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

A regular meeting of the Enterprise Florida, Inc. (EFI) Board of Directors was held on January 22, 2015 at the Doubletree Hotel in Tallahassee, Florida.

Members Present:
Jason Altmire
Lewis Bear
Alan Becker
Rob Johnson (for Pam Bondi)
Rep. Jim Boyd
Dominic Calabro
Guillermo Castillo
Stan Connally
Susan Connelly
Andy Corty
Brett Couch
Carol Craig
Julius Davis
Hayden Dempsey
Nancy Detert
Ken Detzner
Neal Dunn, MD, FACS
David Kornick (for Sheldon Fox)
David Fuller
Danny Gaekwad
Ed Gardner
Gordon Gillette
Jorge Gonzalez
Marlin Hutchens
Dwayne Ingram
Belinda Keiser
Chris Kise
Rhea Law
Fred Leonhardt

Harvey Massey
Marion Mathes
Joe Meterchick
Win Phillips
Paul Plofchan
Adam Putnam
Eric Silagy
Gary Spulak
Bob Swindell
Dave Walsh
Mark Wilson
Joe York

Staff Present:
Ivan Barrios
Rachel Bruce
Shereena Dann
Beth Frady
Sean Frady
Bill Johnson
Chris Knox
Al Latimer
Louis Laubscher
Noreen Levitt
Rocky McPherson
Melissa Medley
Manny Mencia
Simone Miller
Pam Murphy
Mike Preston
Melisa Roberts
Griff Salmon
Stacy Sanders
Will Seccombe
Jenna Simonetti
Crystal Sircy
Heather Squires
Gray Swoope
Tim Vanderhoof
John Webb
Kim Wilmes
David Ziemba

On the phone:
Jay Beyrouti
Danny Gaekwad
Gene Schaefer

Guests Present:
Louis J. Erickson Jr. (Bit-Wizards)
Vincent W. Mayfield (Bit-Wizards)
Rep. Clay Ingram
Sen. Jack Latvala
Mauricio Gonzalez
A quorum being present, Vice Chair, Brett Couch called the meeting to order at 8:33 a.m. (EST)

Introduction of Incoming Vice Chair
As the last official act as Vice Chair, Brett Couch introduced Alan Becker as his replacement, and the new Vice Chair of the Enterprise Florida Board of Directors.

Welcome & Roll Call
Alan Becker welcomed the directors to the meeting and thanked them for the opportunity to serve as the new Vice Chair of the Enterprise Florida board. He then read the statement of public notice and instructed public participants on the procedure required to make a public comment.

Chairman’s Welcome
Governor Rick Scott welcomed board members and thanked them for their service. The Governor provided a brief background on the growth that has occurred in the state’s economy over the last four years. In the last four years, the unemployment rate in Florida has dropped in half – from 11.1 percent to 5.6 percent – the second biggest drop in unemployment in the United States. We have added over 728,000 new private-sector jobs. In the last year, around 250,000 people moved to our state and we are now the third biggest state in the nation — bigger than New York. From 1992-2011, Florida inherited $100 billion in adjusted gross income from other states. This is more than one-eighth of our annual GDP.

Our investments in ports are working, with over 150,000 trade jobs added in the last four years. We have also made significant investments in our airports, which has helped bring record numbers of tourists to Florida. Enterprise Florida has won over 400 competitive projects for new jobs, projects like Hertz and Navy Federal Credit Union. He shared that the state is currently trending upward in education and the economy is prosperous. The Governor thanked Brett Couch for his service as Vice Chair and,
thanked Gray Swoope for his service and dedication to increasing jobs and the quality of life for Floridians.

**President’s Update & Q&A**
Gray Swoope, President and CEO of Enterprise Florida, thanked the Governor for his leadership, making economic development a priority, and everything else he has done to help give Florida a competitive edge in keeping existing companies in the state and recruiting new ones. Swoope reiterated that economic development is a team sport, pointing out that the board members, by contributing their intellectual capital and working with the Governor, legislature and economic local partners are what makes Florida’s public/private model a success. He stated that great strides have been made in the past four years to diversify the state’s economy. He expressed the need to continue the momentum that has been generated because the competition knows that Florida is contender to be reckoned with for every project that is out there. Swoope underscored the importance of staying on the strategic path it is on and not let efforts to further accelerate momentum stall. Swoope thanked the EFI staff for their dedication and hard work. He said that it has been an amazing journey over the past four years and thanked everyone for the support during his tenure.

**Economic Development Road Ahead**
Commissioner of Agriculture, Adam Putnam opened his remarks by saying Florida has come a long way in the past few years. He said that one of the key items needed to successfully build a strong economy is having good schools and job opportunities for our children, and that Florida is doing remarkable things in these areas. He next stated that the citrus industry is under assault from the Citrus Greening Disease, but thankfully Florida has its state universities to help work on this issue. Water is another issue that the state is paying close attention to before it becomes a crisis. Agriculture and Consumer Services is also working closely with the state’s ports and the expansion of the Panama Canal project. Putnam added that the state is also moving in a deliberate and positive path to import and export perishable items.

Senator Jack Latvala remarked that he has a long history in the state, and has watched it grow remarkably over the last four years. Senator Latvala expressed appreciation for the Governor’s focus on job creation. He noted that Gray Swoope has been a remarkable leader for EFI, and that he will be missed. As a small manufacturer himself, Senator Latvala added that the tax breaks that have been provided to the manufacturing industry have been helpful. Latvala was asked by Senate President, Andy Gardiner to help with the incentive program reforms, and hopes to help make the programs better.

Representative Clay Ingram thanked the board for their dedication. He shared that he was elected to the legislature in 2010, at a time when the private sector was suffering and not producing many jobs – the state’s economy was weaker than it had been in years. He said that Florida’s response of removing government obstacles was the appropriate action needed for businesses to grow. He noted that at times in the past Northwest Florida was not as strongly served by the state’s economic development efforts, but that is not the case anymore thanks to Enterprise Florida and its board.
Representative Jim Boyd shared that he is grateful for his recent appointment to the Enterprise Florida board. He also noted that he has seen a positive change in his region from the work that the organization has been involved in. He thanked Gray Swoope for his dedication and hard work during his term as a President & CEO.

CFO Jeff Atwater thanked Gray and the legislature for their hard work in generating the strong job creation results that Florida has achieved during the past four years. He shared some of the results generated by his office. Five thousand fraud arrests were made in the past four years, which has contributed to Florida’s now having the lowest per capita taxes in the country. He said that with lower taxes comes growth in capital, and the state is growing by approximately 800 people each day. With consumer confidence at a 7 year high, CFO Atwater stated that he is thankful that he was able to be a part of the amazing growth accomplished under Governor Scott’s administration.

2015 Legislative Outlook and Q&A
Leonhardt thanked Gray Swoope for his service and noted how much the Legislative Committee has grown under his purview. He asked that board members consult the Enterprise Florida Legislative Agenda included in their board books for more information on the 12 items the board is asked to set as its legislative priorities for the upcoming session. A question and answer session followed.

2015 Team Florida Marketing Partnership Campaign
Stu Rogel thanked Gray Swoope for his hard work and dedication in facilitating job growth for our state. Rogel introduced Melissa Medley to give an update on the economic development marketing efforts

Medley presented a video showcasing the 2015 marketing campaign. She noted that the new Enterprise Florida website is in place and has increased 412% in page views in the news room alone, and that the buildings and sites database has over 3,000 sites that meet EFI posting criteria and continues to grow. She mentioned that the Florida Competitiveness Report completed in 2012 is where some of the ideas for our legislative proposals originated. The public’s view of Enterprise Florida is much more favorable today and the organization is now able to focus on sharing the positive things that continues to occur. Medley mentioned the update to the EFI brand and how it would help in telling the Florida Story. She reported that at the end of the 18 month campaign there is now direct contact with 2,300 site consultants and over 124 meetings with site consultants and CEO’s have occurred.

Rogel reminded the group that the Team Florida Marketing Partnership has 24 investors and mentioned that they have all renewed their financial commitment to the Partnership for the upcoming year. He added that the Gainesville Council for Economic Outreach joined yesterday, bringing the total number of investors up to 25 and almost $1 million in funding. Rogel shared the size of the economic development marketing budgets from some competitor states’, contrasting them to Florida’s business marketing budget. He stressed the importance of Legislative support for the Team Florida Marketing Partnership to help strengthen Florida’s competitive position against other states. Rogel
touted that Florida can be the global leader in job creation if we continue on the current path of growth.

Success Story
Vince Mayfield, CEO of Bit-Wizards, thanked the board for the opportunity to present to them. Bit-Wizards is a tech company based in Fort Walton, FL. Lewis Erickson, Chief Operating Officer, and Mayfield are co-founders of the company, started in Austin, TX. After five years of operation in Texas the company moved to Florida. Very quickly Bit-Wizards outgrew their space, and was considering moving back to Austin when the local EDC of Okaloosa County stepped in with the solutions and support needed to help them stay and expand in where they were. Because they are in a small community and their target employees want to live in larger cities they still face challenges finding talent. The company is drawing revenues primarily from out-of-state businesses, which makes them a valuable contributor to Okaloosa’s county’s local economy.

CEO Succession
Alan Becker presented the Executive Committee’s recommendation to hire Bill Johnson as the new President and CEO of Enterprise Florida. Becker provided a brief summary of Johnson’s professional background then introduced him.

Johnson thanked Gray Swoope for his service and the strong results that were achieved on his watch. He said that he is humbled by this opportunity and is proud to work with the Governor and this team. Johnson said that he will continue efforts towards making Florida the leading economic development state in the nation.

Brett Couch made a motion to approve the selection of Bill Johnson as Secretary of Commerce and President & CEO of Enterprise Florida, Inc., which was seconded by Fred Leonhardt, and approved unanimously.

Action Items
Andy Corty made a motion to approve the minutes of the September 29, 2014, board meeting, which was seconded by Julius Davis and approved unanimously.

Alan Becker presented a list of proposed consent agenda items for the board to consider.

1. Continue the at-large memberships of the following Enterprise Florida Directors for a one-year term:
   - AT&T
   - Becker & Poliakoff
   - Kaplan, Inc.
   - Odebrecht Construction, Inc.
   - PNC Bank

2. Approve the 2nd quarter interim financial statements ending October 31, 2014.

3. Confirm VISITFLORIDA’s recommendation of adding William (Bill) S. Waichulis, Senior Vice President of Operations, Boykin Management Company to its Board of Directors.

4. Affirm the following two individuals as their company’s representatives on the Enterprise Florida Board: Susan Connelly, Vice President State and Local
Government Relations for Darden Restaurants; and Kelly Madden, Florida Division Manager and Executive Vice President for Wells Fargo Bank
6. Make the Advanced Manufacturing industry classification eligible for participation in the High Impact Performance Incentive Grant Program.
7. Adopt changes to the Executive Committee charter that increases the membership count, deletes duplicative reports, adds marketing as a required divisional report, and adds an Education and Workforce Liaison position to the committee. Approve the 2nd quarter interim financial statements ending October 31, 2014.

Jon Rambeau made a motion to approve the consent agenda, which was seconded by Belinda Keiser, and approved unanimously.

Public Comment
There was no public comment provided.

New Business
Alan Becker opened the floor to board members for discussion and comments.

Julius Davis commented that he would like to see information about the growth occurring at the city level because it would be useful information in marketing the state. He also suggested that at each board meeting, a local representative from the region in which the meeting is taking place attend and highlight the economic development activities taking place in their area.

Win Phillips shared that the University of Florida is trying to generate increased results from their STEM program and are happy to see that Bit-Wizards is hiring engineers. Phillips added that the university is working to expand their online classes and that this may help in finding local talent in the less populated areas of the state.

Lewis Bear remarked that Florida has a lot of long-standing industries and is continually attracting new ones. This competition sometimes causes issues for the older industries because they are not able to obtain state incentives. Bear suggested looking into ways of helping established businesses retain jobs, and get incentives to continue to grow in Florida.

Mike Preston responded that one of the items on the legislative agenda is a capital investment tax credit that is currently not available to existing companies, but would be if it passes the legislature.

Dominic Calabro asked that the board look into the status of getting a stronger consensus for metrics on EFI’s deliverables that supports a more standardized approach to funding the organization.
Mark Wilson said that the Florida Chamber of Commerce is looking forward to the consistent upward trend in economic growth, and that he is optimistic about the direction the state is headed.

Dwayne Ingram thanked EFI for its past support of the Quick Response Training program, and would appreciate any assistance from the board in advocating for the program again this year.

Rhea Law mentioned that the legislative agenda is one that can be embraced by anyone with a sincere desire for economic growth, and looks forward to working with Enterprise Florida to advance the agenda during upcoming session.

Harvey Massey commented that the board may want to consider looking at short and long term goals with trends. Massey further suggested that a simple handout be developed to help educate everyone on where the state’s economic development focus is.

Closing Remarks & Adjournment
On behalf of the EFI board and staff, Becker expressed appreciation to Brett Couch for his service and leadership on the EFI board.

He reminded members about the upcoming International Trade mission to Peru in March, and that the next Enterprise Florida board meeting will be held on May 27-28, 2015, in Tampa, Florida.

**Stan Connally made a motion to adjourn the meeting, Fred Leonhardt seconded it and it was approved unanimously.**

*The Enterprise Florida Board of Directors meeting adjourned at 11:44 a.m. (EDT).*

Submitted by: Bill Johnson, President & CEO