

**COMMITTEE MEETING
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
DESOTO COUNTY, FLORIDA
AUGUST 11, 2017**

I. CALL TO ORDER

8:15 AM

II. MINUTES APPROVAL

1. Economic Development Advisory Committee - Committee Meeting - Jun 9, 2017 8:15 AM

III. REGULAR BUSINESS

A. Connie Bateman- Education Effort

B. Action Plan Prioritization

1. Action plan

C. Officers & Committee Terms

IV. PUBLIC COMMENTS

V. COMMITTEE COMMENTS

VI. STAFF COMMENTS

A. Mike Taber

B. Earl Hahn

VII. ADJOURN

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.

**COMMITTEE MEETING OF THE ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE
HELD ON JUNE 9, 2017 AT 8:15 AM
IN THE EXTENSION OFFICE
2150 NE ROAN ST
ARCADIA, FLORIDA**

The Economic Development Advisory Committee held a Committee Meeting on June 9, 2017.

I. CALL TO ORDER 8:15 AM

Attendee Name	Title	Status	Arrived
Tony Guidry	Member	Present	8:15 AM
Lew Ambler	Vice Chairman	Present	8:15 AM
Mary-Kay Burns	Administrator, Department of Health, DeSoto County	Present	8:30 AM
Bill Hackney	Member	Present	8:15 AM
Jan Harvin	Member	Present	8:15 AM
Heather Nedley	Member	Present	8:15 AM
Andy Neuhofer	Chairman	Present	8:15 AM
Beth Carsten	Member	Present	8:25 AM
Robert Womack	Member	Excused	
Earl Hahn	Member	Excused	
Danielle Blosser	Member	Absent	8:15 AM
Asena Mott	Member	Present	8:15 AM
Kathy Gamotia	Member	Present	8:15 AM

II. MINUTES APPROVAL

1. Economic Development Advisory Committee - Committee Meeting - May 12, 2017 8:15 AM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Heather Nedley, Member
SECONDER:	Jan Harvin, Member
AYES:	Guidry, Ambler, Hackney, Harvin, Nedley, Neuhofer, Mott, Gamotia
ABSENT:	Burns, Carsten, Blosser
EXCUSED:	Womack, Hahn

III. REGULAR BUSINESS

1. Mandy Hines- County Administrator Update

Mandy Hines gave the committee an update on happenings at the County, the upcoming budget process and participated in a short Q&A session

2. Brainstorming Results

Review the Brainstorming Results/Keep and review for next meeting to begin forming into a finalized action plan

The Committee reviewed the final brainstorming results and at the next meeting will begin to prioritize action items

IV. PUBLIC COMMENTS

V. COMMITTEE COMMENTS

VI. STAFF COMMENTS

Minutes Acceptance: Minutes of Jun 9, 2017 8:15 AM (Minutes Approval)

A. Mike Taber

i. July Meeting Schedule

It was discussed that the committee will not meet in July due to traditional vacation schedules.

B. Earl Hahn

VII. ADJOURN

AGENDA ITEM

**BOARD OF COUNTY COMMISSIONERS
DESOTO COUNTY, FLORIDA
DATE: August 11, 2017**

Consent Agenda
 Regular Business
 Public Hearing

Quasi-Judicial Public Hearing
Time

DEPARTMENT: Economic Development

SUBMITTED BY: Mike Taber,

PRESENTED BY: Andy Neuhofer, Chairman

TITLE & DESCRIPTION: Action plan

REQUESTED MOTION:

SUMMARY:

BACKGROUND:

FUNDS: Budget Amount N/A
Actual Agenda Item N/A
Cost:
Account Number: N/A
Explanation: N/A

ATTACHMENTS: strengths challenges final June 2017

REVIEW APPROVAL: Department Director

Finance Director

Budget Department

Purchasing Department

County Attorney

County Administrator

What are the Strengths and Challenges of our community?

Strengths

Challenges

Business Strength	How should BOCC leverage/support?
Low cost alternative to large FL markets	-Providing a matrix that compares DeSoto County in cost savings to Metro area
Existing agricultural workforce with transferable skills	-Highlighting specific examples where demographics are favorable -Promoting our excellent transportation network (particularly roadways) for commerce -Promoting specialty care at DeSoto Memorial Hospital -Improving City roads and Community Appearance
Progressive High School Vocational and Dual Enrollment Plans	-Promoting excellent access to government and responsive customer service by County and City employees - Promote Tourism events that draw people into the Community to see for themselves the strengths -Attract high-end recreation like cutting horses, dog shows, tournaments -Use/Invest in Social Media Marketing - Continue Regional approach
Support from State and Utility Economic Development	-Have Committee members engage youth by speaking with them about business. Encourage the Chamber to do the same -Create and participate in programs like Junior Achievement, youth entrepreneurial programs, youth business engagement programs, etc.
Qualified Economic Development professionals	-Promote the fact that we are in a Foreign Trade Zone

Challenges/Barriers to Businesses	How should the BOCC address?
Lack of qualified workforce	-Soft Skills- Business etiquette training in schools -Attract private schools -Vocational school expansion similar to Charlotte County -Programs for dropouts like what Theresa Collins and Family Service Center does, expand funding -Create, with schools, a publication for dropouts on what their options other than education is in DeSoto County -County continue to expand water, require hookups in certain areas to fund -Housing study implementation -Develop 8 acres on Kings Highway to "marketable ready" with appraisal, environmental, geotechnical, archeological and hydrological studies complete. Survey (county can do in house) -Produce a list of required land uses/zoning for different industries that is easy to read and access -Enforce the Community Appearance Standards Ordinance -Create a Façade Improvement Grant Program
Lack of competitive real estate offerings	-Fully fund the Economic Development Trust Fund -Fund the Landscape Plan for US 17 -Make suggestion to the BOCC to create and enforce architectural standards for commercial building in corridors
Frequent areas of blight	-Increase budget to allow for investment of land, lead generation, incentives -Junior Achievement Programs -Awareness Program on how education attainment affects the entire community and personal income -Follow recommendations for workforce development above -Help SFSC and DeSoto Schools expand dual enrollment -Mentorship programs -Internship programs -Increase budget to allow for investment of land, lead generation, and local incentives - Investigate ways to make it easier for value added agricultural businesses (cannery, food production, beverage production, nurseries, etc) to start and thrive. -Encourage SFSC and DeSoto Schools to continue to invest in technology training in DeSoto County. -Further investigate with UF/IFAS, encourage BOCC to engage more at a state level on crop and diversification issues.
Lack of funding for economic development	
Poor education attainment	
Increased competition from coastal communities	
Lack of production industry	
Undeveloped technology training resources	
Crop disease/need to diversify agricultural and related processing businesses	

Opportunities

Rising cost of doing business in large FL markets	-Cooperative local regulatory system- Prove it and compare it to other communities -Publicity highlighting how good and easy it is to do business in DeSoto County -Compare and market the time it takes to get permits in DeSoto - County vs. Competing locations Social Media promotion - target businesses -Attract Value Added Agricultural businesses -Attract Distribution Centers -Advertise US 17 Expansion for logistics
Access to Central and South Florida population base	-Attract a Private School or Charter School -Look at increasing density limits in -Land Development Regulations -Put together and promote a new resident moving guide -Land Development changes to make residential densities possible
Increasing population base	
Increasing Taxpayer base	

Attachment: strengths challenges final June 2017 (2145 : Action plan)