 40,000.00	\$ (31,218.41)	22%	Side Hustle to Main Gig Computer
Events/Forums	\$ 513.00	\$ 20,492.92	\$ 24,000.00	\$ (3,507.08)	85%	
Insurance	\$ -	\$ 4,130.16	\$ 5,090.00	\$ (959.84)	81%	
In-Kind Services	\$ -	\$ -	\$ 24,000.00	\$ (24,000.00)	0%	
Memberships	\$ -	\$ 1,944.00	\$ 8,210.00	\$ (6,266.00)	24%	
Occupancy	\$ 2,034.08	\$ 17,220.49	\$ 28,500.00	\$ (11,279.51)	60%	
Office/General Expenses	\$ 1,606.96	\$ 6,910.25	\$ 10,200.00	\$ (3,289.75)	68%	
Outside Services	\$ 3,120.58	\$ 36,410.71	\$ 73,800.00	\$ (37,389.29)	49%	
Postage and Postal Services	\$ 42.99	\$ 250.93	\$ 1,400.00	\$ (1,149.07)	18%	
Printing & Binding	\$ 127.48	\$ 4,300.10	\$ 5,000.00	\$ (699.90)	86%	
Professional Development- Training	\$ -	\$ 586.25	\$ 6,500.00	\$ (5,913.75)	9%	
Salaries & Benefits	\$ 33,812.14	\$ 152,811.21	\$ 347,455.00	\$ (194,643.79)	44%	
Subscriptions	\$ 584.96	\$ 4,838.72	\$ 8,435.00	\$ (3,596.28)	57%	
Technology-Communications	\$ 89.85	\$ 6,425.68	\$ 12,000.00	\$ (5,574.32)	54%	
Travel & Entertainment	\$ -	\$ 1,276.66	\$ 6,500.00	\$ (5,223.34)	20%	
Contingency	\$ -	\$ 4,920.00	\$ 7,000.00	\$ (2,080.00)	70%	
Operating Reserve Contribution	\$ -	\$ -	\$ -	\$ -	0%	
Total Expenses	\$ 47,042.41	\$ 283,294.49	\$ 681,940.00	\$ (398,645.51)	42%	
Net Operating Income	\$77,480.34	\$ 144,464.76	\$ -	\$144,464.76		
Balance: Operating (6/6/2022)	\$342,340.76					
Balance: Money Market (6/6/2022)	\$40,581.66					
Balance: Board Reserves (4/30/2022)	\$59,532.78					
Total Cash on Hand:	\$442,455.20					

**CONTRIBUTION OF AID TO
BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY, INC.
FROM THE CITY OF STUART**

THIS CONTRIBUTION OF AID is made and entered into this 13th day of June, 2022, to the **BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY, INC.**, (hereinafter referred to as "Board") a Florida not-for-profit organization, doing business at 1002 SE Monterey Commons Boulevard, Suite 207, Stuart, Florida 34996, by the **CITY OF STUART**, (hereinafter referred to as the "City"), a Florida municipal corporation, with offices at 121 SW Flagler Avenue, Stuart, Florida 34994.

WHEREAS, the Business Development Board (BDB), is recognized by the State of Florida as the official Economic Development organization for Martin County; and

WHEREAS, the City recognizes the Board as an organization which promotes economic development and prosperity in Martin County; and

WHEREAS, the Board is responsible for providing assistance to new start-ups, existing businesses and other entities seeking to expand employment opportunities and make capital investments within the City of Stuart and Martin County; and

WHEREAS, the Board is a 501(c)(6) not-for-profit, public-private partnership for economic development, funded by the Martin County Board of County Commissioners through a multi-year economic development services agreement, in addition to other non-profit and private sector investors who support its yearly operations; and

WHEREAS, the City Commission desires to contribute to the overall county-wide economic development strategy, including programs and other initiatives that will promote the City as a premier business destination, yielding job growth and furthering capital investment in the City; and

WHEREAS, it is the sense of the City Commission of the City of Stuart that an initial granting of aid in the amount of \$10,000 to the BDB to become a LEADERSHIP level member of the Board will serve the best interests of the community; and

WHEREAS, the City of Stuart reserves up to \$15,000 as an additional allocation of funds to aid special projects that will specifically benefit the businesses and/or residents that reside within the city limits.

NOW THEREFORE, in consideration of the promises and mutual agreements contained herein, the parties agree as follows:

1. **Aid Contribution.** The City hereby grants an initial contribution of \$10,000 to the Business Development Board of Martin County with up to an additional \$15,000 aid as an appropriation for special projects that will directly benefit city businesses and residents, for a total aid contribution not to exceed the amount of \$25,000, as provided herein.

2. **Term.** This agreement shall have a term of one (1) year commencing on the date signed by both parties and executed by the City Clerk.

**CONTRIBUTION OF AID TO
BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY, INC.
FROM THE CITY OF STUART**

3. **Reporting.** The Board will provide the City Commission, City Manager or their designee written reports on economic development activities as follows:

Quarterly reports and a year-end report shall be furnished to the City of Stuart. In addition, at least two (2) in-person economic development briefings to the City Commission focused on economic development results, activities, programs, and initiatives from its annual business plan including highlights of key specific benefits with and in the City during the term of this agreement and any other presentations that may be requested from time to time.

4. **City of Stuart Recognition and Participation.** The Board will recognize the City of Stuart as a LEADERSHIP Level partner of its organization. (Model – Exhibit A). The City will also continue have board member representation on the BDB's Board of Directors and the Partner's Council, and receive invitations to join and participate in all "Hubs of Excellence" activities such as roundtables, focus groups, one-on-one visits, and hosting teams.

5. **Support Assistance for City Projects and Initiatives.** The Board recognizes that the City of Stuart has its own robust community, economy, redevelopment and sustainability plans, and strategies which it is advancing to benefit its residents and businesses. As such, the Board is committed to building synergies with those plans and supporting and assisting the City in its efforts whereby business intelligence, market research, data gathering and analysis, outreach, promotion, and other general economic development services may be requested and agreed upon by both parties, as they so determine.

6. **Fulfillment and Termination.** This agreement shall be in effect upon its execution and monies awarded for services rendered as outlined herein. The City reserves the right to terminate this agreement and withhold any amount or entirety of aid contributed for any or no reason given, provided that all approved and executed scopes of work have been reimbursed in accordance with the recitals provided herein.

7. **Effective Law, Jurisdiction, and Venue.** This Aid agreement has been executed and delivered in Martin County, Florida, and shall be construed in accordance with the laws of the State of Florida, and jurisdiction and venue shall lie only in the state courts in and for Martin County, Florida.

8. **Amendment of Agreement.** This Aid agreement shall not be amended, waived, or altered except by a written instrument properly executed by both parties.

9. **Binding Aid Agreement; No Third Parties.** This contribution of aid in support and each of its agreements, covenants, contractual provisions, pledges, and deliverables shall be binding upon execution and shall inure only to the benefit of the public, and the parties hereto, and shall not be construed as benefitting any private third party, whatsoever.

**CONTRIBUTION OF AID TO
BUSINESS DEVELOPMENT BOARD OF MARTIN COUNTY, INC.
FROM THE CITY OF STUART**

IN WITNESS WHEREOF, on the date first written above, the Board and the City have executed this Aid Agreement by the duly authorized undersigned officers.

ATTEST:

**BUSINESS DEVELOPMENT BOARD
OF MARTIN COUNTY, INC.**

JOAN K. GOODRICH
EXECUTIVE DIRECTOR

JEFF LESLIE, PRESIDENT

ATTEST:

CITY OF STUART, FLORIDA

MARY KINDEL, CITY CLERK

MERRITT MATHESON, MAYOR

APPROVED AS TO FORM AND
CORRECTNESS:

MICHAEL J. MORTELL, CITY ATTORNEY



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.

26

Board Pulse Visits -
Surveys Completed

Annual Target: 28
In Process or Pledged: 8
Total Visits Completed: 61

22

Board Testimonials
Completed

Annual Target: 28

\$41k

Give/Get \$2,500
Annual
Contributions

Annual Target: \$37,500

57%

Board Participation
Rate with Pulse
Visits-Surveys

Annual Target: 100%

57%

Board Participation
Rate with
Testimonials

Annual Target: 100%

64%

Board Participation
Rate with
Fundraising

Annual Target: 100%

Participating
Board Members

Kate Cotner
Patrick Gleason
Eric Kiehn
Jeff Leslie
Troy McDonald
Jamil Mikati
Ron Rose
David Snyder

Participating
Board Members

Tommy Bueno
Kate Cotner
Patrick Gleason
Eric Kiehn
Jeff Leslie
Troy McDonald
David Snyder
Ed Weinberg

Participating
Board Members

Alex Anzalone
Tommy Bueno
Marty Carmody
Kate Cotner
Eric Kiehn
Jeff Leslie
Jamil Mikati
Doug Sherman
Guyton Stone

6/5/2022 12:17 PM

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3

Economic
Development Project
Announcements

Annual Target: 10
Pipeline: 38

30

Jobs Created -
Retained to
Date

Annual Target: 450
Pipeline: 1,739

955,000

Square Footage
Impacted to
Date

Annual Target: 100,000 SF
Pipeline: 2.27 million SF

\$125.2m

Capital
Investment to
Date

Annual Target: \$5 million
Pipeline: \$472.4 million

532

Biz Hotline,
Outbound Calls,
Online Searches and
General Assistance¹

Beginning 10/1/2021

61

Growing Our Own –
Pulse Visits and
Surveys
(Business Retention +
Expansion)

Annual Target: 75

10,040

Martinomics-PR-
Marketing
Impressions and
Engagement²

Beginning 10/1/2021

142

Social Media Posts³
with a Reach of
48,273 and an
Engagement of 4,004

10/1/2021 – 5/31/2022

41

Referrals Received
From | Made to
Partners

Beginning 10/1/2021

¹ Includes Zoom Prospector visits

² Highlights number of Constant Contact messages, opens and BDBMC.org users

³ Facebook and LinkedIn Social Media posts

38

**Economic
Development
Prospects**

Pipeline Target: 40
Annual Goal: 10

1,739

**Potential Job
Impact**

Pipeline Target: 1,800
Annual Goal: 450

2.27M SF

**Potential Square
Footage Impact**

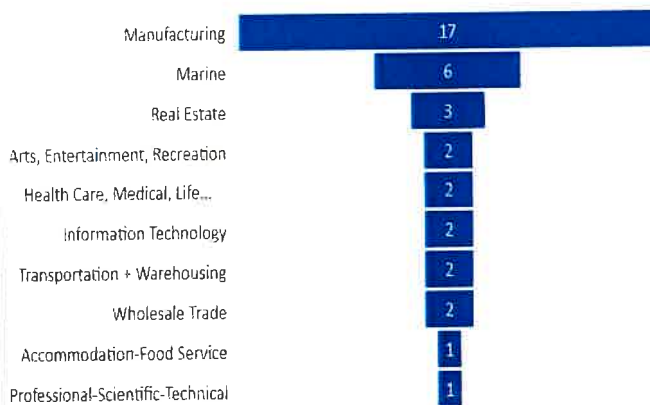
Pipeline Target: 400,000
SF
Annual Goal: 100,000 SF

\$472.4 M

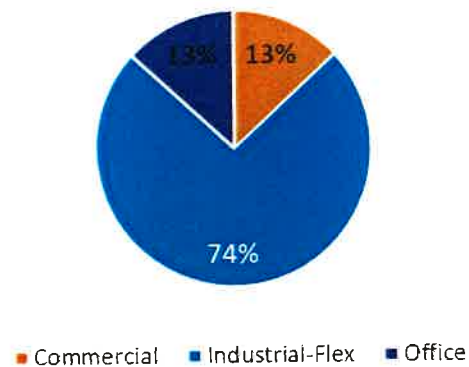
**Possible Capital
Investment Impact**

Pipeline Target: \$20
million
Annual Goal: \$5 million

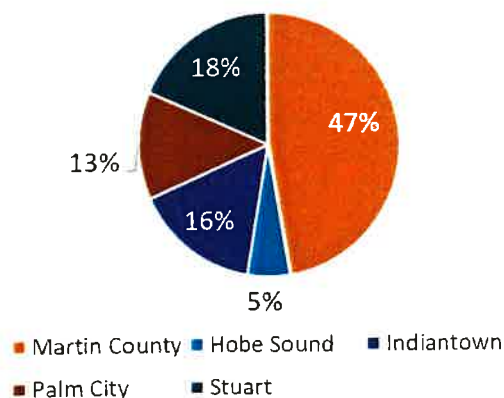
Prospects by Industry



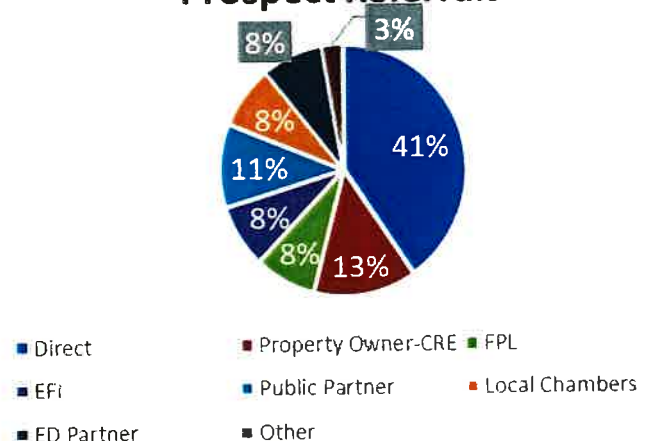
Property Type



Prospects by Geographic Interest



Prospect Referrals



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#	Strategy	Timing	Notes	Status
1	Provide on-demand services to leads, prospects and clients.	On-Going	The team is currently working with 38 prospects with potential impacts of 1,739 new-retained jobs, 2.27 million square feet and \$472.4 million of capital investment.	In Process
2	Produce the 2021 Martin County Business Awards.	1Q	Conducted the sold-out event on Friday, November 5, 2021 and recognized 8 local businesses and leaders. Generated \$31,335 in revenues with \$22,084 in expenses for net proceeds of \$9,251.	Completed
3	Poll and survey Martin County business owners, managers, entrepreneurs, and executives.	2Q, 4Q	Pulse Survey and Visits Underway; To date, more than 61 completed.	In Process
4	Host one Commercial Real Estate Roundtable and two Industry Roundtables to keep a pulse on needs and trends.	2Q, 3Q, 4Q	A CRE Roundtable is being planned in conjunction with the Martin County REALTORS of the Treasure Coast on Thursday, June 16, 2022.	In Process
5	Expand the Business Expansion-Retention 1:1 Visitation Strategy.	On-Going with Final Report in 4Q	Annual goal: 75; 61 Pulse Visits conducted to date.	In Process
6	Conduct Thank You for Creating Jobs and Investing Sessions with Key BDB and Partner Leaders.	Quarterly		Not Started
7	Propel MC: Produce 2 Business Accelerator Programs (BAP) and 2 Side Hustle to Main Gig (SHTMG) Cohorts.	2Q, 4Q	Virtual Side Hustle to Main Gig launched on May 3 and will continue until June 7, 2022. Currently, 13 in the cohort.	In Process
8	Propel MC: Pilot a Micro-loan Program with Partners including possible seed funding from the County's ARPA funding.	3Q	Following notice by the County that ARPA funding is not possible due to strict guidelines, the BDB will cease this activity at this time.	On Hold
9	Update and distribute Business Resource Guide, maintain MC Biz Hub, and produce 3 Small Talks.	2Q, 3Q, 4Q	Quick Glance for Business Resources produced.	In Process
10	Execute the Hubs of Excellence Marketing and Business Development Strategy and launch a new advertising campaign.	On-Going	"Now's the Time" Palm Card touting six sales attributes produced in May 2022.	In Process
11	Evolve business storytelling strategy featuring CEO-Entrepreneur Profiles and increase imagery for "Distinctive. By Design." brand.	Bi-Monthly	"Now's the Time" video continues to be in production as stock footages are being replaced with actual footage to tout unique attributes.	In Process

Key: Green Completed Blue In Process Yellow On Hold Red Behind Initial Schedule White Not Started

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#	Strategy	Timing	Notes	Status
12	Attract and/or host one new regional-state-corporate meeting with room nights and develop a new collateral piece to use with business visitors in partnership with the Office of Tourism and Marketing.	2Q	Office of Tourism and Marketing provided Florida Career Pathways Network 2022 Symposium, January 14 – 16, 2022 at Hutchinson Shores Resort & Spa, Jensen Beach a mini-tourism grant.	In Process
13	Host two Future of Work + Learning Events with partners and provide semi-annual Talent Indicators to partners and policymakers.	1Q, 2Q, 3Q, 4Q	Next release for Martin County Talent Indicators: September 2022.	In Process
14	Advance activities from the County's 2021 COVID-19 Economic Study.	1Q	BDB participated in County Innovation District meeting on 4/28/2022 and working with consultants to prepare for 1:1 visits to businesses located in the Innovation District.	In Process
15	Advocate for and recruit new in-area training and higher education facilities and resources to grow the Hubs of Excellence, as needed.	On-Going		Not Started
16	Develop the BDB's Economic Development Policy and Legislative Action Plan and make recommendations for updates to MC's incentives toolbox and use of the Economic Development Trust Fund.	1Q, 3Q	BDB attended Regional Tallahassee Fly-In – January 18-20, 2022.	In Process
17	Continue the Partner's Council (MC Biz Team) designed to work on common initiatives, leverage resources and share market-business intelligence to improve MC's economy and market reputation.	Quarterly	Next meeting for the Partner's Council is 6/3/2022.	In Process
18	Advance the BDB's Leadership Engagement Model resulting in an increase in funding (\$156,590) and the number of economic development champions involved.	On-Going	To date, \$60,000 has been raised.	In Process

Key: Green Completed Blue In Process Yellow On Hold Red Behind Initial Schedule White: Not Started

A Stronger Economy is Everyone's Business

JOIN US!



MARTIN COUNTY COMMERCIAL REAL ESTATE ROUNDTABLE



The secret is out as new and expanding businesses in key industry hubs are considering our area for investment. Attend the roundtable to hear all the latest updates and learn why "Now's the Time" to expand, invest and prosper in Martin County.

Lunch provided 12 - 12:30 pm.
Seating is limited. Reserve your seat online at www.bdbmc.org/events

Thursday

16

June 2022

12 - 1:45 pm

Martin County REALTORS
of the Treasure Coast
3240-A SE Federal Hwy.
Stuart, FL 34997

Questions? Contact Pierre Taschereau

772.221.1380

	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Prospect Type (Relocation, New (Start-Up), Expansion, Retention, Housing, Special, General Assistance)	Date of First Contact	Referred By	Staff Assigned	Date of Last Contact	Company Name / Prospect Number (if confidential)	Assistance Needed	Decision Stage (Awareness, Discovery, Evaluation, Intent, Purchase-Lease, Client)	Next Step/Note	Location (s)	Industry		
1													
2	New	9/2/2020	Direct	JKG	2/24/2022	Ashley Capitol	Site Selection, Development Services, Community Introductions	Client	Meeting scheduled 1/14/2022 with County Utilities	Martin County	Real Estate		
3													
4	New	6/12/2017	Direct	JKG	2/1/2022	South Florida Gateway Distribution Center	Development Services	Client	Project Approved by BoCC on 2/1/2022	Martin County	Transportation Warehousing		
5	New	3/12/2021	Kate Cotner	JKG	11/1/2021	Taylor's Beach House Café and Microbrewery	Growth Management, CRA, Possible Move FPL Main Power Switch Equipment	Purchase-Lease	Met with Susan Kores to discuss possible CRA grant to assist with FPL Equipment Move. Bought restaurant on 5/7/2021 (3777 SE, \$1.4M).	Hobe Sound	Accommodation- Food Service		
6													
7	FY 2022 Economic Development Announcements												
8													
9	New	2/16/2022	Mike Falk and Jonathan Temple, Colliers	JKG	6/2/2022	Project Global Brand	Development Services, Incentives, Introductions to State and Residential Broker	Discovery	Meeting on 6/8; Introduction meeting on 2/24/2022; 3 viable options; hiring planner	Palm City	Manufacturing		
10	New	6/7/2021	Dan Hulen Kate Cotner	PT	6/1/2022	ARKAY Beverages/Mexico Bottler	Site Selection, Incentives	Awareness	Met with prospect/need to find location for expansion	Martin County	Wholesale Trade		
11	New	1/6/2022	Ken Pruitt	JKG	6/1/2022	Brain Fitness Institute	Development Services, Financing, Grants	Purchase	Pre-Application Meeting 6/2 (Morris Crady); Long-term land lease with the County; Economic Impact Study	Stuart	Healthcare and Social Assistance		
12													
13	Expansion	5/20/2022	Direct	PT	5/31/2022	Vitamin Supplements	Expansion site	Lease	Derrick is looking for his client	Martin County	Real Estate		
14													
15	Relocation	5/31/2022	Mary Murphy	PT	5/31/2022	Brightlight/Atomic Neon	Recruiting/permitting	Lease	Provide list of BDB services	Stuart	Manufacturing		
16	Retention	6/22/2020	County	JKG	5/24/2022	BD Liberator	Request for Zoning Letter; County Lease	Intent	BD Signed Lease and Sent to County; Awaiting date of BoCC Meeting for Agenda Item	Martin County	Wholesale Trade		
17													
18	Expansion	5/24/2022	Direct	PT	5/24/2022	PAUL W. MARINO GAGES, INC.	Connecting to local market/FLEX expansion	Purchase	Meet at Air Burners, Inc. event June 1st; All 25 contractors in Michigan. Accountant in Miami	Stuart	Manufacturing		
19													
20	New	5/16/2022	George Stokus	PT	5/16/2022	Ferroval Vertiports	Potential site for Florida Vertiport network.	Evaluation	Set-up meeting to further discuss.	Martin County	Transportation and Warehousing		
21	New	5/13/2022	Economic Council	PT	5/13/2022	Project Zoom	Development Services	Intent	Meeting with County and BDB on 5/17/2022	Martin County	Arts, Entertainment, Recreation		
22													
23	New	5/10/2022	Direct	PT	5/10/2022	Freedom	Site Selection, Development Services, Community Introductions	Discovery	Requested more information on property to identify right location	Palm City, Indiantown	Manufacturing		
24													

	E	F	G	H	I	L	M	N	O	P	Q
	Prospect Type (Relocation, New (Start-Up), Expansion, Retention, Housing, Special, General Assistance)	Date of First Contact	Referred By	Staff Assigned	Date of Last Contact	Company Name / Prospect Number (if confidential)	Assistance Needed	Decision Stage (Awareness, Discovery, Evaluation, Intent, Purchase-Lease, Client)	Next Step/Note	Location (s)	Industry
1	New	12/3/2021	Direct	PT	5/5/2022	Living Easy Brewery	Site Selection, Development Services, Community Introductions	Discovery	Identify properties and determine steps to change zoning for brewery / outdoor entertainment use	Hobe Sound	Accommodation- Food Service
19											
20	New	4/28/2022	EPI	PT	5/5/2022	Monaco Marine	Expansion in USA	Discovery	Introduce Indiantown Marine Center property	Indiantown	Marine
21	New	5/4/2022	Joe Catrambone	PT	5/5/2022	Sid's Supply	Site Selection	Discovery	Meeting with BDB; Key Rep: Amber Roberts - 772-341-2127 cell	Martin County	Manufacturing
22	New	7/30/2021	Direct	PT	5/2/2022	Straticon	Incentives, Development Services	Purchase	Pre-application with City - 8/23/2021	Stuart	Real Estate
23	Relocation	7/8/2020	Direct	PT	4/22/2022	Project 20-0708	Site Selection Services; Growth Management; Incentives; L/T County Ground Lease	Evaluation	On-site Tour	Martin County or Texas	Manufacturing - Aviation
24	New	4/14/2022	Nancy Neill	JKG	4/14/2022	Karis Cold	Development Services	Intent		Martin County	Transportation and Warehousing
25	Expansion	8/31/2021	Direct	PT	4/11/2022	Willis Custom Yachts	Development Services, Incentives, Workforce Recruitment	Purchase-Lease	Development Services (WGI-Traci Scheppske); Introduction to Congressman Mast's Office	Palm City	Marine
26	New	4/7/2022	EPI	PT	4/7/2022	Project Swiss-Cat	Site Selection	Discovery	Respond to RFI	Martin County	Manufacturing
27	New	3/30/2022	Direct	JKG	3/31/2022	Primary Care	Market Research; Site Selection	Discovery	Provide market research	Stuart	Healthcare and Social Assistance
28	New	2/16/2022	Village of Indiantown	JKG	3/3/2022	Gladious International	Development Services, Incentives	Intent	Others involved: John Leighton, Don Cuozzo, Bob Raynes	Indiantown	Manufacturing
29	Retention	6/10/2021	CBRE	PT	2/20/2022	Glenn Rieder (Palm City Millwork	Incentives	Evaluation	Scott Weprin (Colliers) - Rep for the new owners; \$5.5 million in payroll; seeking new lease and to consolidate up to 9 existing business locations; recently acquired by new owners.	Palm City, St Lucie County, Palm Beach County	Manufacturing
30	New	2/15/2022	Direct	PT	2/17/2022	Bitcon Company	Site Selection	Discovery	Possible sites in MC	Martin County	Information
31	New	3/1/2019	Direct	JKG	1/7/2022	19-06	Development Services	Purchase-Lease	Redesigning building with application submittal expected in the new few months.	Stuart	Manufacturing
32	New	9/30/2021	FPL	PT	11/10/2021	Simagro, Inc.	Development Services, Permitting, Incentives	Discovery	Due diligence with 600 acres	Indiantown	Fabricating - Processing
33	New	11/8/2021	FPL	PT	11/9/2021	Project Eclipse	Market Research; Site Selection	Awareness		Indiantown	Manufacturing
34	Retention	9/3/2021	Direct	PT	9/13/2021	Aya Fiber Studios	Site Selection	Discovery	Provide options with a focus in Rio Hobe Sound; currently at 4745 SE Desoto Ave Studio H, Stuart, FL 34997	Rio Hobe Sound	Arts, Entertainment, Recreation
35	New	8/12/2021	Woody Smoak	JKG	8/12/2021	Gex Corporation	Community Introductions; 15-20 team members to visit in December 2021.	Intent	Site Visit in December with full operations expected in the Spring 2022	Palm City	Manufacturing
36	Expansion	3/18/2021	David Dyess	JKG	8/11/2021	PetroOutlet	Site selection, talent recruitment	Discovery	Hiring Developers and Installers, Seeking 1k office, Mentioned still no contact made by PSL office	Stuart	Professional, Scientific, Technical
37	Relocation	4/21/2021	Direct	PT	8/5/2021	Control Logistics	Site Selection, Incentives	Evaluation	Provide possible sites to purchase	Martin County, PBC, SLC	Manufacturing
38	New	7/19/2021	FPL	PT	7/21/2021	Project Olive	Site Selection	Discovery	RFI response due 7/21/2021	Indiantown	Manufacturing
39	Start-Up	2/16/2021	SCORE	JKG	6/28/2021	goldenpropeller.com	Obtained capital from Main Street.com; 3 employees	Awareness/Discovery	Introduction to CenterState Bank; Office Requirements	Martin County	Marine
40	New	11/20/2020	Direct	PT	6/4/2021	Pirata, LLC	Site Selection; Business Grants	Discovery	Warehouse space with phase three power.	Martin County	Marine

FY 2022 Business Development Board of Martin County Prospect Log

	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Prospect Type (Relocation, New (Start-Up), Expansion, Retention, Housing, Special, General Assistance)	Date of First Contact	Referred By	Staff Assigned	Date of Last Contact	Company Name / Prospect Number (if confidential)	Assistance Needed	Decision Stage (Awareness, Discovery, Evaluation, Intent, Purchase-Lease, Client)	Next Step/Note	Location (s)	Industry		
1	Relocation	4/30/2021	EFI	PT	5/6/2021	Project Bobcat	Site Selection	Discovery	Respond to Request	Martin County	Manufacturing		
41	New	1/7/2021	CBRE	JKG	5/4/2021	Twin Peaks Capital	Site Selection, Incentives, Access to Customers	Evaluation	Market Research and Business Intelligence	Indiantown	Information		
42	Expansion	2/25/2021	Direct	PT	4/5/2021	Adrenaline Powerboats International	Site Selection	Awareness	Mike reached out to discuss needs he has as he considers moving a part of his business to South Florida. Currently located in Augusta, GA. 10-20,000 SF	Martin County	Marine		
43	Relocation	8/7/2019	Direct	JKG	3/5/2021	Wilson Custom Marine & Composites	Site Selection Zoning	Purchase-Lease	Confirmed property purchased in MC.	Martin County	Manufacturing - Marine		
44	New	9/27/2020	Chet Tart	JKG	10/2/2020	VentureX	Site Selection	Discovery	Customer of Fully Promoted - Mike DeMeo who mentioned they are still looking for a site; Identify possible sites	Martin County	Real Estate		
45	New			JKG		Project ABC	Site Selection	Discovery		Martin County	Manufacturing		
46													