

MEETING SUMMARY

Community Leaders Summit
July 18, 2014
IRSC Richardson Center

1. Stan Boling, County Community Development Director, welcomed participants, made opening remarks regarding the need for county-wide common/shared economic development goals, objectives, and strategies, and presented a pre-recorded video of Board of County Commissioners members welcoming summit participants.

Mr. Boling then introduced Beth Mitchell.

2. Ms. Mitchell, past EDC chairman and president/CEO of the Sebastian River Area Chamber of Commerce, introduced economic development consultant Janet Ady.
3. Janet Ady, president/CEO of Ady Voltedge had each summit participant (over 50 persons) introduce himself/herself. Ms. Ady, assisted by associates Bennett Syverson and Brandon Rutz, gave a PowerPoint presentation and led summit activities. Ms. Ady and her associates presented information on the following:

- Economic positioning process, scope/deliverables, and possible future steps. Future summit on draft analysis (December 2014) and presentation of final report to BCC (February 2015).
- Economic development processes, the importance of conducting positioning analysis prior to developing branding and marketing strategies
- Site selection process (risk, screening-out candidates, flexibility, ready-data, no dissonance)
- Optimal community fit, long-term costs, selection analytics, confidentiality
- Strengths/assets at state, regional, local levels and differences in expenditures for recruitment and retention/expansion (BRE) at state, regional, local levels
- Differentiating Indian River County from other areas
- Industry re-location drivers (costs, access to talent, risk minimization) and role of Quality of Life
- Asset mapping (costs, business conditions) for Indian River County
- Positioning and messaging (“hook”, differentiating, consistency)
- Reaching internal audience (retention and expansion) and external audience (recruitment)

4. Ms. Ady assigned each participant the task of filling-out a 7 question Stakeholder Input Form (copy attached). Participants completed and submitted input forms to the consultant.
5. Ms. Ady then assigned each participant table (total of 11 tables) the task of discussing and presenting input on a specific question from the input form. Participants at each table discussed their table’s assigned question.

6. Ms. Ady led a topic by topic large group discussion with the leader from each table sharing input from his/her group. Comments on each topic were also provided from the general audience of participants.
7. Ms. Ady presented preliminary information gathered by the consultant team during the week from interviews and site visits. Ms. Ady then provided a summit wrap-up.
8. Mr. Boling thanked participants, stated that up-to-date economic positioning information will be posted on the County's website (www.ircgov.com/EDPAAP), and adjourned the summit.

Attachment: Stakeholder Input Form

Notes: The summit was video recorded by IRC computer services staff. The meeting summary was provided by Stan Boling

retain, expand, attract

REMINDER: We are evaluating the COUNTY as a whole, not the EDC.

- 1. Imagine you are a company executive from outside the region, looking to relocate or expand your current business. What would you want to know about the county?**
- 2. What are the county's core industries?**
- 3. How has the county evolved in the last decade?**
- 4. What are the county's greatest economic assets? Why?**
- 5. What are the biggest opportunities for growth in the county?**
- 6. What are the biggest challenges currently facing the county?**
- 7. What industries or clusters do you think the county is, or could be, competitive in?**