



## Economic Vitality Leadership Council Meeting

**March 31, 2021 at 11:30 a.m.**  
**Tallahassee Innovation Center in Kleman Plaza\***  
**306 South Duval Street, Tallahassee**

*\*EVLC Members and General Public may also participate via zoom. Please see below for additional information.*

### Chair: Steve Evans

### Citizen Comments:

In Person: Citizens desiring to speak must fill out a Speaker Request Form. The Chair reserves the right to limit the number of speakers or time allotted to each.

Written Comments: Please provide written public comment by emailing [info@oevforbusiness.org](mailto:info@oevforbusiness.org) until 5 p.m. on March 30, 2021. All comments received will be part of the record.

Live Comments Via Zoom: If you wish to provide comments live during the EVLC meeting via Zoom, please register to join at [https://us02web.zoom.us/webinar/register/WN\\_WwTLI\\_6HQFWKIOXm-5ytuw](https://us02web.zoom.us/webinar/register/WN_WwTLI_6HQFWKIOXm-5ytuw) by 5 p.m. on March 30, 2021, and Zoom meeting access information will be provided to you via email. Speakers are limited to 3 minutes; please address all items of interest within your 3 minutes.

<b>I.</b>	<b>Welcome</b>	<b>Steve Evans</b>
	1. Chairman Report	
<b>II.</b>	<b>Information Items</b>	
	2. FAMU Small Business Development Center Update	<b>Keith Bowers</b>
	3. Electric & Gas Rate Comparison Presentation	<b>Rob McGarrah</b>
	4. Business Spotlight – Impact Food Services	<b>Cristina Paredes</b>
<b>III.</b>	<b>Council Discussion and Action Items</b>	
	5. Approval of February 3, 2021, Minutes	<b>Steve Evans</b>
	6. Economic Infrastructure Project Updates	<b>Cristina Paredes</b>
	9. Economic Data Report	<b>Richard Fetchick</b>
	10. Business Development and Project Activity Updates	<b>Drew Dietrich</b>
	11. Big Bend Manufacturers Association Update	<b>Kevin Gehrke and Mitch Nelson</b>
	12. MWSBE Update	<b>Darryl Jones</b>
<b>IV.</b>	<b>Closing Remarks and Adjourn</b>	<b>Steve Evans</b>

**NEXT MEETING: Wednesday, May 12 at 11:30 a.m.**



## BOARD AND COMMITTEE MEETING 2021 DATES

### Blueprint Intergovernmental Agency (BPIA) Board

Tallahassee City Commission Chambers

- Thursday, April 8, 2021
- Thursday, May 27, 2021\*
  - \*Blueprint Intergovernmental Agency Budget Workshop, 1:00 to 3:00 PM
- Thursday, July 15, 2021
- Thursday, September 23, 2021, 5:00 to 8:00 PM\*
  - \*Budget Public Hearing 6:00 PM
- Thursday, December 9, 2021

### BPIA Technical Coordinating Committee

Blueprint Conference Room

1:00 to 3:00 pm

- Monday, May 10, 2021
- Monday, June 28, 2021
- Tuesday, September 7, 2021\*
- Monday, November 15, 2021

### Economic Vitality Leadership Council

Blueprint Conference Room

11:30 to 1:30 pm

- **Wednesday, March 31, 2021**
- Wednesday, May 12, 2021
- Wednesday, June 30, 2021
- Wednesday, September 8, 2021
- Wednesday, November 17, 2021

### BPIA Citizens Advisory Committee

Blueprint Conference Room

4:30 to 6:30 pm

- Thursday, March 31, 2021
- Thursday, May 13, 2021
- Thursday, July 1, 2021
- Thursday, September 9, 2021
- Thursday, November 18, 2021

### MWSBE Citizen's Advisory Committee

Blueprint Conference Room

11:30 to 1:30 pm

- Tuesday, March 31, 2021
- Tuesday, May 11, 2021
- Tuesday, June 29, 2021
- Tuesday, September 7, 2021
- Tuesday, November 16, 2021



## Economic Vitality Leadership Council Meeting

February 3, 2021 at 11:30 am  
Hybrid Meeting (in-person  
and via Zoom)

### Meeting Minutes

#### **MEMBERS PRESENT**

Steve Evans, Chair	Kim Moore
Jake Kiker	Bill Smith
Mark O'Bryant	Ricardo Schneider
Garry Simmons	Brent Edington
Mindy Perkins	Keith Bowers
Mitch Nelson	

#### **I. WELCOME**

There were no agenda modifications.

#### **II. INFORMATIONAL ITEMS**

- Overview of the Agenda and Objectives

Steve Evans called the meeting to order at 11:35 a.m. by stating protocols and reminding everyone of the Leon County mask ordinance. He welcomed the newest EVLC member, Brent Edington, to the Council.

Before moving to the Business Development Project Update, Steve Evans congratulated Cristina Paredes for being named on of this year's Top 50 Economic Developers and Ricardo Schneider for the recent announcement of the Danfoss expansion. He also recognized Ron Miller and Innovation Park for the forthcoming North Florida Innovation Labs incubator and Domi Station for their support of startups and generating \$100 million in local economic impact.

- Business Development Project Update

Steve Evans introduced Drew Dietrich to give the Business Development Project Updates. Mr. Dietrich stated that the Office of Economic Vitality was working on 10 active recruitment projects with measurable traction and landed the Danfoss expansion also known as Project Juggernaut which would create a \$141 million economic impact for the community. Mr. Dietrich also provided an update on several projects within the OEV pipeline.

Regarding the Competitive Project Process Drew Dietrich stated that a competitive project had another jurisdiction for potential relocation. The process included leads, engagement, site selection, incentive development, competitive project cabinet review, Intergovernmental Agency Board of Directors (IA Board) approval, and the announcement. Mr. Dietrich stated that Project Juggernaut as an example of a successful competitive project.

Drew Dietrich stated that OEV hosted a Real Estate Roundtable to introduce several commercial realtors to the new GIS WebTech platform. The two major points of feedback were that the commercial realtors would like to see a regional database for the platform and more industrial and spec buildings. Mr. Dietrich also stated that OEV developed site selection videos of Innovation Park and were generating leads from manufacturing/logistics companies. Since OEV was generating leads, Mr. Dietrich stated that OEV would be developing their own RFP.

Drew Dietrich closed his presentation by discussing the relaunch of Electro Magnetic Bitter. Mr. Dietrich stated that the 2020 campaign went so well that DEEP Brewing approached OEV again this year, wanting to relaunch the brew. OEV and DEEP Brewing teamed up with other local companies, like DivvyUp and Slide Hustle, to promote the campaign. Mr. Dietrich stated the official relaunch date would be Saturday, February 27, 2021, and proceeds of the brew going to youth STEM education.

Steve Evans stated that the update was outstanding, and expressed his appreciation to Mitch Nelson and DivvyUp for their participation in the brew campaign.

- Revenue and Expenditures Update

Cristina Paredes provided a brief overview of the Capital Projects Budget, previously approved by the IA Board with input from the. Ms. Paredes also provided an update on the Open Projects Budget including previous year's expenses. She noted that it remained active and included the Disparity Study.

### III. **ACTION ITEMS**

1. Approval of September 9 and December 2, 2020, Economic Vitality Leadership Committee (EVLC) Meeting Minutes

**Mark O'Bryant moved, seconded by Kim Moore, to approve the September 9 and December 2, 2020, EVLC minutes.**

**The motion passed 11-0.**

- Strategic Plan Update

Cristina Paredes provided an overview of the Strategic Plan Update including OEV's mission, vision, targeted industries and the definition of Economic Development. Ms. Paredes stated that the work of economic development was a team effort and the accomplishments would not be possible without their local ecosystem partners. Ms. Paredes noted the key accomplishments of OEV and the EVLC, including the COVID-19 Economic Disaster Relief (CEDR) and Local Emergency Assistance for Non-profits (LEAN) grants and the growth of the Data Center and thanked the EVLC for their support and guidance over the years.

Cristina Paredes stated that OEV has begun or accomplished 82% (125 of the 153) of all activities outlined in the Strategic Plan. With help from the EVLC, Ms. Paredes stated that OEV assisted over 2,500 businesses, generated over 50 project leads, and over \$300 million in economic impact.

Cristina Paredes introduced Gray Swoope to discuss the next steps in economic development. Mr. Swoope thanked OEV for being a trusted partner and stated that VisionFirst judged their success and engagement on the clients implementation the plan, and he noted that accomplishing 82% of it was remarkable. Mr. Swoope stated that the Plan was working but needed adjustments to fit the current market. Mr. Swoope stated that as a result of the pandemic, regionalism would be important for the future with Corporate America wanting to be closer to their customers. Mr. Swoope closed his presentation by stating that it is important to think about the value proposition for economic development and the return on investment for stakeholders.

Considering the growth in Tallahassee-Leon County, Steve Evans questioned the cost of not responding and the cost of investing. Mr. Swoope stated that the more time that OEV waited the less able they would be to adjust to market conditions. Companies and businesses were proactive and planning, and so should economic development.

Mark O'Bryant asked if OEV had a vehicle in Tallahassee to tap into international investment. Cristina Paredes stated that OEV was working with Research On Investment (ROI) to generate leads and spread awareness on the assets in Tallahassee. Gray Swoope stated that Tallahassee had the assets to tap into foreign investment.

Kim Moore questioned how other communities' lands changed relative to considering and comparing risks. Mr. Swoope stated that COVID-19 shifted decision-making and the reputation of risks of communities.

Steve Evans discussed the options for the Strategic Plan Update. Susan Dawson stated that the EVLC had a quorum between online and in-person members, but not physical quorum, and therefore could take an official action, however they could still make a recommendation to the IA Board.

Without a physical quorum the EVLC could not vote, however, they unanimously recommended that the IA Board approve options 1 and 2 of the Strategic Plan Update.

- **Option 1:** Accept the Status Report on Tallahassee-Leon County Office of Economic Vitality Strategic Planning.
- **Option 2:** Recommend that the IA Board authorize staff to amend the existing contract with Vision First Advisors (VFA) in an amount not to exceed \$100,000 for an update to the Office of Economic Vitality Strategic Plan, and authorize the Director of PLACE to approve execution of the agreement, to include the following deliverables:
  - An updated Economic Development Strategic Plan; reflecting new data, current trends, economic inclusion, the effects of COVID-19 upon the economic landscape
  - Fund the updated plan from the Future Opportunity and Leveraging Fund (FOLF)

#### **IV. COUNCIL DISCUSSION**

##### **2. Economic Indicator Report**

Steve Evans introduced Richard Fetchick to present the Economic Indicator Report. Mr. Fetchick stated that OEV had been tracking the economic indicators since before and during the COVID-19 pandemic. Mr. Fetchick presented the Employment, Unemployment, and

Taxable Sales data. Mr. Evans reminded the members that the Taxable Sales numbers do not reflect online sales. Mr. Fetchick concurred.

Richard Fetchick presented the Taxable Sales categories, Tallahassee Airport passengers, and the New Single Family Permits data. Mr. Fetchick stated that New Single Family Permits outperformed the previous year. He highlighted research and development and patents and the data reflected the strong assets available in Tallahassee-Leon County. .

Mr. Fetchick closed his presentation by highlighting the Synapse Summit in March of 2021. Scott Balog provided a summary of Synapse and the Synapse Summit, which was funded through sponsorships. Mr. Evans questioned if local companies, like The Kearney Center, are engaged in this project. Mr. Balog confirmed their participation.

3. Economic Infrastructure Project Updates

Cristina Paredes provided a brief presentation on the Economic Infrastructure Project Updates, including the North Florida Innovation Labs, the Tallahassee Airport, the FAMU Bragg Stadium, and the FSU Convention Center. Ms. Paredes stated that OEV was working closely with FSU on the Memorandum of Understanding for the FSU Convention Center. The Tallahassee Airport was almost 100% in the design phase of its Tallahassee International Passenger Processing Facility and the Leon County R&D Authority and Innovation Park has selected an engineering firm and architect.

4. Update on the Big Bend Manufacturing Association

Kevin Gehrke provided a brief presentation on the Big Bend Manufacturer's Association stating that the BBMA was in the beginning stages of filling the association and recruiting members. MR. Gehrke worked closely with the CareerSource Capital Region to provide workforce solutions to members and local companies. Mr. Gehrke stated that their future action includes preparing an agenda for Manufacturing Month 2021 and creating partnerships with various services.

5. Marketing Report

Cristina Paredes provided a brief presentation on the Marketing Report and acknowledged Kianna Brown for her work on telling OEV's story. Ms. Paredes presented the Love Your Local and January social media insights and the next steps for the Marketing and Communications team, including highlighting Black-owned and women-owned businesses for Black History Month and Women's History Month, and the February and March newsletter articles.

**V. CLOSING / ADJOURN**

Steve Evans thanked the EVLC for their leadership and adjourned the meeting.

The meeting adjourned at 1:20 p.m.

*Next Economic Vitality Leadership Council Meeting:*

Wednesday, March 31, 2021 at 11:30 am