

Ocala Enterprise Zone Development Agency



310 SE 3rd Street
Ocala, FL 34471

www.ocalafl.org

Regular Meeting Minutes

Wednesday, February 1, 2012
3:00 PM

1. Welcome/Introductions

The meeting was called to order at 3:13 p.m.

Attendee Name	Title	Status
Jaye Baillie	Chamber of Commerce	Present
Leonard Barriner	Past CDBG – Workforce	Excused
Brenda Chrisman	Workforce Connection	Present
Bill Bockewitz	Code Enforcement Board	Absent
Jerone Gamble	CF Institute	Present
Jimmi Griffin	Griffin & Associates	Excused
Scott Hackmyer	Devereux Foundation	Present
Michael Hageloh	Financial/Banking	Present
JeRome Johnson	GOCDC – SR40 Committee	Present
Brad Nimmo	Habitat for Humanity	Present
Pete Tesch	EDC	Present
Alfred Van Duyne	New Covenant Initiatives	Present
Samuel Williams	OPD	Excused

Others Present: Melanie Gaboardi and Endira Sharma of the City of Ocala's Revitalization Strategies Department.

2. Approval of Minutes

- a. **Approved** Regular Meeting Enterprise Zone Development Agency Minutes for Wednesday, November 02, 2011

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Scott Hackmyer, Devereux Foundation
SECONDER:	Jaye Baillie, Chamber of Commerce
AYES:	Baillie, Chrisman, Gamble, Hackmyer, Hageloh, Johnson, Nimmo, Tesch, Van Duyne
ABSENT:	Bockewitz, Griffin, Williams
EXCUSED:	Barriner

3. EZDA Applications for Board Members (resident)

Melanie Gaboardi introduced new members Michael Hageloh and Jerone Gamble. The EZDA needs a representative who resides within the Enterprise Zone; board members were asked for recommendations. Scott Hackmyer and Alfred Van Duyne discussed potential new members. The board discussed different ways of alerting the community to

the vacancy. Ms. Gaboardi will be speaking with the Mayor with regards to receiving a recommendation for a police representative on the Board. Ms. Gaboardi reminded the board that the application process remains open and advised that applications can be found at City Hall, the City's website, or sent electronically. Mr. Gamble requested a public notice in writing to distribute at local churches.

4. List of Businesses Reviewed/Visited

Ms. Gaboardi explained that Ocala Police Department staff updated the list of businesses in the Enterprise Zone during patrol. Ms. Sharma presented data gathered from the review and identified the vacant business properties. Ms. Gaboardi explained the purpose was to develop a tool that would show where opportunities exist for businesses to take advantage of the Enterprise Zone program. In response to a question posed by Ms. Chrisman, Ms. Gaboardi stated that staff continues to communicate with businesses located in the Enterprise Zone, especially to alert them of incentives and to encourage them to create jobs. Businesses that are no longer in business have been removed from the list so that they have a current active list; there were approximately three hundred total data records. Ms. Gaboardi asked how the board would like to move forward with the information.

Mr. Johnson asked if there is a way that businesses can streamline the process for applying for the incentives. Ms. Gaboardi stated that the application process may seem daunting, but staff consistently helps walk applicants through the process. Ms. Gaboardi suggested the EZDA hold a workshop to explain the details of the application process and incentives to potential applicants. Ms. Chrisman recommended coupling the City's partner incentives and services for a workshop. Mr. Tesch suggested meeting with businesses on a face-to-face basis to provide information about the incentives available; stating that gauging response from several of these meetings may be helpful.

Mr. Hageloh voiced agreement with Mr. Tesch and remarked that the best way to bring additional success is to display past success, perhaps in map format. Ms. Gaboardi discussed a mentoring program and noted that there are several successful businesses receiving incentives.

Ms. Gaboardi explained that the City created the Business Assistance brochures as a tool to educate business owners about what incentives are available from the City. Ms. Baillie requested a digital copy of the brochure from Ms. Gaboardi.

Mr. Gamble remarked it sounds as if the Board is suggesting two different activities, both of which need to get done; a workshop for business owners and setting up one-on-one business meetings. Ms. Baillie stated that job applicants with Workforce Connection identify whether they are residents of the Enterprise Zone on their resumes. Ms. Gaboardi suggested Workforce and the City work together to identify those workers based on their addresses.

Mr. Hackmyer voiced support for identifying businesses by category in order to focus on

the specific incentives that would benefit them. Ms. Gaboardi explained the available benefits are the same regardless of the business type, however, each business operates differently. Ms. Baillie commented that there is a need for a minority business council to represent those businesses, however, it is one thing to set up an association, and another to maintain it; it will require consistent oversight.

Mr. Hackmyer stated he can look into funds for providing breakfast at an early morning workshop. The workshop would include discussion on business incentives and the creation of an association.

Ms. Gaboardi suggested they plan something for mid to late April, which would allow the Board to meet once more before holding the workshop. Ms. Gaboardi explained that the last workshop was two years ago.

Ms. Baillie suggested a simple fact sheet which will allow board members to open up the door for discussion. Mr. Tesch recommended they contact one business at a time, and hold a seminar in the future. Mr. Hageloh suggested that it should not be an either/or; they should focus on doing both.

Ms. Gaboardi stated she will postpone working on the workshop until staff and the board identifies potential employees and businesses. Ms. Chrisman suggested her staff send a card to applicants, identifying themselves as eligible to receive incentives so they can market themselves to potential employers.

Ms. Gaboardi stated she is working with the City's Growth Management Department to determine when businesses locate within the Enterprise Zone.

5. Strategic Plan Updates

Ms. Gaboardi asked the board to review the Enterprise Zone's Strategic Plan, Goals Section 8, and the report that the EZDA sent to the State. Part of what needs to be adjusted or changed is the medium for getting information to businesses. Ms. Baillie suggested a marketing sub-committee meeting on this.

Marketing opportunities may include the creation of a tagline, free radio announcements with WOKF and others, Mr. Hageloh may have contacts available.

6. Topics for Future Discussion

The board determined to hold a Marketing sub-committee meeting at the Chamber of Commerce on March 7, 2012 at 3:00 p.m.

7. Florida's Enterprise Zones

Ms. Gaboardi stated that she recently received a draft 2011 annual report issued by Florida's Department of Economic Opportunity. Based on the report, the City of Ocala's Enterprise Zone received approximately \$2,800 in state incentives, contributed \$752,988 in local support, leveraged approximately \$1,760,000 in additional grants and programs, created 235 identifiable jobs, and assisted over 500 businesses. Mr. Nimmo voiced support for starting a dialogue with the other CRA groups; he suggested a lunch meeting between the active CRA groups and the EZDA. Mr. Tesch suggested they also invite the Affordable Housing Advisory Committee (AHAC).

Ms. Gaboardi stated that she will speak with Mr. Mondell regarding dates.

8. Other Discussion

Mr. Hackmyer asked if anyone has spoken to the company that is moving in to the 84 Lumber site. Ms. Gaboardi stated that the City has been working with the company, they anticipate creating 24 new positions.

Ms. Baillie suggested the City consider a place where food trucks can gather; she stated that she can name six in the community right now. Mr. Nimmo asked if the EZDA would be the group to facilitate that. Ms. Baillie explained they are in the Enterprise Zone, but they are mobile. She suggested gathering the stationary food trucks in one area. Mr. Nimmo recommended they keep it on their radar and under discussion.

Mr. Hackmyer suggested that EZDA members and citizens get involved in the Vision 2035 leadership group. Ms. Gaboardi reported that the 2035 leadership group is designing wayfinding signs for the City; she will bring to the attention of the Growth Management staff. Ms. Baillie voiced her support for the signs, and commented on civic pride.

9. Proposed schedule for future meetings

- a. April 4, 2012 – 3:00 p.m.**
- b. June 6, 2012 – 3:00 p.m.**
- c. August 1, 2012 – 3:00 p.m.**
- d. October 3, 2012 – 3:00 p.m.**

10. Adjournment

Approved motion to adjourn at 4:38 p.m.

RESULT: **APPROVED [UNANIMOUS]**
MOVER: JeRome Johnson, GOCDC – SR40 Committee
SECONDER: Pete Tesch, EDC
AYES: Baillie, Chrisman, Gamble, Hackmyer, Hageloh, Johnson, Nimmo,
 Tesch, Van Duyne
ABSENT: Bockewitz, Griffin
EXCUSED: Barriner, Williams