

## **ECONOMIC DEVELOPMENT COMMITTEE**

**March 6, 2009**

The rescheduled regular meeting of the Economic Development Committee of the City of Oviedo, Florida, met on Friday, March 6, 2009, Oviedo City Hall, Council Chambers, 400 Alexandria Boulevard. The following members were present: Regina Bereswill, Rick Burns, Beverly Evans, Tom Hagood, Tim Slattery, Marty Wilson, Assistant Bob Bentkofsky, and Deputy City Clerk Sue Andrews. Councilman Keith Britton attended for Deputy Mayor Dominic Persampiere. Not present was Wayne Hardy.

### **Call to Order**

Chairperson Regina Bereswill called the meeting to order at 8:32 a.m.

**Approval of Minutes for January 30, 2009 Regular Meeting and February 5, 2009 Work Session.** A motion to approve the minutes was made by Cordell O'Connor; seconded by Tom Hagood. Motion passed unanimously.

Ms. Bereswill stated she and Tim Slattery met with Bryan Cobb regarding the focus and role of the committee for the next few months.

### **Update of SEEDS Program**

Chairperson Bereswill asked for an update on the workshop that Marty Wilson and Rick Burns attended. Ms Wilson indicated Florida is taking a broader view of the program than most places. She stated interest is rising and people are becoming more aware of this issue. Mr. Burns stated the benefits the Brownfield program and building green dovetails with each other. He added that it appears that Central Florida has not shown the interest of the rest of the State. Bryan Cobb provided a handout giving a Brownfields 101 format that explains what a Brownfields is, how to get started and how to maintain a successful program. Mr. Cobb stated he thought the best way to begin was to pick an area, find homeowners interested in working with us. Then the committee could go to City Council for permission to move forward. Ms Bereswill stated there should be a meeting with local realtors, bankers, and developers to bring them up to speed on this program and try to solicit their help to encourage homeowners and business owners to the value of the program. There is a need to develop a core contact packet to educate with outreach group i.e., businesses, landowners, and developers. Ms. Bereswill stated she thought the area should be defined first and then move forward with the focus groups. Mr. Cobb will provide a list of things to be discussed at the next meeting.

### **Update on "Shop Oviedo"**

Mr. Cobb began his presentation by updating the committee on the vendor selection for this web-based marketing program. Mr. Cobb introduced Mr. Dean Surh, President of OviedoBiz.com. There was discussion between using coupons versus a discount card. Mr. Surh answered questions and concerns. Mr. Cobb provided the rationale of why OviedoBiz.com was staff's recommendation to the Committee. After much discussion, Mr. Hagood made a motion that we award this program to OviedoBiz.com with a backup being Home Town Directory.com contingent upon the following successfully negotiated items. One, adding a card feature to the program that would give the residents access to these benefits. That card would be suitable to be

mailed out via our water bills to Oviedo residents, likewise that same card could even be on the website that could be printed out, so if someone wanted and they didn't get it, they wanted five, whatever, they could print it out from the website and then likewise that same card would be provided to the businesses that use this service as a little stack they could keep there and people could pick them up if they wanted to. Likewise the second feature would be that these cards would be mailed out with the water bills, the successful provider of this service, OviedoBiz.com is the first option and HomeTown is the second, would provide those card inserts to the City to be mailed out in an appropriate quantity to make those mailings happen. I think, what did we say two or three mail outs. Enough so that they could mail four cards over time to do this in such a way that the mailing costs to the City does not increase. The next feature of this to be negotiated would be trying to address the businesses display in a reasonable manner what their offer is currently in the particular website; seconded by Rick Burns. There was discussion that the last feature be changed to state it would be made available to the business owner to choose how they would display the program. The motion failed for lack of a majority. There was a motion to table this item and review the websites before the next meeting was made by Beverly Evans; seconded by Cordell O'Connor. The motion passed.

There was discussion to change our meetings times to twice a month; continue with last Friday as a day meeting and meet in the evening starting at 4:00 p.m. It was decided to meet again on Wednesday, March 18 from 4:00 – 5:30 in Council Chambers.

#### **Council's Initiative on Improving Oviedo Neighborhoods (ION)**

Mr. Cobb provided the handout that was presented to Council on March 2, 2009. He stated the steering committee has been selected. The neighborhood meetings have been scheduled. They will be meeting every two weeks on Thursday nights, March 12 at 7:00. Mr. Cobb asked if the committee members would act as scribe or facilitators for this group. Training will be scheduled and staff will contact those willing to help.

#### **Discussion on Strategic Projects**

Moved to next meeting.

#### **Public Comment**

Ms Bereswill introduced Mr. Chad Eaves, President Eaves Consulting, Inc., who gave a presentation regarding establishing a roundtable for entrepreneurs locally. February 24 was the first meeting. Ms. Bereswill stated that Council has asked that Mr. Eaves make his presentation to EDC and make a recommendation. Mr. Eaves will send Ms. Bereswill an email and forward to the committee.

Jim Pridemore, Ashton Photography, applauded committee for their efforts to the small businesses and urged the committee to sustain the drive to whatever is decided.

Next regularly scheduled meeting will be held March 27, 2009 at 8:30 a.m.

Meeting adjourned at 10:28 a.m.

#### **Adjournment**

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Chairwoman Regina Bereswill

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Deputy City Clerk

Next meeting topics