

**COMMITTEE MEETING
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
DESOTO COUNTY, FLORIDA
JUNE 9, 2017**

I. CALL TO ORDER

8:15 AM

II. MINUTES APPROVAL

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

III. REGULAR BUSINESS

1. **Mandy Hines- County Administrator Update**

2. **Brainstorming Results**

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

IV. PUBLIC COMMENTS

V. COMMITTEE COMMENTS

VI. STAFF COMMENTS

- A. **Mike Taber**

- i. **July Meeting Schedule**

- 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 MAY 12, 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 May 12, 2017.

I. CALL TO ORDER 8:15 AM

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

II. MINUTES APPROVAL

1. Economic Development Advisory Committee - Committee Meeting - Feb 10, 2017 8:15 AM

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

2. Economic Development Advisory Committee - Committee Meeting - Apr 21, 2017 8:15 AM

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

III. REGULAR BUSINESS

1. Community Health Assessment

Mary Kay Burns presented the Executive Summary of the DeSoto County Health Assessment. General Discussion followed.

2. Brainstorming Challenges - Final Session

The Committee had discussion related to the last portion of its brainstorming exercise- Strengths

Minutes Acceptance: Minutes of May 12, 2017 8:15 AM (Minutes Approval)

Increased Competition from Coastal Communities: Increase budget to allow for investment of land, lead generatin, and local incentives

Lack of Production Industry: The committee had discussion that the County has a tremendous agricultural production industry. Investigate ways to make it easier for value added agricultural businesses (cannery, food production, beverage production, nurseries, etc) to start and thrive. Review LDR for recommendations to increase the availabilty of land for these types of operations near the largest agricultural areas.

Undeveloped techonology training industry- Mrs. Mott outlined South Florida State College Machitronics/Stem programs upcoming including deisel mechanic, lineman, and water treatment plant operations. Committee recommends growing and supporting these programs and encouraging SFSC and DeSoto Schools to continue to invest in these types of programs in DeSoto County.

Crop disease/need to diversify agricultural and related processing businesses- Further investigate with UF/IFAS, encourage BOCC to engage more at a state level on these issues.

IV. PUBLIC COMMENTS

V. COMMITTEE COMMENTS

VI. STAFF COMMENTS

A. Mike Taber

Mike Taber provided a legislative update and Mrs. Mott provided South Florida State College position on education bills passed/being considered by the Florida Legislature.

1. Legislative Update

B. Earl Hahn

None

VII. ADJOURN

**BOARD OF COUNTY COMMISSIONERS
DESOTO COUNTY, FLORIDA
DATE: June 9, 2017**

Consent Agenda
 Regular Business
 Public Hearing

Quasi-Judicial Public Hearing
Time

DEPARTMENT: Economic Development

SUBMITTED BY: Mike Taber,

PRESENTED BY: Andy Neuhofer, Chairman Mandy Hines

TITLE & DESCRIPTION: Mandy Hines- County Administrator Update

REQUESTED MOTION:

SUMMARY:

BACKGROUND:

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

ATTACHMENTS:

REVIEW APPROVAL:

Department Director

Finance Director

Budget Department

Purchasing Department

County Attorney

County Administrator

**BOARD OF COUNTY COMMISSIONERS
DESOTO COUNTY, FLORIDA
DATE: June 9, 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: | Brainstorming Results |
| 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 -Promoting excellent access to government and responsive customer service by County and City employees - |
| Progressive High School Vocational and Dual Enrollment Plans | 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 - |
| Support from State and Utility Economic Development | Continue Regional approach -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, etc. |
| Qualified Economic Development professionals | -Promote the fact that we are in a Foreign Trade Zone |
| 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 |
| Access to Central and South Florida population base | Social Media promotion - target businesses -Attract Value Added Agricultural businesses -Attract Distribution Centers -Advertise US 17 Expansion for logistics |
| Increasing 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 |
| Increasing Taxpayer base | -Land Development changes to make residential densities possible |

| 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 |
| Lack of competitive real estate offerings | -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 -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 |
| Lack of funding for economic development | -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. |
| 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 | |

Attachment: strengths challenges final June 2017 (2063 : Brainstorming Results)