

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

Members Present:

Dan Eveloff
Chauncey Goss
Gary Griffin
Randy Henderson
Gail Markham
Michael Martin

John Meyer
Robbie Roepstorff
Glen Salyer
Russell Schropp
Ben Siegel
Chris Spiro

Members Absent:

Greg Adkins
Brandon Box
Anita Cereceda
Gray Davis
Roger Desjarlais
Dane Eagle

John Manning
Doug Meurer
David Miller
Jennifer Nelson
Amy Quaremba
Jim Wilson

Staff and Guests Present:

Warren Baucom
Amy Cooper, CliftonAllenLarsen
Rebecca Czyz
Tiffany Grint
Amy McQuagge

Pamela Johnson
Glen Salyer
Dilman Thomas (Horizon Foundation Chief
Fundraising Officer)

I. CALL TO ORDER

Vice Chair Eveloff called the meeting to order at 8:13 a.m.

II. APPROVAL OF MINUTES

A motion was made to approve the minutes of the April 27, 2018 meeting by Spiro, seconded by Henderson, and unanimously approved.

III. CHAIR REPORT

Eveloff reported that Gray Davis was unable to attend today's meeting. No report.

IV. COMMITTEE REPORTS

a. **Outreach/Marketing:** Spiro reported the committee is working with North Fort Myers and Commissioner Hamman to share information and marketing material on economic development activities.

b. **Workforce:** David Miller was unable to attend today's meeting. No report.

- c. **Commercial Corridor Committee:** Eveloff presented a report on how to further develop the three corridors including social media, website, and branding. Eveloff commended Becky Czyz for her assistance in expanding the corridor's social media presence. The committee is working on creating more marketing material to highlight North Fort Myers, particularly. The committee is working with the owner of Hancock Square to continue its efforts to redevelop that space.

The committee is seeking to leverage the 3D visualization video sponsored by the Foundation as a marketing tool to developers. Eveloff reported on the Merchants Crossing' approved application, which is the first award under the North Fort Myers Incentive Program. Johnson further commented that the Board of County Commissioners approved \$75,000 in financial incentives for façade improvements on that project. The developer is matching \$300,000 of its own funds. November 2018 is the expected completion date.

Representatives from each corridor attended the International Council of Shopping Centers (ICSC) Conference, thanks to the Foundation's \$3,000 contribution. Attendees captured several business leads. Salyer thanked Eveloff personally on his efforts to assist EDO staff in business attraction and commercial revitalization efforts.

McQuagge reported that staff had met with Yemisi Oroluntola-Coates and Michelle Zech from Lee Health regarding the social integration fair. Tentative locations include Alico Arena or FSW. An event date will be narrowed down by next month.

- d. **Business Issues:** The taskforce continues to review the attainable housing report commissioned by the Council earlier this year. There were 11 recommendations made in such report. There have been two meeting thus far discussing four of the recommendations per meeting. One additional meeting is scheduled. The committee will bring a white paper report to the general membership for review before Thanksgiving.

Griffin commented that Commissioner Kiker is interesting in hearing from the Council on this matter.

- e. **Healthcare:** No report.

V. UNFINISHED BUSINESS

- a. FY 2019 Officer Nomination/Membership Committee Appointments

Bob Koenig was unable to attend today's meeting. Griffin reported on FY 19 officer nominations. The nominations are as follows: Chair – Dan Eveloff, Vice Chair – Chris Spiro, Treasurer – Gail Markham, Secretary – Mark Stevens.

A motion was made to approve the FY 2019 slate of officers by Henderson, seconded by Goss, and unanimously approved.

- b. FY2019 Calendar Adoption

A motion was made to approve the FY2019 calendar by Griffin, seconded by Roepstorff, and unanimously approved.

c. FY2019 Strategic Planning Meeting

The meeting is scheduled for October 19th at JetBlue Park. Eveloff reported he identified a meeting facilitator certified as Six Sigma Lean Black Belt in process development from Regions Bank.

d. Horizon Council Member “At Large” Application

Member applications were included in the agenda packet. Griffin reported he and Davis met with Bill Schroeder regarding Andrew Reddish and his in support of the Council’s mission. The other applicant is Rachel Busch, Cigent Technologies.

Roepstorff clarified at-large members are require annual approval at General Membership. Discussed ensued. It was clarified that memberships are determined based on individual—not company.

A motion was made to approve the nominations of Andrew Reddish and Rachel Busch as Horizon Council At-Large Members by Roepstorff, seconded by Henderson, and unanimously approved.

VI. NEW BUSINESS

None.

VII. LEE COUNTY ECONOMIC DEVELOPMENT DIRECTOR REPORT

Johnson explained upcoming staff changes. Amy McQuagge and Tiffany Grint will be leaving EDO to expand career opportunities. McQuagge is joining Sanibel Captiva Community Bank as Vice President/Director of Marketing. Grint is being promoted within the county to the Talent Development department.

EDO hired a Business Development Manager, Ruth Buchanan. Buchanan comes from City of North Port, previously serving as their Economic Development Manager for the past 8 years. Her experience including marketing and foreign direct investments. She holds a Master’s Degree from the University of Japan, and has also earned IEDC certification.

The marketing and administrative positions will be open for recruitment. In the interim, EDO is receiving assistance from the Visitors & Conventions Bureau (VCB).

Salyer discussed EDO expanding its marketing efforts with the assistance of VCB and the Sports Development departments. Salyer introduced Jeff Mielke, Director Sports Development.

Johnson updated on the committee on EDO’s disaster recovery assistance efforts including communication of the SBA recovery loans, OneLee initiative and county’s dine local program.

McQuagge thanked everyone for reserving their seats to Industry Appreciation. Tickets are still available for sale.

Henderson stated he met with Senator Benaquisto’s office regarding the Florida Department of Economic Opportunity’s \$1.2 billion funding allocation for the Rebuild Florida Program. The program

provides relief for losses suffered due to Hurricane Irma. Additionally, Henderson thanked Goss and others for their assistance in bringing the water quality issue to the delegation and urged communication with businesses to complete applications for assistance where needed. Salyer reported the Board of County Commissioners will review an agreement with the Southwest Florida Water Management District to manage maintenance of 13 water bodies in Lee County.

VIII. MEMBER INPUT

Michael Martin reported FGCU broke ground on a new fitness and recreational center.

IX. ADJOURN

With no further business, the meeting adjourned at 9:18 a.m.