

**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 |
| Lack of funding for economic development | -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 | |

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)