



Economic Vitality Leadership Council Meeting

May 12, 2021 at 11:30 a.m.

Tallahassee Innovation Center in Kleman Plaza*

306 South Duval Street, Tallahassee

**The General Public may participate via zoom.*

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 until 5 p.m. on May 11, 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_mQXFUvPoRxa5mCquV9crbq by 11 a.m. on May 12, 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.

I.	Welcome	
	1. Chairman Report	Steve Evans
II.	Information Items	
	2. Business Spotlight: District 850	Cristina Paredes
	3. Innovation & Tech Magazine Presentation	Brian Rowland
	4. Economic Indicator Report	Richard Fetchick
III.	Council Discussion	
	5. Approval of February 3, 2021, and March 31, 2021 Minutes	Steve Evans
	6. Business Development and Project Activity Update	Drew Dietrich
	7. Magnetic Taskforce Update	Ricardo Schneider
	8. Big Bend Manufacturers Association Update	Mitch Nelson
	9. MWSBE Business Update	Darryl Jones
	10. Discussion on the IA Meeting Structure	Cristina Paredes
IV.	Closing Remarks and Adjourn	Steve Evans

NEXT MEETING: Wednesday, June 30 at 11:30 a.m.

BOARD AND COMMITTEE MEETING 2021 DATES

Blueprint Intergovernmental Agency (BPIA) Board

Tallahassee City Commission Chambers

- ☐ 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, 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, 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

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

MWSBE Citizen's Advisory Committee

Blueprint Conference Room

11:30 to 1:30 pm

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



Economic Vitality Leadership Council Meeting

March 31, 2021 at 11:30 am
Hybrid Meeting (in-person
and via Zoom)

Meeting Minutes

MEMBERS IN ATTENDANCE

Attending In Person	Attending Virtually
Steve Evans, Chair	Mindy Perkins
Katrina Rolle	Jake Kiker
Kim Moore	Cissy Proctor
Mitch Nelson	Ricardo Snider
Brent Edington	Bill Smith
*Absent: Mark O'Bryant, Keith Bowers, Dr. Temple Robinson	

I. WELCOME

Steve Evans called the meeting to order at 11:35 a.m. by stating protocols and reminding everyone of the Leon County mask ordinance.

Mr. Stanley Sims, new business owner at 603 Martin Luther King Boulevard. Mr. Sims took a Point of Privilege to acknowledge two women on the final day of Women's History Month, Ms. Katrina Rolle and Ms. Kim Moore, both in attendance. He also thanked OEV staff for helping to promote "Social Entrepreneurship".

II. INFORMATIONAL ITEMS

1. Overview of the Agenda and Objectives
2. FAMU Small Business Development Center Update
Keith Bowers will be presenting at the April Stakeholder meeting on the impact of the FAMU Small Business Development Center.
3. Electric & Gas Rate Comparison Presentation
Mr. Rob McGarrah, City of Tallahassee Utilities, provides an update to Tallahassee's Utility. He provided that Tallahassee has the 4th largest electric and gas municipal utility in Florida, 24th largest in the United States. Electric serves 221 sq. mi. Service territory. With 124,000 total customers overall, the Gas services are provided to locations in Leon, Gadsden, and Wakulla Counties, 33,000 customers, mostly within the City Limits. The City aims to keep retail rates below the statewide average. Mr. McGarrah provides charts to demonstrate that Tallahassee's utility rates are below both Talquin Electric, and Duke

energy for Residential, Small, Medium and Large businesses and well below the state average.

Council Discussion:

Mr. Ricardo Snider asked, What share of our energy that's renewable? 60 MW of 700 are solar. According to Mr. McGarrah, roughly 5-6% of our energy.

Mr. Ricardo Snider also asked for information on the City's former Corn Hydro Electric Plant. According to Mr. McGarrah, a few years ago a decision was made for the City to surrender that operation in exchange for its investment in a solar energy farm.

Mr. Steve Evans asked Mr. McGarrah if the City has taken a strategic route with utilities to negotiate with companies we currently have and those we are trying to attract to the community. Mr. McGarrah provided that The City's Utility is limited to some extent under the PSC rules, but some years ago General Services under large customers class, had an Economic Incentive Rate provided. According to Mr. McGarrah, the City is always looking at rate rules to support the efforts of OEV and what they can help with in that regard. Mr. Evans asked Mr. McGarrah to continue to work with OEV on how can we engage our utilities, when, where and under what circumstances for the better of the business community.

4. Business Spotlight – Impact Food Services

Sha'Ron James, Founder and CEO of Impact Food Services, stated that she launched the company in May of 2020 as a social impact organization looking to address a critical need in the community, access to affordable healthy food options. Impact Foods Services Group started with a downtown pilot program. Three fresh food kiosks, TCC Center for innovation, Plaza Tower, and The Tallahassee Center and have expanded beyond downtown and now have kiosks at the TMH emergency center and one with the Leon County Schools Administrative Offices. They operate under the "smart café" model stocked with ready to eat items. Partners with Social kitchen and Red Eye Coffee Company to stock those machines. Also working on a "micro-grocery" program that will accept EBT and snap benefits. "Any unused food will immediately be donated for consumption" she provides as she mentions arrangements made with Bond Neighborhood and South City Foundation.

Council Discussion: Ms. Katrina Rolle asks if partnering businesses need to be a certain size to place a kiosk with them. Ms. James answered that currently their model provides a kiosk on a ratio of 1:100 (1 machine to 100 employees in a building). Social Catering is the primary company used to stock the machines. Ms. Cristina Parades interjected to note that today's lunch was inspired by their offerings. Ms. James also mentioned that five (5) more machines are en-route from California coming online within the next 30-45 days.

5. Mr. Steve Evans progressed to a Review and Approval of Minutes from the February 3, 2021 EVLC Board Meeting. Ms. Kim Moore motioned to move the item and Ms. Katrina Rolle seconded that motion. It carried unanimously.
6. Economic Infrastructure Project Updates - Provided by Cristina Parades, OEV Director. Convention Center update coming at a later day. Bragg negotiations coming along nicely. Innovation park also moving along nicely. A \$750,000 funds transfer to the Tallahassee International Airport has also been successfully completed. Upcoming requests preview of TCC President Merdoch requesting the IA Board fund \$1 Million for upgrades to athletic facilities. Bringing forth information to IA board in May.

Council Discussion: Ms. Cristina Parades highlights some growth in the business sector in the North Florida S. Georgia region.

7. Economic Data Report: Richard Fetchick, OEV - Business Information Manager, reporting on 90+ indicators for the 1Q of 2021. Not “out of the woods yet” but there are many bright positive signs. Review of history of recessions. Local economy has added over 11,000 jobs since December 2020 to mark 186,000+ jobs as of February 2021. Unemployment claims are a hallmark of this recession. As of February 2021, the Unemployment rate is back down to 3.8%.
8. Business Development and Project Activity Updates - Mr. Drew Dietrich, OEV Deputy Director, Provides an update on recent economic development projects which included an overview of the Department's Competitive Projects Process, an overview of BRE (Business Retention and Expansion) efforts, and a look at Multifamily, Commercial, Mixed-Use and Institutional Development currently underway or in the.

Council Discussion: Steve Evans remarks of nicely done presentations by both Drew and Richard.

9. Big Bend Manufacturing Association Update - Mr. Kevin Gehrke, OEV Business Development Manager – Applied Sciences, to discuss updates to the BBMA Membership. He indicates the organization is looking to get Youth involved in manufacturing with some upcoming initiatives. He also indicates the BBMA is currently working to get local businesses on board to set up mentorships. Career Source of North Florida has asked the BBMA to expand the reach further east to Madison, Suwanee and Lafayette counties.

Council Discussion: Mr. Steve Evans calls on Mr. Ricardo Snider to recall a discussion on manufacturing skills in the region. Mr. Gehrke discusses what OEV is doing to address concerns of manufacturing talent in the region. Mr. Ricardo also mentions Common issues involve how each government is dealing with international trade. Ricardo adds comments. Mitch also speaks to other ways people can collaborate and help with the manufacturing skills development.

10. MWSBE Update - Mr. Darryl Jones provides an update on the MWSBE Disparity Study. Also provides an update on International Economic Development Council efforts to highlight best practices for engaging HBCUs with local EDOs. He gives thanks to Cristina Parades for organizing this on behalf of the community.

Mr. Steve Evans takes a moment to recognize Vaughn Wilson for his job building ACE Media here in the community. He indicates he is a great proponent of the MWSBE business. This provides a segway for Ms. Cristina Parades to take a Point Of Privilege to recognize LaTanya Raffington's role with our MWSBE program. Mr. Darryl Jones, OEV Deputy Director – MWSBE, echos Cristina's sentiments regarding LaTanya Raffington's efforts to serve OEV/MWSBE clients. Darryl Jones also recognizes MIT students participating in today's meeting to help review and help offer ideas to improve engagement with Minority and Women owned businesses in the community.

Council Discussion: Steve Evans recognizes Darryl for his energy brought to the program on behalf of the Community's MWSBEs.

III. COUNCIL DISCUSSION & ACTION ITEMS

None.

IV. CLOSING / ADJOURN

- Mr. Steve Evans progresses to close the meeting with mention of upcoming events. Wednesday May 12 is the next meeting, which he indicates, will include changes to the Bi-Laws upcoming, Cristina covering the new budget, updates on two major projects where EVLC is directly involved.
- He also mentions to the EVLC members that each should expect a telephone call as we start preparations for Vision 1st.
- Cristina thanks Mr. Evans for his comments, and thanks participants in today's meeting and invites questions.

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

The meeting adjourned at 12:51 p.m.

Next Economic Vitality Leadership Council Meeting:

Wednesday, May 12, 2021 at 11:30 am



To: Economic Vitality Leadership Council

From: Cristina Paredes, CEcD, Director, Office of Economic Vitality

Date: May 7, 2021

Re: Business Development Report: Magnetic Capital of the World

Overview

Following the adoption of the Economic Development Strategic Plan in 2016, the Office of Economic Vitality (OEV) has taken a targeted approach to recruitment and growing the innovation ecosystem within Tallahassee-Leon County.

This memo provides an overview of the following:

- **Magnetic Taskforce:** A key private/public stakeholder group consisting leaders in the fields of applied science and magnetics focused on activating globally competitive business and research collaborations. The members of the Taskforce also serve as champions for business development activity within these two targeted sectors.
- **Business Development Activity:** Working with Research on Investment (ROI), over has generated 1,200 prospects, 150 project leads, 3 NDAs, 2 MOUs, and 6 active projects in the applied science and magnetic industries. Currently, OEV has over six active projects - in which the company is actively engaged with OEV and our local researcher institutions - that have only been accomplished through the direct result of the efforts by ROI. These companies range from Fortune 500 Electronics Companies, to cutting-edge BioTech start-ups.
- **Marketing and Communications and Strategy:** Through strategic communications, OEV boosts business recruitment efforts within the magnetics technology and applied science industries, culminating in the Magnetic Capital of the World campaign. Most recently working with Innovation Park to develop a site selection video that showcases the available space at the park and key assets.

Magnetic Taskforce

The Magnetic Taskforce is comprised of local leaders in the research and business fields related to Magnetics. The formation of this taskforce was a key recommendation from the OEV Strategic Plan. The taskforce are members from the MagLab, FSU, Innovation Park, FAMU/FSU College of Engineering, independent businesses, and MagCorp. This team provides expert advice and industry guidance for OEV's recruitment and marketing efforts as they relate to magnetics..

The taskforce are subject matter experts who understand the fundamental needs that companies and researchers have with respect to magnetic technologies, and help our community articulate a unified strategy to recruiting and growing a dynamic business and research cluster focused on magnetics to Tallahassee-Leon County. They are an integral part to the overall economic strategy outlined for OEV, bringing expertise and insight to help align our community visions towards innovation and the applied sciences. The taskforce is a world-class group of private and public sector experts that know what it takes to position our community as the Magnetic Capital of the World.

A list of the current Magnetic Taskforce members can be found in Attachment #1: Magnetic Taskforce Roster.

Target Recruitment

An RFP was issued to identify and bring on board a lead generation firm for business attraction and prospect generation activities related to magnetic technologies. This RFP was done in an effort to identify company expansion opportunities that fell into two targeted industries (applied science and manufacturing) and augmented the work of the Magnetic Taskforce. Together with OEV staff, the Magnetic Taskforce conducted the review of the firms who submitted. From this process, Research on Investment (ROI) was selected as the agency to lead these efforts. The Magnetic Capital of the World campaign was officially launched in October 2018. OEV and the Magnetic Taskforce have been working with ROI to generate leads and foster a business recruitment funnel. They operate akin to a 'golden rolodex', networking with a wide array of global firms and industry experts – particularly with respect to advanced materials and magnetic technologies. ROI has the expertise, capabilities, and tools to identify a global cadre of companies who have the opportunity to connect with Tallahassee-Leon County and its unique assets – in particular, those found at Innovation Park.

The ROI lead process functions similar to a funnel. A list of prospective companies is generated by ROI, who then reaches out to each company to identify possible synergies with Tallahassee-Leon County. Once a synergy is identified the prospect is then turned into a project lead, which ROI nurtures to strengthen that synergy and foster a relationship with a local research institution. When a relationship has been established, ROI works with both the private and public sector partners to formalize the relationship through a Non-Disclosure Agreement (NDA) - to protect intellectual property and transition the conversation to advanced levels; or to enter into an Memorandum of Understanding (MOU) - in which the company and researcher begin to actively collaborate. A critical partner in this process is MagCorp, a local firm that works hand-in-hand with ROI to help formulate these agreements, and ensure that both parties are on the same page and that the agreement can be drafted in timely manner to the benefit of all parties. From this point the company is now working directly with our local institutions, and the project is listed as 'Active' and subsequently project managed by OEV to assist with growth, location, and capital.

To date, ROI has a project funnel that consists of over 1,200 company prospects with whom a synergy exists with respect to magnetics, imaging, advanced materials, and robotics. From these, 150 project leads have been generated, wherein ROI nurtures these leads, which has resulted in 3

NDAs, 2 MOUs, and several site visits from these companies with our local research institutions. This is significant as these relationships take years to grow, and NDAs and MOUs are the building blocks to long-term collaborative relationships between private sector firms and local research institutions. These relationships are the foundation for future R&D agreements, employment, and capital investment by the private sector – all driven by a collaboration with local research assets. ROI's skill at navigating and fostering these collaborations has proven invaluable.

As a direct result of the ROI partnership, OEV now has over 6 active projects - in which the company is actively engaged with OEV and our local researcher institutions - that have only been accomplished through the direct result of the efforts by ROI. These companies range from Fortune 500 Electronics Companies, to cutting-edge BioTech start-ups. The projects themselves vary greatly as well, from collaborative research agreements with FAMU on innovative crop design, to full scale manufacturing operations to be collocated with Innovation Park research facilities. These opportunities could leverage up to 650+ jobs and over \$63 million in capital investment alone, with potential to expand beyond even those limits with additional collaborative and commercialized research. Danfoss Turbocor is a shining example of these kind of opportunities, in which a private sector partner leverages a strong partnership with the MagLab to generate significant and long lasting economic impact.

Although COVID-19 has had a major impact on the global business climate, OEV has not lost any project leads, rather the companies have delayed their commitments, and have instead indicated a willingness to not only restart their collaborations and project development, but also plan their site visits to Tallahassee-Leon County as international travel begins to transition back to normal. We are seeing continued and varied interest from companies across the globe, with increased momentum as the nurturing of these leads begins to foster opportunities for both collaboration and traded-sector investment.

A detailed report on the outcomes of the ROI can be found in Attachment #2. Please note that company names within the business plan were removed due to their confidential nature – per FL State Statute Ch. 288, Sec. 075.

OEV is beginning the 3rd contractual year of our relationship with Research On Investment (ROI). Many leads take years to mature, as they work through the nurturing process, growing that relationship with our local institutions, developing collaborative research, and formalizing their relationships through NDAs and MOUs. We are already seeing the benefit of this process, as in year 3, several projects are beginning to transition into formalized partnerships between private sector companies and our local research institutions. With the update to our strategic plan, we will not just focus on these existing prospects, but will be looking forward to emerging industries and brand new synergies in the global marketplace. Both VisionFirst Advisors (VFA) and ROI will be working together to identify these cutting-edge technologies and new industries that are emerging in the post-pandemic economy, and integrate those not only into our strategic plan, but into our daily business recruitment and prospect generation program. It is important to note that this process is just the beginning of our efforts to grow a company pipeline for applied sciences and magnetics in Tallahassee-Leon County, building capacity, momentum, and strategic alignment as we actively and consistently engage the global research sector and drive those synergies to our local research assets.

Marketing the ‘Magnetic Capital of the World’

The Tallahassee-Leon County Office of Economic has leveraged the magnetic research and technology resources through the Magnetic Capital of the World campaign. OEV recognizes that effective, integrated, and coordinated communication is integral to economic success and job growth in the Magnetic Capital of the World. Through strategic communications, OEV continues to seek solutions to boost business recruitment efforts within the magnetics technology and applied science industries. To support these efforts, OEV has utilized social media, news media outlets, newsletters, print materials, and more. Communications staff has utilized the e-newsletter to inform stakeholders on the Magnetic Capital of the World news and Big Bend Manufacturers Association updates. With the recent redesign of the website, OEV has created a Magnetic Capital of the World webpage listing resources and the world-class magnetic research centers, companies, and universities Tallahassee-Leon County has to offer. Communications staff has been instrumental in spreading the word on the services provided by OEV and project activities through media relations – both earned and paid media. OEV has also developed several video campaigns, including the Magnetic Capital of the World Kickoff video series, the Targeted Industries vlog series, and the Site Selection video series – all highlighting the magnetic assets in Tallahassee-Leon County.

A detailed report regarding these marketing efforts can be found in Attachment #3: Magnetic Capital of the World Marketing Report.

Summary

In summary, through a unified strategic approach, that utilizes professional expertise, dynamic stakeholders, and comprehensive marketing; OEV is showing – globally – that Tallahassee-Leon County isn’t just open for business, it’s where cutting edge companies come to innovate and grow, showing everyone why we call ourselves ‘the Magnetic Capital of the World.’ We’re seeing examples of this even now, with the upcoming development of the 40,000 square foot incubator at Innovation Park, known as the North Florida Innovation Labs (NFIL); the new 125,000 square foot FSU Interdisciplinary Research and Commercialization Building (IRCB) also located at Innovation Park; and FAMU’s willingness to explore leveraging their assets to recruit and locate new private sector companies on their assets at Innovation Park. With these community assets, resources, and partners, there is a strong and collective momentum to keep Tallahassee-Leon County at the forefront of innovation. This effort is akin to a marathon, growing a local cluster of innovative and dynamic companies centered around the locally generated research, with many small wins along the way.

Attachments

1. Mag Taskforce Roster
2. ROI Business Plan 2020-2021
3. Magnetic Capital of the World Campaign Marketing Report



MAGNETICS TASK FORCE BOARD MEMBERS

Ricardo Schneider, Chairman

President Danfoss Turbocor Compressors Inc.

Greg Boebinger, PHD

Director of High Magnetics Field Laboratory

Jeff Whalen

Director, MagCorp

STEM Entrepreneur in Residence at the FSU Jim Moran College of Entrepreneurship

Farrukh Alvi, PHD

Senior Associate Dean for Research and Graduate Studies, Don Fuqua Eminent Scholar & Professor of Mechanical Engineering

David Loveless

Chair with Vistage Florida

Open*

Formerly held by the LCRDA Director of Entrepreneurship.

Open*

Formerly held by the FSU Vice President for Research.

**At the time of writing this memo, there are two open seats (as shown below). The Chairman and OEV Director are working with FSU and LCRDA to identify a new member for the taskforce which will be considered at the May meeting of the Magnetic Taskforce. In addition, OEV and the Taskforce work closely with the commercialization offices of the universities.*

PREPARED FOR:
**OFFICE OF
ECONOMIC
VITALITY**
TALLAHASSEE • LEON COUNTY

2020 / 2021 BUSINESS PLAN

PREPARED BY ROI RESEARCH ON INVESTMENT FOR:

Ms. Cristina Paredes
Director

Mr. Drew Dietrich
Deputy Director

Mr. Kevin Gehrke
Business Development Manager,
Applied Science

February 15, 2021

1. EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

The ROI team is excited to be continuing our lead generation and nurturing campaign with The Tallahassee-Leon County Office of Economic Vitality (OEV).

This 2021 planning document positions key milestones for Year 3 as well as highlights achievements from the first two years of our program.

Year 3 is a crucial year as it represents the final step in what ROI considers the first wave of our program. From the onset, ROI set out specific goals for each year. In Year 1, objectives were focused on filling the funnel with an abundance of qualified opportunities; in Year 2, the focus shifted somewhat to lead nurturing, resulting in site visits and expressions of interest. The ROI Team is currently focused on ensuring opportunities come to fruition. The timing for many decisions to be made and partnerships to be agreed upon is in Year 3.

With a strong funnel of more than 150 companies to nurture, two NDAs and an MOU stemming from ROI's 2020 outreach and nurturing, and another NDA and several potential site visits in 2021, our goals for Years 1 and 2 have been achieved. However, our work is far from over. The groundwork has been laid and a strong path built for the success that we had anticipated coming into Year 3.

The ROI team looks forward to continue building on the momentum we generated through the past two years. Our goal is to continue to foster a mutually beneficial partnership between ROI and the Tallahassee-Leon County OEV for the foreseeable future.

2. ABOUT TALLAHASSEE

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WHY TALLAHASSEE-LEON COUNTY?

- Located in the Florida Panhandle, in the Northwest of the state, Tallahassee is the State's capital city and the county seat of Leon County. It is the 7th-largest city in Florida and the 126th-largest in the U.S. It is home to the largest, highest-powered magnet laboratory in the world, world class research universities and unparalleled opportunity.
- The Tallahassee-Leon County Office of Economic Vitality (OEV) is the economic development arm of the regional government of Florida's capital region in and around the City of Tallahassee. A one-stop shop for its community's economic development needs, the OEV aims to develop programs and initiatives while simultaneously leveraging ideas, innovations and intellectual capital through the continuous coordination of the community's economic development partners. It helps businesses to navigate incentives and access funding for needed training, staffing and research. Through local and state resources, there are programs focused on assisting companies in Tallahassee and Leon County grow and expand.
- The Tallahassee-Leon County region also partners with The National High Magnetic Field Laboratory, Florida State University and Florida A&M University to identify business opportunities for companies in their R&D strategy.

Source: oevforbusiness.org

30.7
Average Age

\$46,000
Average Wage

93%
High School Graduation Rate

WHY TALLAHASSEE-LEON COUNTY?

- NO corporate income tax on limited partnerships
- NO corporate income tax on sub-chapter S-corporations
- NO state personal income tax guaranteed by constitutional provision
- NO corporate franchise tax on capital stock
- NO state-level property tax assessed
- NO property tax on business inventories
- NO property tax on goods-in-transit for up to 180 days



- NO sales and use tax on goods manufactured or produced in Florida for export outside the state
- NO sales tax on purchases of raw materials incorporated in a final product for resale, including non-reusable containers or packaging
- NO sales/use tax on boiler fuels
- NO sales/use tax on co-generation of electricity

Source: oevforbusiness.org

~~EMERGING~~ MAGNETIC CAPITAL OF THE WORLD

Tallahassee-Leon County positioned itself as the 'Emerging Capital of the World' and the market took notice. With some great news announced throughout 2020, even through difficult times, it may be time to remove the 'Emerging' tag, because the Magnetic Capital of the World has arrived!

- **Feb. 17, 2020** – the launch of **Electro Magnetic Bitter**, brewed by **Deep Brewing Company** in conjunction with the **MagLab**.
- **Sep. 17, 2020** – the U.S. Department of Commerce announced a \$10.2 million investment towards the establishment of the **North Florida Innovation Labs**, a 40,000 sq.ft., mixed-use, high-tech business incubator at Innovation Park.
- **Dec. 23, 2020** – Innovation Park's flagship company, **Danfoss Turbocor**, announced plans for a new multi-million dollar, 65,000-90,000 sq.ft. manufacturing facility on 16 acres of land in Innovation Park, with 239 new manufacturing and research jobs to be created.

MAGNETIC
CAPITAL OF
THE WORLD

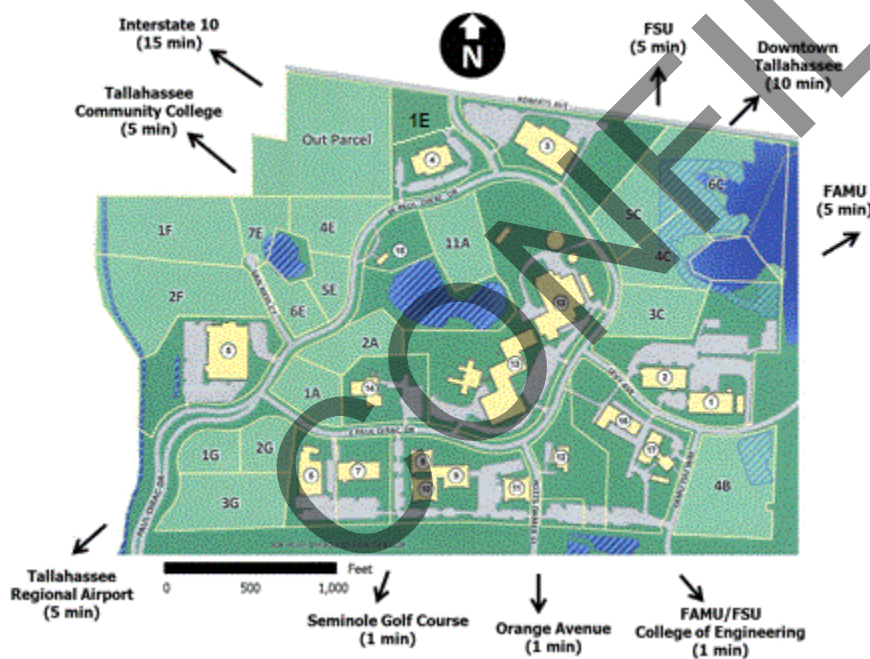


KEY REGIONAL INSTITUTIONS

- Innovation Park is North Florida's innovation hub for world-class research and emerging technologies, it currently boasts over 1 million square feet of space in 17 buildings, housing 30 different organizations ranging from university and federal government research facilities, to specialty manufacturing companies.
- The Park is home to the MagLab and the Applied Superconductivity Center; FSU Research Foundation; FSU High Performance Materials Institute; FSU Florida Center for Advanced Aero-Propulsion; FSU Center for Advanced Power Systems; FAMU Center for Plasma Science and Technology; Center for Biomedical and Toxicology Research; and private industry leaders such as Danfoss Turbocor.
- There is office space available; greenfield space for building facilities; and a planned business incubator to support the public and private sectors and academia. The incubator will include wet labs, dry labs, an

electronics lab, a tissue and bioculture lab, metal and wood shops, 3D printing capabilities, and several additional available offices.

- The Park is served by a nearby NW regional data center (primarily used for education and government, but available to the private sector as well) and has 2-3 providers for fiber optic connectivity.
- Innovation Park also offers assistance in applications for SBIR and STTR grants, as well as a preparatory course for the I-Corps program at Georgia Tech.



KEY REGIONAL INSTITUTIONS



- The only facility of its kind in the United States, the National High Magnetic Field Laboratory (MagLab) is the largest and highest-powered magnet laboratory in the world. Disrupting the magnetic materials, life research, and energy fields, it is the birthplace of magnetic breakthroughs.
- It is roughly 370,000 sq.ft. and houses approximately 300 faculty, staff and students. It contains several magnets, including a 45-tesla hybrid magnet, a 35-tesla resistive magnet and 25-tesla Keck magnet. MagLab, which is also host to the Applied Superconductivity Center, attracts more than 1,800 visiting researchers annually.

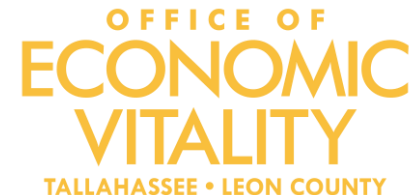
- As one of the top research universities in the country, FSU has key research centers and laboratories in Advanced Power Systems, Advanced Aero-Propulsion, High Performance Materials and Molecular Biophysics, as well as the renowned Jim Moran School of Entrepreneurship.
- FSU also has a Research Foundation offering Grants for Application Proof of Concept (GAP) funding, and an Office of Commercialization for joint academic and private sector research and development.



- FAMU is one of the most diverse higher learning institutions in the country, with 84% of its student population being African American and 64% women. It is renowned for its Colleges of Engineering (jointly with FSU); Pharmacy and Pharmaceutical Sciences; and Center for Plasma Science and Technology.
- FAMU also has an Office of Technology Transfer serving a similar function to FSU's Office of Commercialization.

KEY REGIONAL PROGRAMS

Other regional programs include



- The Entrepreneurial Excellence Program – a 10-class program offered through Innovation Park and led by local business experts.
- The OEV's Minority, Women, & Small Business Enterprise (MWSBE) Division – responsible for certification of businesses, and evaluation, scoring and monitoring MWSBE competitive solicitations.
- The Capital Local Outreach Opportunity Program (CapitalLOOP) – a BR&E program through the OEV, engaging local businesses and collaboratively tackling challenges.
- Leon Works Expo – a job fair co-sponsored by the County and the OEV.
- TechHire Tallahassee – an OEV program that readies tech talent for the job market and links that talent to the employers with open positions.
- The Tally Job Hop – a tour of local businesses looking for interns and employees, sponsored by the Chamber of Commerce.
- Domi Station – a business incubator and co-working space in Tallahassee, primarily for entrepreneurs.
- Qualified Target Industry (QTI) tax refunds – incentive available through the State of Florida for companies creating high wage jobs in target industries.

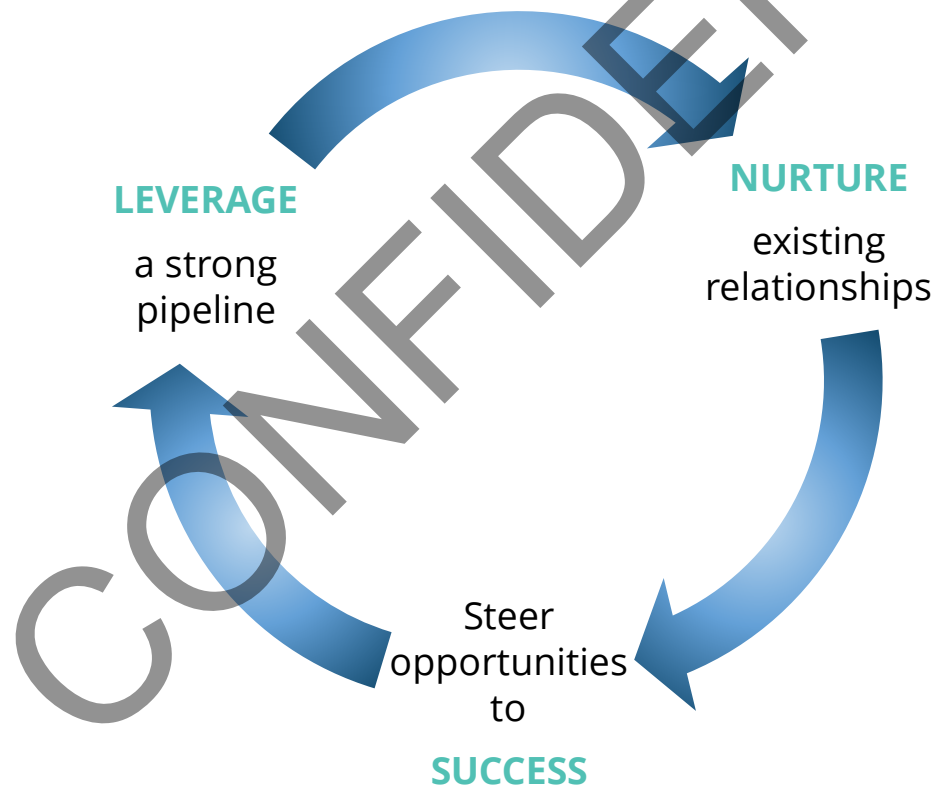
3. 2018-20 HIGHLIGHTS

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2021: BUILDING ON 2020 MOMENTUM

Priority Focus:

- Leverage refreshed TCPL and strong pipeline
- Continue nurturing activities; push site visits as travel restrictions ease
- Next-level nurturing on companies that are under NDA or MOU



2021: A YEAR OF RENEWED OPTIMISM AND ACTION!



4. OUTREACH AND TARGETING

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METHODOLOGY



PHASE ONE Project Relaunch

Review scope and deliverables

Review prospect identification and nurturing strategy

Complete business plan

Access to ROI CRM for real-time progress



PHASE TWO Intelligence Gathering / Pipeline Development

Gather corporate intelligence for strategic outreach

Review and reconnect with pipelines

Rekindle Online Lead Generation (OLG) program



PHASE THREE Multi-Touch Outreach & Meeting Program

Multi-touch outreach: interviewing senior management.

Scoring: BANT / 4 categories based on likelihood of locating in Tallahassee

Execute meetings and create detailed company lead sheets and/or call reports

Log data in ROI CRM



PHASE FOUR Follow-up / nurturing / Sales Opportunity Delivery

Best-practice nurturing strategies to build meaningful relationships

Standardized protocol to ensure professional follow-up

- RFIs
- Scheduling and participation in joint calls with stakeholders
- NDAs and MOUs as necessary
- Site visits
- Ongoing facilitation
- CRM and Call Report updates

Hand-off / inclusion with OEV team

Continued nurturing of opportunities to success

OUTREACH STRATEGY



COMPANY SCORING

Each company is scored into one of four categories based on the executive interview. The scoring categories are based on the qualified prospect's likelihood of locating in Leon County.

A. PROSPECT INVESTMENT LEAD

- Clear timeframe
- Identifiable product or service
- Budget or employment forecast
- Interest in meeting with a Leon County representative

C. SUSPECT INVESTMENT LEAD

- Indications of a need to expand/relocate
- The U.S. may not be on the shortlist
- Less clear investment horizon
- Potential interest in meeting with a Leon County representative

B. PIPELINE INVESTMENT LEAD

- Longer investment horizon
- Unclear budget or employment forecast
- Expansion location not determined
- Identifiable product or service
- Interest in meeting with a Leon County representative

D. NON-VALIDATED

- Would not participate in interview
- Could not reach decision-maker despite reasonable attempts
- Company has no interest/refused to meet with a Leon County representative

5. COMMUNICATION PLAN

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COMMUNICATION PLAN

- Internal communication within ROI and external communication with Leon County is a key element of the business plan.

BI-WEEKLY PROJECT STATUS REPORTS:

- Overview of outreach to date and progress by sector
- Project status meetings / calls, list of new prospects; existing funnel, new opportunities

QUARTERLY / PROJECT MILESTONE MEETINGS:

- Engage members of ROI Steering Committee and Leon County leadership. Review program status, project direction, and action items or plan of action

ANNUAL OPERATIONS REPORT AND MEETING:

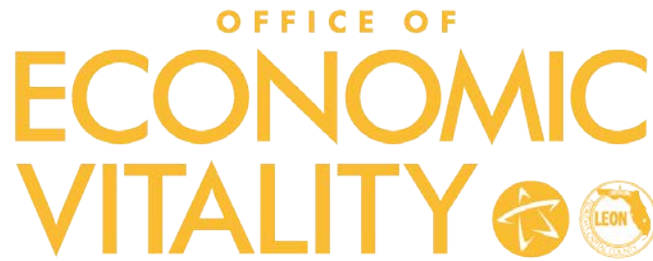
- Summarize full activities to date, review of relevant lead development topics with themes of learning, sharing and collaboration



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RESEARCH ON INVESTMENT



Magnetic Capital of the World Campaign Marketing Report

Overview

The Tallahassee-Leon County Office of Economic Vitality has leveraged the magnetic research and technology resources through the Magnetic Capital of the World campaign. OEV recognizes that effective, integrated, and coordinated communication is integral to economic success and job growth in the Magnetic Capital of the World. Through strategic communications, OEV continues to seek solutions to boost business recruitment efforts within the magnetics technology and applied science industries. To support these efforts, OEV has utilized social media, news media outlets, newsletters, print materials, and more. Outlined below is the report for the various outlets utilized by OEV.

Media Relations

Communications staff utilizes organic media to showcase our organization's values and most current news to media outlets, such as WTXL and WFSU, as well as paid media, such as print advertisement with media outlets, such as 850 Magazine and the Tallahassee Democrat, to reach a new audience. Through media relations, staff is able to tell the story of OEV through press releases and opinion editorials while mitigating any inquiries from news outlets. To tell the story, staff has built and maintained relationships with key media representatives. Strong story-telling and relationship-building has been vital to informing the public of OEV mission, policies, and practices in a positive and credible manner. OEV has developed 27 media engagements this year and 54 media engagements since October 2020. With 9 media engagements directly tied to the Magnetic Capital of the World.

- Leon County's Cristina Paredes Recognized As One of America's Top Economic Developers (WFSU): [Leon County's Cristina Paredes Recognized As One Of America's Top Economic Developers | WFSU News](#)
- Deep brews ode to Magnetic Capital of the World (Tallahassee Democrat): [Deep brews ode to Magnetic Capital of the World | Around the Brew Bend \(tallahassee.com\)](#)
- High Tech Economic Development (WFSU): [High Tech Economic Development | WFSU News](#)

Earned Media

Danfoss Expansion

Despite the Coronavirus pandemic, the Office of Economic Vitality has still seen great project activity, even landing a project with Danfoss Turbocor, the pioneer of the world's first oil-free magnetic bearing compressor for the HVACR industry. Communications staff worked with Danfoss and Innovation Park to announce its plan to further invest in and expand the footprint of its Tallahassee manufacturing facility.

Communications staff developed a press release that was approved by Danfoss and Innovation Park and was distributed in alignment with the Innovation Park press release. Communications staff received several media inquiries for interview regarding the announcement.

- Danfoss to expand Tallahassee manufacturing facility, expected to create 239 jobs (WCTV): [Danfoss to expand Tallahassee manufacturing facility, expected to create 239 jobs \(wctv.tv\)](#)
- Danfoss Turbocor expanding in Tallahassee, bringing 'Project Juggernaut' to fruition (Tallahassee Democrat): [Danfoss Turbocor expanding in Tallahassee, creating over 200 jobs](#)
- Danfoss brings \$48 million project, 239 high wage jobs to Innovation Park (WTXL): [Danfoss brings \\$48 million project, 239 high wage jobs to Innovation Park \(wtxl.com\)](#)
- Business expansion brings jobs to Tallahassee (WTXL): [Business expansion brings jobs to Tallahassee \(wtxl.com\)](#)

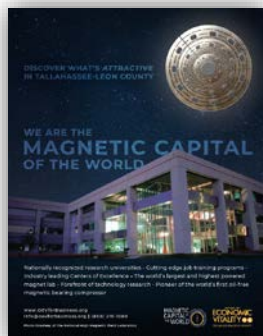
Tallahassee Innovation & Technology Magazine

Communications staff partnered with Rowland Publishing to highlight our innovation and technology sectors as a part of the Magnetic Capital of the World campaign. The [Tallahassee Innovation & Technology issue](#) highlighted several programs that the Office of Economic Vitality is working on, like the creation of the GIS WebTech site selection tool. The issue also profiles several companies in Tallahassee-Leon County that are boosting the magnetic momentum, including Danfoss Turbocor, MagCorp, Innovation Park, QuarryBio, and Weather Tech.

- Welcome To Tallahassee Tech: [Welcome To Tallahassee Tech - 850 Business Magazine](#)
- Tallahassee Office of Economic Vitality Leverages Data Control: [Tallahassee Office of Economic Vitality Leverages Data Control - 850 Business Magazine](#)
- Cristina Paredes Owns Her Place At The Table: [Cristina Paredes Owns Her Place at the Table - 850 Business Magazine](#)

Paid Media

Communications staff promotes the Magnetic Capital of the World to internal and external audiences through advertisements. Staff developed a full-page ad to be included in the 850 Business Magazine in its special edition Innovation and Technology issue. Communications staff also purchased advertising space with the Tallahassee International Airport to welcome visitors traveling to Tallahassee-Leon County with more information on the Magnetic Capital of the World and what we have to offer.



Videography

To showcase Tallahassee-Leon County's dynamic business environment to the Applied Science community, a Magnetic Capital of the World series, Targeted Industries blog, and site selection video series was created. When spreading our message through video campaigns, social media platforms and our website are two common and efficient ways to share with our target audience, but in 2020, YouTube become another proficient way to share videos and stream webinars. According to Forbes, YouTube is the second largest search engine next to Google, meaning people from around the world utilize YouTube for research and direction. OEV saw this as a way to get our video campaigns and resources to a wider audience.

Magnetic Capital of the World

As home to the National High Magnetic Field Laboratory, Danfoss Turbocor, and the FAMU-FSU College of Engineering, there are world-renowned magnetic assets in Tallahassee that need to be showcased to a greater audience, which is why Communications staff developed the Magnetic Capital of the World video series. The series includes interviews from Dr. Gary Ostrander of the FSU Research Foundation, Ricardo Schneider of Danfoss Turbocor, Dr. Farrukh Alvi from the FAMU-FSU College of Engineering, and Dr. Gregory Boebinger from the National High Magnetic Field Laboratory. Following the release, this video premiered at the Annual Tallahassee Chamber Conference and has been showcased at several stakeholder and public presentations on the Magnetic Capital of the World. The video series is archived on OEV's YouTube page as well as on our website under the Magnetic Capital of the World tab: [Magnetic Capital of the World – Office of Economic Vitality \(oevforbusiness.org\)](#).

- [Magnetic Capital of the World – Danfoss Turbocor Kickoff](#)
- [Magnetic Capital of the World](#)

Targeted Industries

To give a deeper dive into the vibrant targeted industries in our community, Tallahassee business owners and leaders were featured to discuss why they chose Tallahassee, how Tallahassee has benefitted their business, and where they see the future of their business. This video series, meant to attract business of similar industries, was debuted on our social media channels, specifically YouTube, and on our website. By documenting each guest, the video series will hopefully establish positive perceptions of our community and its welcoming business environment. The video series is archived on OEV's YouTube page as well as on our website under the Targeted Industries tab: [Targeted Industries – Office of Economic Vitality \(oevforbusiness.org\)](#).

- [Targeted Industry: Manufacturing](#)
- [Targeted Industry: Life Science](#)

Site Selection

At OEV, we understand that the right location is critical to the success of a business. Our office developed a site selection video series to leverage everything that the Magnetic Capital of the World has to offer and identify available land and properties. As many resources move virtual and travel has slowed down since the pandemic, this series opens the door to learn about our community, the magnetic resources that are available, and the other services OEV has to offer in relation to site selection, such as labor market studies and economic incentives. Following the release, this video premiered at the Intergovernmental Agency

Board of Directors Meeting in December of 2020 and has been showcased at several stakeholder and public presentations on site selection and the magnetic research hub that is Innovation Park. The video series is archived on OEV's YouTube page as well as on our website under the Locate and Grow tab: [Site Selection Videos – Office of Economic Vitality \(oevforbusiness.org\)](#). The videos have been platformed and are being utilized by our consultants.

- [Innovation Park Site Selection Video](#)
- [Innovation Park Site Selection Aerial Tour](#)
- [Innovation Park Site Selection Highlight Video](#)
- [Innovation Park Conceptual Site Plan Lot 4E](#)
- [Innovation Park Conceptual Site Plan Lot 1F/7E](#)
- [Innovation Park Conceptual Site Plan Lot 1A](#)



Website

OEV uses their website as an important form of communication. Business information, resources, events, and other economic development services are made available on the OEV's website in order to inform site visitors with information needed for their business or potential venture. Since the redesign of the website, this most recently includes the Magnetic Capital of the World webpage: [Magnetic Capital of the World – Office of Economic Vitality \(oevforbusiness.org\)](#). This information is regularly audited and updated by Communications staff. The webpage offers a wealth of knowledge for business leaders looking to grow or relocate their applied science company in Tallahassee-Leon County. The webpage also includes a highlight of the nationally-recognized research centers, companies, and colleges and universities that are in the Magnetic Capital of the World, such as the National High magnetic Field Laboratory, the FAMU-FSU College of Engineering, and Danfoss Turbocor. With the recent redesign of the OEV website, it has been easier than ever for business leaders to find exactly what they're looking for in the Magnetic Capital of the World as it pertains to their business needs.

Community Engagement

In terms of community engagement, Communications staff has been eventful in strategically sharing our mission and resources with stakeholders, partners, and the Tallahassee-Leon County community through the newsletter and community events.

E-Newsletter

Communications staff distribute e-newsletters, which includes current news, upcoming events, and local business spotlights. The monthly Economic Insider newsletter keeps the community and stakeholders informed on all things in the Magnetic Capital of the World. Most recently, the Economic Insider features a monthly Director's Message and staff articles on specific business and community topics, including the magnetic assets that lead to the expansion of Danfoss' manufacturing facility and Big Bend Manufacturers Association (BBMA) updates. OEV also partnered with Innovation Park to dedicate a section in the Economic Insider newsletter for organization news and events. The e-newsletter platform disseminates

Magnetic Capital of the World news and updates to local businesses, ecosystem partners, and stakeholders, totaling **over 6,900** recipients.

- Director's Message: Magnetic Momentum: [How Florida's Capital Built Magnetic Momentum – Office of Economic Vitality \(oevforbusiness.org\)](https://oevforbusiness.org/how-florida-capital-built-magnetic-momentum)
- How Florida's Capital Built Magnetic Momentum: [How Florida's Capital Built Magnetic Momentum – Office of Economic Vitality \(oevforbusiness.org\)](https://oevforbusiness.org/how-florida-capital-built-magnetic-momentum)
- Big Bend Manufacturers Association Update: [Big Bend Manufacturers Association Update – Office of Economic Vitality \(oevforbusiness.org\)](https://oevforbusiness.org/big-bend-manufacturers-association-update)

Electro Magnetic Bitter

Tallahassee-Leon County is home to several magnetic assets, including the National High Magnetic Field Laboratory the world's first oil-free magnetic bearing compressor, cutting-edge research centers, and one of the top engineering colleges in the state. To celebrate these world-renowned assets, our office, the Tallahassee-Leon County Office of Economic Vitality (OEV) collaborated with a local craft beer organization, the Tallahassee Beer Society, and a local brewery, DEEP Brewing Company, to create a unique marketing campaign to promote Tallahassee as the Magnetic Capital of the World. The collaboration brought forth the Electro Magnetic Bitter, an English ale brew, as a way to foster conversation about the Tallahassee's magnetic resources beyond traditional channels. With every purchase of the Electro Magnetic Bitter, a portion of the proceeds goes to support local STEM education programs, such as SciGirls and Camp Tesla hosted by the National High magnetic Field Laboratory. This campaign was accompanied by an official launch at DEEP Brewing Company, which was well-attended by researchers, scientists, stakeholders, and the Tallahassee-Leon County community.

Summary & Long-Term Plan

As set out above, the Communications team is leading the effort to communicate and engage widely with the magnetic technology and applied science community about the Magnetic Capital of the World. The marketing strategy focuses on generating growth with a strong emphasis on recruiting new businesses to Tallahassee-Leon County and growing our workforce. We bridge the gap between available local services and resources, like the National High Magnetic Field Laboratory and the Florida Center for Advanced Aero-Propulsion, to applied science companies. This summer, Communications staffs will be hosting a workshop at the Greater Tallahassee Chamber of Commerce on the magnetic momentum that Tallahassee-Leon County is experiencing. The workshop will include business leaders in the magnetic research and technology industry.

Long-term planning and goals require a formal strategic process, which is why the Communications staff has identified growth factors and works with VisionFirst to create a road map for future communications, which will include a larger presence at the Tallahassee International Airport. OEV will strive to ensure that all communication is inclusive, accessible to the whole community, maintains consistency and accuracy, and is the leading voice for economic vitality in the region.

Economic Vitality Leadership Council

Materials for Item #10

May 12, 2021

Title: Recommendation on Consideration of an Adjusted 2021 Board of Directors Meeting Calendar to Separate Infrastructure and Economic Vitality Meetings

Category: Council Discussion and Action Items

STATEMENT OF ISSUE:

At the April 8, 2021 meeting, the Blueprint Intergovernmental Agency Board of Directors (IA Board) requested that this agenda be included on the EVLC and Blueprint CAC agenda.

This item provides options for Blueprint Intergovernmental Agency Board of Directors (IA Board) consideration to adjust the IA Board meeting schedule. Options provided include separating regular meetings for Blueprint Infrastructure (Infrastructure) and the Office of Economic Vitality (OEV), as well as an option to make no changes, other than a rescheduled September 2021 meeting date to September 27, 2021.

Both Option #2 and Option #3 provide for the majority of meetings to be specific to Infrastructure or OEV business; however, some joint meetings will be necessary. This would also impact the number of CAC meetings, as Option #3 would increase the number of CAC meetings required to eight (8) meetings a year. This item was continued from the April 8, 2021 IA Board meeting, and requested to be reviewed by the Economic Vitality Leadership Council and the Citizens Advisory Committee.

FISCAL IMPACT

There is no fiscal impact with Option #1, or Option #2 as these options keep the total number of regular meetings consistent with the current schedule. There is a fiscal impact associated with the Option #3, related to WCOT coordination and broadcasting, but it is a nominal amount.

EVLC OPTIONS:

- Option 1: Recommend the IA Board approve Option #1 to continue the current practice of holding joint regular meetings for 2021, and provide a proposed 2022 meeting schedule of joint Infrastructure and OEV meetings for consideration at the September 2021 meeting, consistent with previous practices. Reschedule the September 23, 2021 meeting to September 27, 2021.
- Option 2: Recommend the IA Board approve Option #2 to amend the Blueprint Intergovernmental Agency Board of Directors meeting schedule to hold six (6) regular meetings per year; hold separate meetings for Blueprint Infrastructure and OEV business, except for when there is a budget workshop or budget public hearing scheduled for the same day as a regular meeting; review this practice as part of the 2022 joint regular meeting.
- Option 3: Recommend the IA Board approve Option #3 to amend the Blueprint Intergovernmental Agency Board of Directors meeting schedule to hold eight (8) regular meetings per year; hold separate meetings for Blueprint Infrastructure and OEV business, except for when there is a budget workshop or budget public hearing scheduled for the same day as a regular meeting; review this practice as part of the 2022 joint regular meeting.
- Option 4: CAC recommendation of preferred option.

EVLC RECOMMENDED ACTION

- Option 4: CAC recommendation of preferred option.

Blueprint Intergovernmental Agency Board of Directors Agenda Item #X

May 27, 2021

Title: Consideration of Adjusted 2021 Intergovernmental Agency Board of Directors Meeting Calendar to Separate Infrastructure and Office of Economic Vitality Meetings

Category: General Business

Intergovernmental Management Committee: Vincent S. Long, Leon County Administrator
Reese Goad, City of Tallahassee Manager

Lead Staff / Project Team: Benjamin H. Pingree, Director, Department of PLACE
Susan Dawson, Blueprint Attorney
Autumn Calder, Director, Blueprint
Cristina Paredes, Director, Office of Economic Vitality

STATEMENT OF ISSUE:

This agenda item provides options for Blueprint Intergovernmental Agency Board of Directors (IA Board) consideration to adjust the IA Board meeting schedule. Options provided include separating regular meetings for Blueprint Infrastructure (Infrastructure) and the Office of Economic Vitality (OEV), as well as an option to make no changes, other than a rescheduled September 2021 meeting date to September 27, 2021. The other two options presented provide for either six (6) total regular meetings a year (Option #2) or eight (8) regular meetings a year (Option #3). Both Option #2 and Option #3 provide for the majority of meetings to be specific to Infrastructure or OEV business; however, some joint meetings will be necessary. This item was continued from the April 8, 2021 IA Board meeting.

FISCAL IMPACT

There is no fiscal impact with Option #1, or Option #2 as these options keep the total number of regular meetings consistent with the current schedule. There is a fiscal impact associated with the Option #3, related to WCOT coordination and broadcasting, but it is a nominal amount.

RECOMMENDED ACTION:

Option 3: IA Board Direction

EXECUTIVE SUMMARY:

This agenda item provides for Blueprint Intergovernmental Agency Board of Directors (IA Board) consideration of options to amend the IA Board meeting schedule to provide for separate Infrastructure and OEV meetings, beginning at the start of FY 2022. This format would allow for expanded presentations on active and upcoming Infrastructure and OEV programs and projects. The two departments would still hold a joint regular meeting on the dates of the joint budget workshop and joint budget public hearing, every year. This item also provides options to keep the meeting schedule at six (6) regular meetings per year, or expand to eight (8) regular meetings per year.

This agenda item also provides a process to review the meeting schedule one year after implementation, which, if approved, is anticipated as part of the May 26, 2022 regular meeting. It is also anticipated that this will result in a reduced exposure during this time period in which COVID-19 is still a concern, by limiting the number of staff required to be present at meetings. Lastly, this item provides an option to keep the IA Board meeting schedule the same, excepting a rescheduled September 27, 2021 meeting to avoid a scheduling conflict with the Florida Association of Counties, and to present the proposed 2022 schedule for joint Infrastructure and OEV meetings at the September 2021 meeting, consistent with previous practices. This item was continued from the April 8, 2021 IA Board Meeting.

SUPPLEMENTAL INFORMATION:

BACKGROUND

At the February 18, 2021 meeting, IA Board directed staff to bring an agenda item to amend the 2021 IA Board meeting schedule by separating Infrastructure and OEV business meetings, beginning in FY 2022, and reviewing this process within a year of implementation. Option #2 maintains the number of regular meetings at six (6) per year and Option #3 expands the number of regular meetings to eight (8) meetings per year. Both Options #2 and #3 separate Infrastructure and OEV business into separate meetings, except for on the dates of the budget workshops, or public hearings when Infrastructure and OEV business would be considered concurrently in a joint meeting. Overall, this would allow for expanded opportunity for Directors to consider both Blueprint and OEV business, reduced exposure to Covid-19, and increased staff time efficiency. Option #1 provides an option for IA Board consideration of continuing the practice of holding joint regular meetings, and presenting a proposed 2022 meeting schedule at the September 2021 meeting, consistent with previous practices. All options also provide for an adjusted September 2021 meeting date of September 27, 2021. This item was originally on the April 8, 2021 IA Board meeting agenda, but was continued to the May 27, 2021 meeting.

History of IA Board Meeting Schedules

According to Section B-3 of the By-laws of the IA Board, at least one meeting of the Board of Directors per year is required.

The original By-laws for the Intergovernmental Agency called for the IA to meet in conjunction with the Metropolitan Planning Organization, now the Capital Region Transportation Planning Agency. On November 19, 2001, the Agency approved alternating the MPO and IA Board meetings on a monthly basis with the meetings to be held on the third Monday of each month in 2002. It was acknowledged that two summer meetings, July and September, would be held concurrently with the MPO due to budget and scheduling reasons. The 2002 and 2003 schedules were developed based on that guidance, however, according to a September 9, 2003 IA agenda item, because of cancellations and rescheduling, the annual plan was not well followed.

From 2002 until 2016, the IA Board held three regular meetings each year. At the October 27, 2016 IA Board meeting, the Board of Directors amended the 2017 meeting schedule to add a fourth meeting to be held in December, to allow for a meeting in each quarter of the year. This practice continued until September 5, 2019 when the Board of Directors adopted the 2020 meeting schedule, which added two additional regular meetings, consistent with IA Board direction.

As noted previously, during the February 18, 2021 meeting, the IA Board directed staff to bring back an agenda item for IA Board consideration of separating Blueprint Infrastructure and OEV meetings and review this process in one year. The next section presents an overview of the current schedule of 2021 IA Board meetings, and two options for separated OEV and Blueprint Infrastructure regular meetings.

CONSIDERATION OF SEPARATING BLUEPRINT INFRASTRUCTURE AND OEV BUSINESS INTO SEPARATE MEETINGS

Current IA Board Meeting Schedule

At present, the IA Board annual meeting schedule has six (6) joint regular meetings for conducting both Blueprint and OEV business. In addition to these joint regular meetings, the IA Board holds an economic development strategic plan workshop, a budget workshop, and a budget public hearing, every year. Table #1, below, details these meetings and dates.

Table 1 – 2021 Blueprint IA Board of Directors Meeting Dates

2021 Blueprint IA Board Adopted Meeting Schedule	
<i>2021 Meeting Dates</i>	
<u>Date</u>	<u>Department</u>
Thursday, February 18, 2021	Joint Meeting*
Thursday, April 8, 2021	Joint Meeting
Thursday, May 27, 2021	Joint Meeting*
Thursday, July 15, 2021	Joint Meeting
Thursday, September 23, 2021	Joint Meeting*
Thursday, December 9, 2021	Joint Meeting
* Indicates Additionally Scheduled Workshop or Public Hearing	

Consistent with IA Board direction from the February 18, 2021 meeting, this item presents options for separating Blueprint Infrastructure and OEV business into separate meetings. This item presents three alternatives, the first is a no change option, save a rescheduling of the September 23, 2021 meeting, to September 27, 2021 meeting, due to a scheduling conflict with the Florida Association of Counties. This option, Option #1, would continue the practice of holding joint regular meetings and presenting a proposed 2022 meeting schedule to the IA Board for consideration at the September 27, 2021 meeting, consistent with current practices.

The second alternative, Option #2, separates the business of the two departments beginning in FY 2022 and schedules a total six (6) regular meetings per year. The exception to the separation would be a joint meeting on the days of the combined budget workshop (typically held in May) and combined budget public hearing (held in September), consistent with current practices. The result over the course of the year would be two (2) Infrastructure focused meetings, two (2) OEV focused meetings, and two (2) joint meetings, for a total of six regular meetings.

The third alternative, Option #3, also separates the business of the two departments, beginning in FY 2022, but schedules eight (8) regular meetings per year. Again, the exception to the separation would be a joint meeting held on the days of a combined Blueprint/OEV budget workshop (typically held in May) and a combined budget public hearing (held in September). The result over the course of the year would be three (3) Infrastructure focused meetings, three (3) OEV focused meetings, and two (2) joint meetings, for a total of eight (8) regular meetings.

It is anticipated that this separation of Blueprint Infrastructure and OEV subject matter will allow the Directors to discuss items in-depth, while holding to a specific meeting timeframe. It is also anticipated separating the meetings will reduce exposure during the time that COVID-19 is still a concern, as the number of staff needed will be limited, primarily, to the respective Blueprint division. Both Option #2 and Option #3 would provide for this practice to be reviewed in May 2022.

Option #2– Six (6) Regular Meetings Per Year

Option #2 would keep the total number of regular meetings per year at six, and would separate Infrastructure and OEV meetings, beginning in FY 2022. The exceptions to this separation would be a joint budget workshop and a joint budget public hearing. Staff from both Infrastructure and OEV would need to be present for these meetings. Table 2, below, depicts the meeting schedule for the remainder of 2021 and potential dates for 2022. Both Blueprint and OEV staff have scheduled important project updates for both the May and July 2021 IA Board meetings, necessitating keeping those as joint regular meetings. Therefore, meeting separation would begin in December 2021, the first IA Board meeting of FY 2022.

Table 2 – Option 2 Proposed Meeting Dates

Option 2 - 6 Total Regular IA Meetings per Year	
<i>2021 Meeting Dates</i>	
<u>Date</u>	<u>Department</u>
Thursday, February 18, 2021	Joint Meeting
Thursday, April 8, 2021	Joint Meeting
Thursday, May 27, 2021	Joint Meeting*
Thursday, July 15, 2021	Joint Meeting
Monday, September 27, 2021	Joint Meeting*
Thursday, December 9, 2021	Infrastructure
<i>Potential 2022 Meeting Dates</i>	
<u>Date</u>	<u>Department</u>
Thursday, February 10, 2022	OEV
Thursday, March 31, 2022	Infrastructure
Thursday, May 19, 2022	Joint Meeting*
Thursday, June 30, 2022	OEV
Thursday, September 22, 2022	Joint Meeting*
Thursday, December 8, 2022	Infrastructure
* - Indicates Budget Workshop/Budget Public Hearing in addition to regular meeting.	

Option #3 – Eight (8) Regular Meetings Per Year

Option #3, would expand the regular meeting schedule to eight meetings per year, and hold separate meetings for Infrastructure and OEV business, beginning in FY 2022. The exception to this separation are joint meetings held on the day of the combined budget workshop and the combined budget public hearing, which would continue to be held jointly. Option #3, would allow for both Blueprint Departments to have a meeting in each of the four quarters of the year, as well as both having a meeting between the budget workshop and budget public hearing. This would ensure that Directors are able to provide staff direction they need at important intervals throughout the year, and at least once per quarter. All the benefits outlined in Option #2 are obtained in Option #3, with this additional benefit. Table 3, below, depicts proposed meeting dates for the remainder of 2021, and potential meeting dates for 2022.

Table 3 – Option 3 Proposed Meeting Dates

Option 3 - 6 Total Regular Meetings in 2021; 8 Total Regular Meetings After	
<i>2021 Meeting Dates</i>	
<u>Date</u>	<u>Department</u>
Thursday, February 18, 2021	Joint Meeting
Thursday, April 8, 2021	Joint Meeting
Thursday, May 27, 2021	Joint Meeting*
Thursday, July 15, 2021	Joint Meeting
Monday, September 27, 2021	Joint Meeting*
Thursday, December 9, 2021	Infrastructure
<i>Potential 2022 Meeting Dates</i>	
<u>Date</u>	<u>Department</u>
Thursday, February 10, 2022	OEV
Thursday, March 31, 2022	Infrastructure
Thursday, May 19, 2022	Joint Meeting*
Thursday, June 16, 2022	OEV
Thursday, July 14, 2022	Infrastructure
Thursday, September 22, 2022	Joint Meeting*
Thursday, November 10, 2022	OEV
Thursday, December 15, 2022	Infrastructure
* - Indicates Budget Workshop/Budget Public Hearing in addition to regular meeting.	

CONCLUSION:

Option #1, provides an option for IA Board consideration and direction, of a no change option to the IA Board meeting schedule, except for a rescheduled September 2021 meeting. This option would also continue the practice of holding joint regular meetings for Infrastructure and OEV business, and to present a proposed 2022 meeting schedule at the September 27, 2021 meeting, consistent with current practices.

This item also presents two alternatives for amending the Blueprint IA schedule, one for separating the business of the two departments and holding six (6) meetings per year, and one for separating the business of the two departments and holding eight (8) meetings per year. An exception for this separation would be when there is a budget workshop or a budget public hearing scheduled for the date of an IA Board meeting; on these dates, Infrastructure and OEV business would be combined for the regular meeting. Option #2 would provide for two Infrastructure meetings, two OEV meetings, and two joint meetings. Option #3 would provide for three Infrastructure focused meetings, three OEV focused meetings, and two joint meetings. All options provide for an updated September 2021 meeting date of September 27, 2021, to avoid a scheduling conflict with Florida Association of Counties activities.

These potential changes would allow for expanded presentations providing greater detail on active and upcoming Infrastructure and OEV programs and projects, increasing the opportunity for Directors and the public to engage on an item. It is also anticipated that this will result in a reduced exposure during this time period in which COVID-19 is still a concern, by limiting the number of staff required to be present at meetings. During the new Sharing of Ideas meeting section of any IA Board meeting, Directors will be able to bring up any topic regarding Infrastructure or OEV business to be brought back at any future meeting.

The practice of separating meetings under Option #2 and Option #3 would be brought back to the IA Board in May 2022 for consideration and further direction.

OPTIONS:

- Option 1: Continue the current practice of holding joint regular meetings for 2021, and provide a proposed 2022 meeting schedule of joint Infrastructure and OEV meetings for consideration at the September 2021 meeting, consistent with previous practices. Reschedule the September 23, 2021 meeting to September 27, 2021.
- Option 2: Amend the Blueprint Intergovernmental Agency Board of Directors meeting schedule to hold six (6) regular meetings per year; hold separate meetings for Blueprint Infrastructure and OEV business, except for when there is a budget workshop or budget public hearing scheduled for the same day as a regular meeting; review this practice as part of the 2022 joint regular meeting.
- Option 3: Amend the Blueprint Intergovernmental Agency Board of Directors meeting schedule to hold eight (8) regular meetings per year; hold separate meetings for Blueprint Infrastructure and OEV business, except for when there is a budget workshop or budget public hearing scheduled for the same day as a regular meeting; review this practice as part of the 2022 joint regular meeting.
- Option 4: IA Board Direction

RECOMMENDED ACTION:

- Option 4: IA Board Direction