



NORTHEAST FLORIDA REGIONAL COUNCIL  
Comprehensive Economic Development Strategy (CEDs)  
Committee Meeting  
August 21, 2009

**DRAFT MINUTES**

The fifth meeting of the Comprehensive Economic Development Strategy (CEDs) Committee was held on Friday, August 21, 2009, at 9:00 am, at the St. Johns County Agricultural Center, 3125 Agricultural Center Drive, St. Augustine, FL 32094.

9:15 Welcome / opening of meeting: Chair Milissa Holland

9:20 Approval of February 20<sup>th</sup>, March 27<sup>th</sup>, and July 24<sup>th</sup> (2009) CEDs Strategy Committee meeting minutes: Chair Milissa Holland

- Minutes were unanimously approved without modification or correction.

9:25 Overview July 24, 2009 CEDs Strategy Committee meeting: Brian Teeple

- A brief overview of the July 24<sup>th</sup> meeting of the CEDs Strategy Committee was given; there was no discussion.
- A brief overview on the purpose of today's (August 21<sup>st</sup>) meeting of the CEDs Strategy Committee was given.

9:30 CEDs Document: Margo Moehring

9:35 Vital Programs

- Ms. Moehring directed the group to page 55 of the CEDs document – Vital Programs
- The question, "Can we comment on this [document]?" was asked and answered in the affirmative, provided that comments are received by NEFRC by the close of business on Monday, August 24<sup>th</sup>.
- Chair Holland noted that the CEDs document is an evolving document that can be modified or adjusted even after it is received by the Economic Development Administration (See note on page 3)
- A brief presentation on the Vital Programs was given, noting that these are the Top 5 programs as approved by the CEDs Strategy Committee on July 24<sup>th</sup>.

9:40 Suggested Projects

- Ms. Moehring provided a summary of the projects, including an explanation of the shift from including many specific, but non-detailed projects, to the inclusion of broader, but detailed projects within the Suggested Project section of the CEDs.
- A question concerning the difference in the number of jobs within the Green Business / Energy Study was raised. The difference between the 18,704 number and the 1,626 number that were provided is that the larger number is for the state,

while the smaller number is regional. The document will be modified to make this point clearer to the reader.

- A point of concern was raised about the relatively low number of jobs within the Industrial Lands Study project. It was explained that the number of jobs is largely dependent on the number of industrial acres for development that the study would produce. Mr. Teeple stated that given a set of assumptions on acreage amounts an employment number could be reached, but absent that, it could not.
- Ms. Moehring provided a brief discussion on the inclusion of an Agriculture Impact and Strategy Study.
- There was discussion on the region's Net Cash Income (of farm operators) 2002 – 2007 Table that is included within the Agriculture Impact and Strategy Study, specifically the decrease from 2002 to 2007 of twenty-nine million dollars. It was noted that the decrease seems to imply that agriculture in the region is becoming less economically significant, and that this decrease may indicate that agriculture is not a long-term economic driver for the region. It was pointed out that there are negative numbers in both the 2002 and 2007 columns, which on its face does not make sense. It was explained that these numbers are from the USDA Agricultural Census. All numbers would be double checked for accuracy, and clarified in the document.
- Concern about the lack of tie-in between the Vital Programs and Suggested Projects was expressed; specifically, should each Suggested Project have a Vital Program referenced, or should the two remain separated? After discussion, there was general consensus that the two should remain separated.

#### 10:05 Other Programs and Projects of Significance

- Ms. Moehring provided a brief overview of the Other Programs and Projects of Significance section of the CEDS.
- It was noted that the list is not exhaustive, and that this should be noted in the CEDS document. Staff agreed to note the change.
- It was suggested that Suggested Projects should be Highlighted Projects so as to not imply that those projects in the Other Programs and Projects of Significance section are not important. It was noted that EDA specifically uses Suggested Projects language.
- There was discussion on the ability of the CEDS Strategy Committee to quickly amend the Suggested Projects list to reflect new projects as they become realized. It was noted that so long as projects furthered a Vital Program they could be submitted to EDA, which would ultimately make the funding determination. It was suggested that a quarterly CEDS Strategy Committee review of the projects could be used, the results of which would then be forwarded to EDA for inclusion in the CEDS. (See note on page 3)

#### 10:15 Metrics

- Mr. Parola provided a brief explanation of the Metrics suggested for gauging the ongoing success of the CEDS.
- It was noted that the number of jobs metric would be very general, as not all job growth would be attributable to the CEDS.

- It was noted that in Attachment A Flagler County DOT projects were missing. Staff agreed to add the projects.

10:20 Open discussion

- It was suggested that the CEDS document contain a statement that the project list is not exhaustive, and that the project list may be updated as needed. Staff agreed to add this caveat.
- Chair Holland stated that as projects are identified they can be placed on the Northeast Florida Regional Council's monthly Board meeting.
- It was stated by Ms. Moehring that staff would ask EDA what the process would be for CEDS updates. (See note below)

10:35 Action

- The Board unanimously approved the CEDS with the amendment revisions agreed to at the meeting, and when the caveat that a mechanism be identified to update the CEDS as needed, so that no project or update to the CEDS would be missed.

10:40 Adjourned

Note Added After the Meeting

*Ms. Moehring contacted EDA and was told that the CEDS can be updated at any time by letter.*