



**BUSINESS CLIMATE COMMITTEE MINUTES  
July 19, 2010**

**Committee Members in attendance – alphabetically:**

Jim Bos	Steve Padgett
Ted Ehrlichman	Jim Paulman
John Fain	Mike Ritter
Kevin Hicks	Mary Slapp
Allan Lane	Jamie Stone
Marc Mansfield	Tom Wells
Jeff Maultsby	

**Committee Members not in attendance – alphabetically:**

Jon Bednerik	Laura Murphy
Lee DeLieto, Sr.	Chris Pfahler
C. J. Fishman	Carolyn Piano
Teri Hansen	Leroy Sullivan
Stephanie Kempton	Daisy Vulovich
Joe McElmeel	Donald Watson
Brian Meurs	Mike Wilson
Laura Murphy	

**Staff - alphabetically:**

Laurel Corriveau	Ron Maloney
Lee Kotwicki	Joan McGill

**1. CALL TO ORDER**

Co-Chair Kevin Hicks called the meeting of the Economic Development Corporation of Sarasota County (EDC) Business Climate Committee to order at 4:05 p.m. Introductions were made.

**2. NEW BUSINESS**

- a. EDC's Advocacy Policy (Kevin Hicks/Ron Maloney)  
Recommendation of Subcommittee -  
Kevin informed everyone that the advocacy task force met last week. It was recommended that the EDC take an advocacy role. That does not have to be the recommendation of this committee. There are three options: 1) no advocacy position, 2) take an advocacy position, or 3) take an advocacy role if it provides an opportunity. This committee's recommendation will go to the governance committee and then to the Board of Directors. If it gets support from the Board then the matrix could

be developed at that time and hopefully they will provide some guidance as to the criteria. Jeff Maultsby informed the Committee that the County is working on the FY-11 contract for the EDC. A clause is being added reflecting that the EDC will be subject to the sunshine law. That may be somewhat restrictive in regards to advocating and it is currently waiting for clarification from the attorneys. There was a long discussion, but the main consensus was that the EDC should advocate; however, a matrix detailing the criteria (yet not too onerous) would need to be constructed at some point in the future. Several members felt it was important to advocate on projects that have a positive economic benefit to the community. For the sake of media, it was recommended that the EDC always provide reasons when they state a position. We also need to differentiate between advocacy and education so as to be sensitive to the sunshine law. Mike Ritter made the motion that an advocacy position be established with a matrix or method of determination as to whether we support, disapprove or have no opinion to the specific project. Mary Slapp seconded. The vote carried unanimously, with one sustention.

b. Jobs Now Update (Ron Maloney)

Ron informed the Committee that he has not yet received approved handouts for the Tax Abatement Referendum. He will shortly be receiving talking points along with the county's educational piece. There will also be available mock ups of advertisements for newspaper, magazine, web, yard signs, etc. Also, a list of promotional events that can be attended is also forthcoming. These marketing materials will be forwarded to the Committee members via e-mail as soon as they are available. Several members expressed concern that the community has not been educated about this referendum and we need to get the message out. Also, to avoid confusion for the general public, Amendment 4 will be put on the back burner until after August 24<sup>h</sup>. There was some discussion regarding in-kind media exposure through television, radio, and print. Another suggestion was to have every business owner speak to their employees, educate them, and provide them with time off in the morning to vote.

**3. OLD BUSINESS**

a. County Regulatory Issues Project – Status Update (Joan McGill)

Joan reported that she had hoped the project would have been completed by the beginning of July. However, there has been a delay due to looking at best practices and the interviews taking longer than expected. Joan has advised the county through Jeff that it will not be ready before the Commissioners go on break. The report should be ready for distribution late August as the Board of Commissioners must see it before it is sent out to the committee.

**4. OPEN DISCUSSION**

Nothing to report.

5. **ADJOURN**

The meeting of the Economic Development Corporation of Sarasota County Business Climate Committee adjourned at 5:13 p.m.

The next meeting will be held on **September 20<sup>th</sup>** from 4:00 p.m. to 5:30 p.m. at the EDC offices.