

**HORIZON COUNCIL EXECUTIVE COMMITTEE  
MEETING MINUTES  
March 28, 2018**

**Members Present:**

Gray Davis  
Gary Griffin  
David Miller  
Robbie Roepstorff  
Ben Siegel  
Jim Wilson

Dan Eveloff  
Randy Henderson  
Jennifer Nelson  
Russell Schropp  
Chris Spiro

**Members Absent:**

Greg Adkins  
Anita Cereceda  
Chauncey Goss  
Gail Markham  
Amy Quaremba

Brandon Box  
Dane Eagle  
John Manning  
Michael Martin

**Staff and Guests Present:**

Warren Baucom  
Antranette Forbes  
Pamela Johnson  
Glen Salyer  
Dilman Thomas (Horizon Foundation Chief Fundraising Officer)

Rebecca Czyz  
Tiffany Grint  
Amy McQuagge  
Melanie Schmees

**I. CALL TO ORDER**

Chair, Gray Davis called the meeting to order at 12:31 p.m.

**II. APPROVAL OF MINUTES**

*A motion to approve the minutes of the February 23, 2018 meeting was made by Chris Spiro, seconded by Russell Schropp, and unanimously approved.*

**III. CHAIR REPORT**

None.

**IV. NEW BUSINESS**

**a. Horizon Council Member “At Large” Application**

*A motion to accept Kristy Knupp (representing Chico’s) as an At Large Member was made by Spiro, seconded by Schropp, and unanimously approved.*

**V. 2018 STRATEGIC PLANNING SESSION**

Davis reviewed a handout of the 2025 Strategic Road Map with the Board. The following are changes to be made to update the document:

1. Update survey data for Manufacturing Output Model (page 5)
2. Update data on page 7 under Economic Gardening.
3. Update Page 9 Regional Partnership report requirement, and change logo.
4. Change word “affordable” to attainable in regards to housing half-way down the page
5. Update the SWOT Analysis to reflect the following:
  - a. Update to reflect six cities

- b. Under Strengths – change the word “affordable” to “attainable” and move to the Weaknesses column
  - c. Under Strengths – include Page Field and Security at RSW
  - d. Under Strengths – Add Effective Diverse Municipalities
  - e. Opportunities – remove Research Diamond
  - f. Under Opportunities – add Medical Marijuana
  - g. Under Weaknesses – add Workforce, Demographics, Lack of Industry Clusters, and Generational Diversity
  - h. Under Threats – add Cyber Security, Beach/Water Quality and Flooding
  - i. Under Threats – add to Environmental Sensitivity/Issues and Disruption – Beach/Water Quality
  - j. Alternative Funding/Impact Fees
  - k. Move Underemployed Workforce from Strengths to Threats
6. On Page 12, under objectives, ninth bullet point, change wellness to wellbeing. (Do we want to change all of the 2013 road map references to 2018 & update the proper task forces from page 13 on?)

Davis then went through the 2018 Horizon Council Draft Work Plan. The following are changes to be made to update the document:

1. I.A.2. – Add Initial Business Issues Committee meeting set for April 12, 2018 at 3:00 pm.
2. I.A.2.a. - Monthly Work Shop topics agenda submitted to Members April 2, 2018
3. I.A.2.c. – Official positions may be communicated directly to the BoCC Horizon Council representative during meetings or by using a Horizon Council drafted White Paper.
4. I.B.c – Delete FGCU-Lee-Collier Regional Task Force with SWFLEDA
5. I.D.2.b. – Delete “five” and replace with “six”
6. II.B.1. Change to: Establish priorities/mission and potential overlap with the Community Foundations’ Future Makers
7. Addendum – Add the following topics:
  - a. National Flood Insurance Program
  - b. Alternative Funding
  - c. Medical Marijuana
  - d. Unfunded Mandates
  - e. Bitcoin
  - f. Potential date for Judicial Hellhole presentation – June 15. Speaker Traci McKee from Henderson Franklin
  - g. Apprenticeships
  - h. Employee Retention
  - i. Venture Capital

By-law changes will be made as follows:

Horizon Council By-law 1.2 - Change the Horizon Council telephone number to Foundation Fundraiser’s phone number (239) 810-1948.

Horizon Council By-law 4.1.3 - Replace Board Chair with Director and remove Board Member.

Horizon Council By-law 4.1.7 - add the word Committees before Task.

Horizon Foundation By-law 1.2 - Change the Horizon Council telephone number to Foundation Fundraiser’s phone number (239) 810-1948.

A Horizon Foundation By-law change Horizon Foundation Article 3.1, Mission and Purpose will be updated to read: The Horizon Council serves as the advisory body to the Lee County Commission of economic development issues and provides vision, guidance and support to the Lee County Economic Development Office (EDO).

The Committee and Task Force Chairs spoke.

1. **Outreach/Marketing** - Chris Spiro discussed ongoing outreach to each municipality, Chambers of Commerce, etc., and assisting in the EDO's future marketing efforts.
2. **Workforce** – David Miller's committee will meet with other parties to discuss role/responsibilities/overlap/redundancies with Future Makers on April 10, 2018.
3. **Commercial Corridor Committee** – Dan Eveloff gave a recap of the committee and its objective regarding the Lehigh Acres, North Fort Myers and MLK Corridors. The committee continues to focus on brand and perception through websites and social media.
4. **Business Issues** – Russell Schropp commented on attainable housing efforts. A reorganizational task force meeting will be held April 12, 2018 to hear business issues that need to be addressed.
5. **Healthcare** – Davis said Brandon Box is being considered for approval as the new Chair.
6. The Board suggested that Transportation be added as a new task force/committee.

#### VI. **ADJOURN**

With no further business, the meeting adjourned at 4:01 p.m.