

## Minutes of a Regular Meeting of the Board of Directors of Enterprise Florida

A regular meeting of the Enterprise Florida, Inc. Board of Directors was held on March 15, 2018 at the Embassy Suites in West Palm Beach, Florida.

### Members Present

Peter Antonacci  
Gordon Bailey  
Alan Becker  
Jay Beyrouti  
Jesse Biter  
Holly Borgmann  
Representative Jim Boyd  
Kirk Boylston  
Stan Connally  
Andy Corty  
Brett Couch  
Julius Davis  
Kevin Doyle  
Susan Fernandez  
Chris Flack  
Danny Gaekwad  
Amy Gowder

Jeff Hendry  
Marva Johnson  
Kenneth Kahn  
Belinda Keiser  
Yuri Kertzman  
Kevin Lombardo for Sheldon Fox  
Bill Martin  
Nilda Pedrosa for Pam Bondi  
Adam Putnam  
Mark Schramek for Gary Spulak  
Governor Rick Scott  
Eric Silagy  
Senator Kelli Stargel  
Jason Steele  
Eric Strati for Kelly Madden  
Bob Ward  
Joe York

### On the Phone

Doug Davidson for Gene Schaefer  
Tom Pennekamp  
Win Phillips  
Pam Stewart  
Mark Wilson

### Guests

Verdenia Baker  
Ken Lawson  
George Linley  
Cissy Proctor  
Nancy Tower

### Welcome

After confirming that a quorum was present, Vice Chair Stan Connally called the meeting to order at 9:00 a.m. He thanked Belinda Keiser and Keiser University for hosting the reception and dinner and Kelly Smallridge for hosting lunch.

Kelly Smallridge spoke about Palm Beach County and their many successes. The county has 1,300 aviation and aerospace companies that employ 20,000 at an average salary of \$90,000. It is the largest agribusiness region east of the Mississippi and is home to 68 corporate headquarters, 14 logistics and distribution centers and the Brightline high speed train.

### Approval of Minutes

Joe York made a motion to approve the minutes of the November 30, 2017 board meeting. Brett Couch seconded the motion. The motion passed.

### Chairman's Report

Governor Scott thanked the Enterprise Florida team for the many companies they have recruited to Florida. The new budget includes \$550 million in tax cuts and \$85 million for the Florida Job Growth Grant Fund. Over the past eight sessions, \$10 billion in taxes has been cut. Over the last seven years 1,459,300 private sector jobs have been added and by June 30<sup>th</sup>, \$10 billion of debt will have been paid down. There are over 250,000 job openings in the state. Through the Florida Job Growth Grant Fund, over 21 communities have funds for infrastructure and workforce.

## Job Creator Awards

- IRONMAN – a global sports brand headquartered in Tampa offering 250 events across 50 countries. Their headquarter expansion will create 70 new jobs.
- WTA – the Women's Tennis Association is headquartered in St. Petersburg and has over 2,500 players representing nearly 100 countries. They currently employ seven people and are hiring.
- Maverick Boat Group – a boat manufacturer in Fort Pierce that currently employs 300 and with a 270,000 square foot expansion planned will add 100 new jobs.

## Florida Sports Foundation Panel

Vice Chair Connally introduced Jesse Biter, Chair of the Florida Sports Foundation, to highlight an important piece of the state's economy – sports. Through the first three quarters of the 2017/18 fiscal year, the Florida Sports Foundation has awarded 111 grants to sports events projected to bring over 492,000 visitors and more than \$428 million in economic impact to Florida. Spring training's 15 baseball teams contribute \$750 million to the economy while golf events add \$11 billion. Florida will be hosting the Super Bowl in Miami in 2020 and Tampa in 2021. The Sports Foundation also facilitates the Sunshine State Games as well as the Senior Games. The sale of sports team license plates supports and attracts sporting events to Florida.

Angela Suggs, President of the Florida Sports Foundation, explained that the foundation is in its 26<sup>th</sup> year of promoting amateur, recreational, leisure and professional sports. Sports in Florida attracted \$12.1 billion in goods and services purchased by out of state buyers and visitors, generated \$33 billion in direct sales and \$3.3 billion in revenues for state and local governments and accounted for 580,000 jobs.

Verdenia Baker, Palm Beach County Administrator, reported that one of the fastest growing job generators locally is sports tourism and sports-related businesses. Sports in the county created over \$340 million in direct spending in 2017. Sports-related room nights have grown by 35% over the past five years. Visitation has increased by 50% since 2012 with sports tourism generating 11% of those visitors. Of the 70,000 jobs supported by tourism, 8,500 are just for sports. The county is home to the largest equestrian event in the world, the only PGA tour event in South Florida and two major league baseball spring training facilities.

## International Trade Update

Manny Mencia reported that the international trade team is on track to meet or exceed all their performance measures. Florida exports have bounced back strongly with 5.7% growth particularly due to the recovery of the Latin American market. U.S. exports to China have been expanding at a rapid pace over the last couple of years.

The Governor's Mission to Israel included several board members and 67 Florida delegates. The Export Sales Mission to Costa Rica included 21 Florida companies, 19 of which were new to market or infrequent exporters. There were 194 one-on-one meetings with actual and expected export sales of \$23.2 million. Upcoming trade events include Hospitalar in May, the Export Sales Mission to China and Hong Kong in June and the Farnborough Air Show in July. New initiatives include an expanded Certificate of Free Sale program in partnership with the Department of Agriculture.

## Business Development and Marketing Update

Eric Silagy reported that the Business Development team has 239 active projects with over 10,000 jobs generated to date totaling \$1.07 billion in capital investment with three months left in the fiscal year and 30,000 jobs in the pipeline. Upcoming events include the Grapefruit League Consultant Event, the Industrial Asset Management Council in Savannah and SelectUSA in DC.

Enterprise Florida received no marketing money from this legislative session, so the team is putting together a marketing plan for the approximately \$1.5 million left to work with next year. The “Florida – The Future is Here” campaign has reached 50,287,992 impressions so far around the world for this fiscal year totaling 752,941,672 impressions since the campaign began in January of 2016. A recent ad in *The Wall Street Journal* highlighting the cold weather and high taxes in other states drew a lot of responses. The campaign ad will appear in the *Delta Sky* magazine reaching 15,000 flights daily.

## VISIT FLORIDA Report

Ken Lawson reported that 1.4 million Floridians depend on tourism for their jobs. VISIT FLORIDA was fully funded at \$76 million for next year. In the third quarter of last year they saw a 13.3% increase in Canadian visitors to Florida. He will replicate that program in other countries because international visitors stay longer and spend more.

## DEO Update

Executive Director Cissy Proctor reported that the Florida Job Growth Grant Fund has been very successful. To date, grants have been awarded to 21 communities. In January of this year, private sector businesses created over 10,000 jobs through investments in tax cuts and regulatory reform. The unemployment rate is 3.9% which reflects a drop of 7% since 2010. In January there were over 260,000 job openings across the state. Nursing remains the number one job in demand. The largest percentage of growth occurred in the professional and business services area followed by leisure and hospitality and construction. Florida is outpacing the nation in job growth, labor force and GDP growth.

## President & CEO Report

Peter Antonacci reported that the Florida Job Growth Grant Fund has approximately \$20 million left from the current year’s appropriation. He urged the communities to apply. He thanked Mark Wilson for cosigning the letter that appeared in *The Wall Street Journal* ad. Based on the initial calls received about the ad, it has been successful as job creators in high tax states have figured out that it is in their economic interest to come to Florida. At the next meeting, there will be a report on the choice of a Chinese office to represent Enterprise Florida. The Enterprise Florida team is working on replacing board meeting notebooks with tablets to be implemented at the June meeting.

## Action Items

Vice Chair Connally presented the consent agenda recommended by the Executive Committee for approval by the Board. It was adopted as follows:

1. Renewal of Existing Investors
  - AT&T
  - Florida Blue
2. New Company Representatives
  - Bill Martin, Florida Realtors
  - Kevin Doyle, CareerSource Florida
3. VISIT FLORIDA Board Recommendations
  - Frank Belzer, Universal Orlando
  - Susan Jacobs, Hertz
  - R. Scott Shalley, Florida Retail Federation/Georgia Retailers
4. Florida Opportunity Fund Board Recommendations
  - Executive Committee decided to fill only two of four seats at this time.
    - A.J. Ripin, Merging Traffic
    - Daniel Schwartz, Akerman

5. Florida Sports Foundation Bylaw Revisions
  - o Revise bylaws to change the number of board seats and the term limit.

Vice Chair Connally asked for public comment and there was none. Belinda Keiser made a motion to accept the consent agenda and Jay Beyrouti seconded. The motion carried. Gordon Bailey of Florida Blue and Joe York of AT&T abstained from the vote due to the renewal of their company board memberships.

### Public Comment

There was no public comment.

### Closing Remarks & Adjournment

Representative Boyd stated that he wants to continue to assist Enterprise Florida with funding for marketing by opening a pathway for conversation with the new legislative leadership. Senator Stargel remarked that she is looking forward to working with Enterprise Florida in the future to ensure that Florida is business-friendly. Commissioner Putnam added that everyone needs to continue to sell Florida in the fight for new jobs in the state, navigate trade issues and support the protection of our military bases from encroachment.

Vice Chair Connally advised that the next meeting will take place in June in Tampa. He added that the conversation will continue on ideas to provide more sustainable funding for the marketing efforts along with a membership assessment. The meeting was adjourned at 11:19 a.m.

For more information on this meeting, visit the Florida Channel at [thefloridachannel.org](http://thefloridachannel.org).

# FORM 8A MEMORANDUM OF VOTING CONFLICT FOR STATE OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <i>Bailey - Gordon - Freeborn</i>	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <i>Enterprise Florida</i>
MAILING ADDRESS <i>4800 Deerwood Campers Parkway, DC8-2</i>	NAME OF STATE AGENCY 
CITY COUNTY <i>Jacksonville Duval</i>	MY POSITION IS: <input checked="" type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE
DATE ON WHICH VOTE OCCURRED <i>March 15, 2018</i>	

## WHO MUST FILE FORM 8A

This form is for use by any person serving at the State level of government on an appointed or elected board, council, commission, authority, committee, or as a member of the Legislature. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

## INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

### ELECTED OFFICERS:

As a person holding elective state office, you may not vote on a matter that you know would inure to your special private gain or loss. However, you may vote on other matters, including measures that would inure to the special private gain or loss of a principal by whom you are retained (including the parent or subsidiary or sibling organization of a principal by which you are retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. If you vote on such a measure or if you abstain from voting on a measure that would affect you, you must make every reasonable effort to disclose the nature of your interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes. If it is not possible for you to file a memorandum before the vote, the memorandum must be filed with the person responsible for recording the minutes of the meeting no later than 15 days after the vote.

For purposes of this law, a "relative" includes only your father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with you as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

A member of the Legislature may satisfy the disclosure requirements of this section by filing a disclosure form created pursuant to the rules of the member's respective house if the member discloses the information required by this subsection, or by use of Form 8A.

\* \* \* \* \*

### APPOINTED OFFICERS:

As a person holding appointive state office, you are subject to the abstention and disclosure requirements stated above for Elected Officers. You also must disclose the nature of the conflict before voting or before making any attempt to influence the decision by oral or written communication, whether made by you or at your direction.

For purposes of this law, a "relative" includes only your father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with you as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

**IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:**

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes.
- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

**IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION OR VOTE AT THE MEETING:**

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

**DISCLOSURE OF STATE OFFICER'S INTEREST**

I, Gordon F. Bailey, hereby disclose that on March 15, 20 18 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, \_\_\_\_\_;
- inured to the special gain or loss of my relative, \_\_\_\_\_;
- inured to the special gain or loss of \_\_\_\_\_, by whom I am retained; or
- inured to the special gain or loss of \_\_\_\_\_, which is the parent, subsidiary, or sibling organization of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

*Renewal of Investor Membership on Enterprise Florida Board of Directors*

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

March 15, 2018  
Date Filed

  
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

# FORM 8A MEMORANDUM OF VOTING CONFLICT FOR STATE OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <i>FRU, JOE S.</i>	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <i>EFI EXECUTIVE COMMITTEE</i>
MAILING _____	NAME OF STATE AGENCY <i>EFI</i>
COUNTY _____	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE
DATE ON WHICH VOTE OCCURRED <i>3/14/18</i>	

## WHO MUST FILE FORM 8A

This form is for use by any person serving at the State level of government on an appointed or elected board, council, commission, authority, committee, or as a member of the Legislature. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

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For purposes of this law, a "relative" includes only your father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with you as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

A member of the Legislature may satisfy the disclosure requirements of this section by filing a disclosure form created pursuant to the rules of the member's respective house if the member discloses the information required by this subsection, or by use of Form 8A.

\* \* \* \* \*

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**DISCLOSURE OF STATE OFFICER'S INTEREST**

I, Joe York, hereby disclose that on MARCH 14, 2018 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, \_\_\_\_\_;
- inured to the special gain or loss of my relative, \_\_\_\_\_;
- inured to the special gain or loss of \_\_\_\_\_, by whom I am retained; or
- inured to the special gain or loss of \_\_\_\_\_, which is the parent, subsidiary, or sibling organization of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

Date Filed

3/14/18

Signature

[Handwritten Signature]

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