MINUTES

CITY OF COCOA
REGULAR MEETING OF THE CITY COUNCIL

March 22, 2016

A Regular meeting of the Cocoa City Council was held on Tuesday, March 22, 2016, in City Council Chambers, located at 65 Stone Street, in Cocoa, FL as publicly noticed.

I. OPENING MATTERS:

Mayor Parrish called the meeting to order at 6:06 p.m.

Chief Prince provided the invocation and Mayor Parrish led the assembly in the Pledge of Allegiance to the Flag of the United States of America.

The City Clerk took the roll:

PRESENT:	Henry U. Parrish III	Mayor
	Don Boisvert	Deputy Mayor
	Brenda Warner	Councilwoman
	Kim Kopp	Assistant City Attorney
	John Titkanich, Jr.	City Manager
	Matt Fuhrer	Assistant City Manager
	Carie Shealy	City Clerk
ABSENT:	Michael C. Blake	Councilman (arrived at 6:13 p.m.)
	Tyler Furbish	Councilman (arrived at 6:09 p.m.)

OTHER STAFF MEMBERS PRESENT:

Tammy Gemmati, Administrative Services Director; Ben Hayner, Acting Utilities Director; Steve Belden, Community Services Director; Gene Prince, Fire Chief; Michael Cantaloupe, Chief of Police; Teri Butler, Finance Director; Ed Wegerif, Public Works Director; Joan Junkala, Economic Development Manager; Chris Perry, Desktop Support Specialist; Jonathan Lamm, Deputy Fire Chief; Susan McGrady, CRA Program Manager; Gail Bantugan, Leisure Services Manager; Jessica Dovale, Utilities Customer Service Manager; Samantha Senger, Public Relations Specialist; and Tony Jones, Fleet Manager.

II. APPROVAL OF AGENDA AND MINUTES:

1. Agenda: Regular Meeting of March 22, 2016 (16-86)
2. Minutes: Regular Meeting of February 23, 2016 (16-87)

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to amend the agenda for the Regular meeting of March 22, 2016, and requested that Item III.2 be presented first and Item III.1 be presented second under Awards & Presentations.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to approve the Agenda as amended for the Regular meeting of March 22, 2016, and the Minutes as written for the Regular meeting of February 23, 2016.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

III. AWARDS AND PRESENTATIONS:

1. Presentation of the Economic Base Analysis final report conducted by The Balmoral Group. (16-40). (Community Services Director)

Mr. Belden introduced Craig Diamond, who provided a presentation[1] on the Economic Baseline Analysis for the City of Cocoa. He thanked Joan Junkala and her staff for providing support during this process, along with the City Manager. This was information that could be converted into information that the City could utilize.

Mr. Diamond advised that the baseline analysis goal was to provide a framework for the City to refine its economic development efforts. By doing this it would help the City in determining the economic climate of the City, identify challenges, and develop a strategy for improvement.

[1] EXHIBIT A: Economic Baseline Analysis presentation

Furthermore, it would incorporate an analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) and identify the key merits of doing business in the City.

Mr. Diamond noted that a number of tools were used in the analysis and spoke about them in detail Community input was also used and outcomes were discussed.

He believed that in terms of population, things were looking up for the City and he discussed the strengths and weaknesses of the analysis in detail.

Demographics, socio-economics, employment, firm size, business expansion, and business perceptions were all discussed.

A detailed breakdown of the SWOT analysis was provided in regards to the corridors of the City: Clearlake Road, US 1 & SR 520, and SR 524 & SR 528.

In closing, Mr. Diamond provided their recommendations and three concentrations which were to focus recruitment and expansion efforts in areas of competitive advantage, continue investment in infrastructure along key corridors, and continued investments in "soft" infrastructure, particularly in disadvantaged neighborhoods.

He thanked Council for allowing him to present.

Mayor Parrish thanked him and pointed out that some of Clearlake Road was in the county and the city was in talks with the county to do some joint efforts for improving the area.

City Manager Titkanich thanked the Balmoral Group and commended the Economic Development staff in working with the group. He also thanked outside businesses and committees for their input and participation. All of this goes along with the strategic planning process and he stressed that it was a good think.

1.2. Tank of the Year Presentation by Tnemec Company. (16-78). (City Manager)

Representatives from Tnemec presented an award to the City of Cocoa for winning the 2015 Tank of the Year contest.

Mr. Doug Hanson of Kansas City, noted that he had been doing this for ten years and believed with the patriotic image on the tank and all who were involved, that Cocoa had a great system. He was proud to be in Cocoa to recognize the City.

City Council thanked them both for coming and the Mayor advised that the City was honored and excited to participate in the contest. He further noted that others wanted colored LED lights installed, but he wanted them to remain the same so that it did not alter the colors of the flag.

Councilwoman Warner provided a brief history about the flag on the tank, mentioning that in 1976 a gentleman painted it for free. He was an immigrant and was so excited about being an American that he did it at no cost. He was from Greece and she thought it was nice of him to do that.

IV. DELEGATIONS:

Paul Kamus, 116 Olive Street, Cocoa, thanked Council for their service. He mentioned the trash bash and thought it would be a fun event. He mentioned a book he just finished reading by Pat Williams and another by the speaker at the Economic Development Breakfast. He spoke about the possibility of having a contest at the Trash Bash between Council and staff, if they could borrow engines 30 or 31. He felt a competition could be held on how to dismantle hoses and to put them back on. In addition, he spoke about the purchase of booster reels, advising it would cost about $15,000. He broke down the amount and how staff could find the funds to pay for them.

Lawrence Sinclair, 1052 Mitchell Street, 507 N. Georgia, pointed out that Orange Valley has closed on the property he is working on and it would soon be brought up to code. He assured all that the house will not have to be demolished. He spoke in furtherance about the collectible sale that he was planning and noted that Chief Cantaloupe was helping him out on this. He encouraged all to see "Sugar" at the playhouse and thanked staff for straightening out his email problem.

V. CONSENT AGENDA:

1. Authorize the City Manager to sign Amendment #2 to Task Order 2013-43 with CH2M Hill for Engineer of Record Services for the Claude H. Dyal Water Treatment Plant Liquid Oxygen (LOX) Conversion, Project No. WS1113; to Approve a Resolution authorizing the City Manager to approve and execute

change orders to the Primary Construction Contract and any additional service contracts related to the completion of the project regarding the Claude H. Dyal WTP Liquid Oxygen (LOX) Conversion Project. (16-84). (Utilities Director)

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilman Blake, to approve the Consent agenda.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

VI. PUBLIC HEARINGS:

1. Ordinance No. 04-2016/2nd & Final Reading: Changing the zoning map designation of one (1) parcel of property containing ± 1.77 acres from RU-2-15 (Multiple Family Residential) to C-G (General Commercial). (16-99). (Community Services Director)

Assistant City Attorney Kopp, read Ordinance No. 2016-04 into the record, by title only, as follows. She advised that this was the second and final reading.

ORDINANCE NO. 04-2016

AN ORDINANCE OF THE CITY COUNCIL OF COCOA, BREVARD COUNTY, FLORIDA, CHANGING THE ZONING MAP DESIGNATION OF ONE (1) PARCEL OF REAL PROPRTY TOTALING 1.77 ACRES, MORE OR LESS, GENERALLY LOCATED ON THE EAST SIDE OF CLEARLAKE ROAD, APPROXIMATELY 250 FEET SOUTH OF THE CLEARLAKE/UNIVERSITY BOULEVARD INTERSECTION, COCOA, FLORIDA, MORE PARTICULARILY DEPICTED ON EXHIBIT "A" ATTACHED HERETO, FROM RU-2-15 (MULTIPLE FAMILY DWELLING) TO C-G (GENERAL COMMERCIAL); PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

In addition, Mr. Belden advised that this was in regards to the property on Clearlake Road across from Eastern Florida State College. This was for the front portion which would be commercial.

Mayor Parrish opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilwoman Warner; Seconded by Deputy Mayor Boisvert, to approve Ordinance No. 04-2016 on second and final reading.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

Councilman Blake asked for clarification on if military men and women could dwell in that development. Mr. Belden responded in the affirmative pointing out if they met the age/income qualifications as it was a 50+ community.

2. Ordinance No. 03-2016/2nd & Final Reading: Amending Appendix A, Zoning, to define craft breweries and to allow craft breweries with a bar/lounge area as an accessory use in the C-C (Core Commercial) zoning district. (16-100). (Community Services Director)

Assistant City Attorney Kopp read Ordinance No. 03-2016 into the record, by title only, as follows. She advised it was second and final reading of the ordinance.

ORDINANCE NO. 03-2016

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; AMENDING APPENDIX A, ZONING, OF THE CITY CODE TO DEFINE CRAFT BREWERIES AND TO ALLOW CRAFT BREWERIES, WITH A BAR AND/OR LOUNGE AREA AS AN ACCESSORY USE, IN THE C-C ZONING DISTRICT; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, INCORPORATION INTO THE CODE, AND AN EFFECTIVE DATE.

Mr. Belden reiterated that this was the second and final reading and that this was applicant driven and that the applicants were in attendance. They initiated another request for an amendment to the ordinance and that would be going to the Board of Adjustment meeting next month. It pertains to the core commercial zoning district at this time.

Mayor Parrish opened the hearing to the public. There being no response, the public portion of the hearing was closed.

City Manager Titkanich added that an amendment was being processed that would go before the Planning and Zoning Board at their April meeting. It would change the zoning of the CBD district. He advised that it would be a similar

amendment to the Code, but they could not amend this ordinance because it was not what this one was about. He reiterated that it would be at the April Planning & Zoning Board meeting and then at the Council meeting immediately following.

* **MOTION by Councilman Blake; Seconded by Councilwoman Warner, to approve Ordinance No. 03-2016 on second and final reading.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

VII. COUNCIL BUSINESS:

1. Approve the requested 2016 Street Closures in association with the proposed Special Events. (16-85). (Community Services Director)

Mr. Belden advised that this was a request for upcoming street closures and reminded Council of the recently adopted street closure ordinance. He provided the upcoming street closure requests and noted that after all of these were approved, there would be a total of 15 days used out of the allowed 24. The 15 includes 11 ½ days from the approved ones tonight and the previous 3 ½ days that had already been approved.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilman Blake, to approve the item.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

Councilman Furbish believed this new method was simpler. Mr. Belden concurred.

Councilman Blake clarified that the MLK march that is held annually would not cause a conflict. In response, Mr. Belden pointed out that was a parade required only the City Manager's approval. City Manager Titkanich added that because it was a state road, the state was the permitting authority.

VIII. CITY BUSINESS:

1. Approve a Resolution adjusting the FY 2016 Budget and approve the participation in a Cooperative Purchasing Agreement with The Florida Sheriffs Association of Counties contract #15-13-0904 for the purchase of unbudgeted capital. (16-88). (Public Works Director)

   Mr. Wegerif provided information on the item mentioning that the purchase was for a new sewer Vac Tron. The existing truck came to fleet and it was noticed that there was a significant amount of rust and it posed a safety issue. This was a very essential piece of equipment for the sewer department.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the item.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNAIMOUSLY (5-0)

2. Approve a Resolution adjusting the FY 2016 Budget using Contingency to cover the increase payments to the CRA's for the adopted millage of 5.9790. (16-89). (Finance Director)

* **MOTION by Councilwoman Warner; Seconded by Deputy Mayor Boisvert, to approve the item.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

3. Ordinance No. 05-2016/ 1st Reading: Final Renewal of the Multi-Year Solid Waste Contract, with Modifications to Terms, with Waste Management for a period of Five (5) Years. (16-91). (Public Works Director)

   Assistant City Attorney Kopp read Ordinance No. 05-2016 into the record, by title only as follows, and advised that this was the first reading of the ordinance.

ORDINANCE NO. 05-2016

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; ADOPTING A SECOND ADDENDUM TO THE SOLID WASTE FRANCHISE AGREEMENT BETWEEN THE CITY OF COCOA AND WASTE MANGEMENT INC. OF FLORIDA; AMENDING THE CITY CODE CHAPTER 9 HEALTH AND SANITATION, ARTICLE II SOLID WASTE, DIVISION 1 SOLID WASTE FRANCHISE TO INCORPORATE CERTAIN PROVISIONS ON THE SECOND ADDENDUM INTO THE CITY CODE; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, INCORPORATION INTO THE CODE, SEVERABILITY, AND AN EFFECTIVE DATE.

Councilman Furbish clarified that single stream recycling was in the contract. In response, Ms. Reider-Hicks advised that it would be about 2-3 months for delivery but it was in the contract. Mr. Wegerif noted that after the second reading and approval of the ordinance they could begin production of the receptacles.

* **MOTION by Councilman Furbish; Seconded by Councilman Blake, to approve Ordinance No. 05-2016 on first reading.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

4. Approve a Resolution to amend the FY 2016 Budget to transfer funds from Contingency; to Authorize the City Manager to Sign Task Order #2016-11 with Water Resource Associates, Inc. under the Water Resource Consultant Services Agreement Amendment #3 for the review of the City of Cocoa Utility Meter and Billing Management. (16-96). (Finance Director)

City Manager Titkanich presented the item, reminding Council of a former customer who had come before them at a meeting with utility concerns. He advised that attached to the agenda item was a memo and background information that provides an overview on the meter reading system along with findings on the customer's complaint. He stressed that staff wanted customers to be confident in the meter billing services. Furthermore, they wanted to ensure that policies were being followed and wanted to make sure that meter testing was accurate. Having an audit on this system would also provide an integrity check

on the city. The item was asking for a budget amendment and the approval of a Task Order for WRA.

Councilman Furbish believed that this was something that needed to be done. He felt that it was a little expensive, but hoped it would fix it.

Mayor Parrish felt it showed that the city was responsible.

City Manager Titkanich thanked Ms. Dovale, Utilities Customer Service Manager, stating that she had done an exemplary job in providing backup information. He knew that the consultant would be very appreciative. John thanked Ms. Dovale and noted she had done an exemplary job in doing the backup information as well.

Councilman Blake liked that the City was remaining proactive and supported this initiative.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the item.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

5. Approve a Resolution and the submittal of an application for the 2016 Florida Inland Navigation District (FIND) Waterway Assistance Program for Fiscal Year 2017 to assist in funding the construction of the Cocoa Riverfront Connector and approve a Resolution authorizing the City Manager to finalize and execute the Landscape/Hardscape Construction and Maintenance Memorandum of Agreement with the Florida Department of Transportation (FDOT) for the construction of the Cocoa Riverfront Connector and to the extent necessary, authorize the City Manager to seek additional approvals from the State to complete the Connector Project. (16-104). (Community Services Director)

Mr. Belden presented the item and explained what the item entailed and pointed out that grant applications were due on April 1, 2016. $187,500 would be sought in grant funding with 100% match from the Cocoa RDA. Other funding for the project would be in the 2017 budget.

* **MOTION by Councilman Blake; Seconded by Councilwoman Warner, to approve the item.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

Mayor Parrish believed this was a step in the right direction.

MULTI-YEAR CONTRACTS:

None.

IX. INFORMATIONAL AGENDA:

1. Ad Valorem Tax Abatement 2015 Annual Report received from Paragon Plastics, Inc., and affirmed by the Brevard County Property Appraiser. (16-41). (Community Services Director)

2. Ad Valorem Tax Abatement 2015 Annual Report received from Diamondback CNC, LLC, and affirmed by the Brevard County Property Appraiser. (16-70). (Community Services Director)

3. Monthly Incident Fire Summary Report. (16-82). (Fire Chief)

4. Cumulative purchase approvals over $25,000 and under $50,000 for the period of 10/01/2015 to 02/29/2016. (16-82). (Finance Director)

5. Estimated and Actual income and expenses to date. (16-92). (Finance Director)

6. Approved change orders to construction contracts that the City Council has authorized the City Manager, by Resolution, to approve in excess of the City Manager's spending authority. (16-93). (Finance Director)
7. FY 2016 Budget Adjustment Report. (16-94). (Finance Director)

8. New Local Business Tax Receipts. (16-95). (Community Services Director)

9. Review of the Employee Health Center usage report provided by CareATC. (16-98). (Administrative Services Director)

X. REPORTS:

Ms. Shealy advised that she was currently in contact with SCLC about the Ethics training and noted that other city clerks had mentioned that their council's members would be interested in attending if we host a training.

Mr. Hayner mentioned that almost all of the repairs on the water tank were complete.

Mr. Belden advised that the work had started on trimming the mangroves at lee Wenner Park and they expected the work to be completed within the week.

Councilman Blake asked if you could tell a difference with it being cleared out and Mr. Belden responded in the affirmative. Mr. Belden believed it was very noticeable.

Mr. Wegerif provided a brief report on the Peachtree Street project pointing out that the east half had been paved for a couple of weeks. He explained the process that was being used in the laying of the asphalt. They were about a month and a half away from seeing completion of the project.

Mayor Parrish asked for an update on Riverfront Park. Mr. Wegerif noted that they had installed the geo grid and were now working on the volleyball court. He advised that there were some areas that could not be done after a question was posed about the difficulty of installation in some of the park areas due to the ground always being wet.

Mr. Wegerif further advised that US 1 was moving right along.

Councilman Blake questioned Mr. Wegerif about a sidewalk ordeal on Berkshire. Councilman Blake asked if the contract was not signed off on if it would make the city accessible to a lawsuit, especially with them being over budget and not fixing the sidewalk. Mr. Wegerif stated that the contract was between FDOT and the contractor however the city worked with them both cooperatively.

Councilman Blake mentioned that this information had been conveyed by the site manager. Councilman Blake wanted everyone treated fairly and asked Mr. Wegerif to communicate with the respective homeowner in the situation.

Ms. Butler thanked Ms. Dovale for her work on the agenda item and that she would be the lead on the meter reader portion of the audit.

Assistant City Manager Fuhrer advised that some members of Council had reached out to him regarding their strategic planning comments and that staff was still looking into setting up a workshop in order to adopt the plan.

City Manager Titkanich spoke about the budget and items that were vetoed by the Governor. Both the parking structure and EOC were included in those items. The EOC is a critical thing that is needed and would be looked into and brought back to Council at a later date.

He mentioned that in regards to the parking structure, staff would step back and re-evaluate the alternatives in the next fiscal year. This was disappointing but reiterated the importance of the EOC as it relates to public safety.

City Manager Titkanich discussed the TPO meeting and advised that the preferred Brevard location for All Aboard Florida was discussed. He noted that the SR 528 location ranked #1, although the Rosa L. Jones location piqued interest. It was a unanimous vote to have both as preferred sites in Brevard County and it was in All Aboard Florida's hands now.

Councilman Furbish pointed out that the media printed that the preferred site was Walmart. City Manager Titkanich agreed that was discussed, however, he reiterated that the number one ranking was SR 528 and Rosa L. Jones was #2. He advised that the paper was not 100% accurate.

City Manager Titkanich further advised of a Florida League of Cities training, being held in cooperation with the FBI entitled "Shooter Scenario Training". It is free of charge and he, along with the Assistant City Manager, both chiefs, and a representative from HR are attending. Councilman Furbish will also be attending.

City Manager Titkanich mentioned that the CAFR presentation had been bumped up again, as they were still waiting on pension information. He noted that it would hopefully be brought to the April 26th meeting.

In closing, the City Manager announced the passing of long time City employee Mr. Riley Rackston, who was a heavy equipment operator. The viewing would be on Friday, March 25th from 5-7 pm at Greater St. Paul Baptist Church and the

service would be on Saturday, March 26th at 11 a.m. at Greater St. Paul Baptist Church. Staff and Council member's thoughts and prayers are with the family.

Chief Prince announced the Community Meeting being held on March 29th at Fire Station #3 regarding the fire stations and he encouraged all to come out.

Councilman Blake welcomed back Councilman Furbish.

He spoke about his and the Mayor's attendance at the home going celebration for Mattie Cisrow who was 110 years old. He thanked the police department and advised that the family was very appreciative of the job that they did for the services.

Councilman Blake attended "Balling with a Purpose" which was a PAL event and held at Cocoa High School.

In closing he reminded all to buy local, spend local, and keep it local.

Councilman Furbish asked about the status of reclaimed water on Purdue Way. Mr. Hayner explained that engineers had looked into the problem and one solution was to fix the pressure. He had not heard anything from customer service regarding the problem.

Assistant City Manager Fuhrer stated that citizens had been advised through the web page and with phone calls about the times in which they would have better pressure. A long term solution would be to discharge through the Michigan pond. Mr. Hayner advised that this would all operate through the SCADA system, however, right now someone just needs to make the adjustments, but they want to get it all automated.

Councilman Furbish thanked Mr. Hayner and staff for finding a solution.

Councilman Furbish further asked about the status of the installation of street signs. In response, Mr. Wegerif pointed out that there was one employee installing the signs and was working their way through the City. He pointed out that there were over 1,000 intersections. The employee tries to preassemble the signs, but it is an ongoing project.

Councilman Warner mentioned that it was very neat to watch and that he was very quick.

Lastly, Councilman Furbish reminded all to buy local and spoke about the new dog biscuit shop in the village. He stated it was a very nice shop and his dogs liked the biscuits.

Mayor Parrish questioned the status on the sunken boats. In response to his question, Assistant City Manager Fuhrer pointed out that in the Governor's budget, there was about $1.4 million allotted for the removal of vessels on the east coast of Florida. There is a FIND workshop on April 4th or 5th in which our lobbyist would be attending in order to find out how to follow through with getting some of those funds. In addition, the county has budgeted for removal this year as well.

Mayor Parrish thanked Ms. Alberta Wilson for the letter he received regarding the donation of water to Flint, Michigan. He appreciated that the city was recognized for that.

He thanked the City Manager for attending the TPO meeting and felt that had worked out well and spoke about the fish kill noting that he had received a message from the Mayor of Cocoa Beach, in which he concurred that it needed to be fixed.

In closing, he mentioned that he hears comments about what the City is and is not doing. He assured everyone that they were concerned with all four corners of the City and were committed to the improvement of it all.

Lastly, he reminded everyone that Cocoa has the number one water tower in the nation.

XI. ADJOURNMENT.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to adjourn the Regular meeting of March 22, 2016.**

AYES: Parrish, Boisvert, Blake, Furbish, Warner

THE MOTION CARRIED UNANIMOUSLY (5-0)

The meeting adjourned at 7:43 p.m.

Henry U. Parrish III, Mayor

ATTEST:

Carie Shealy, City Clerk

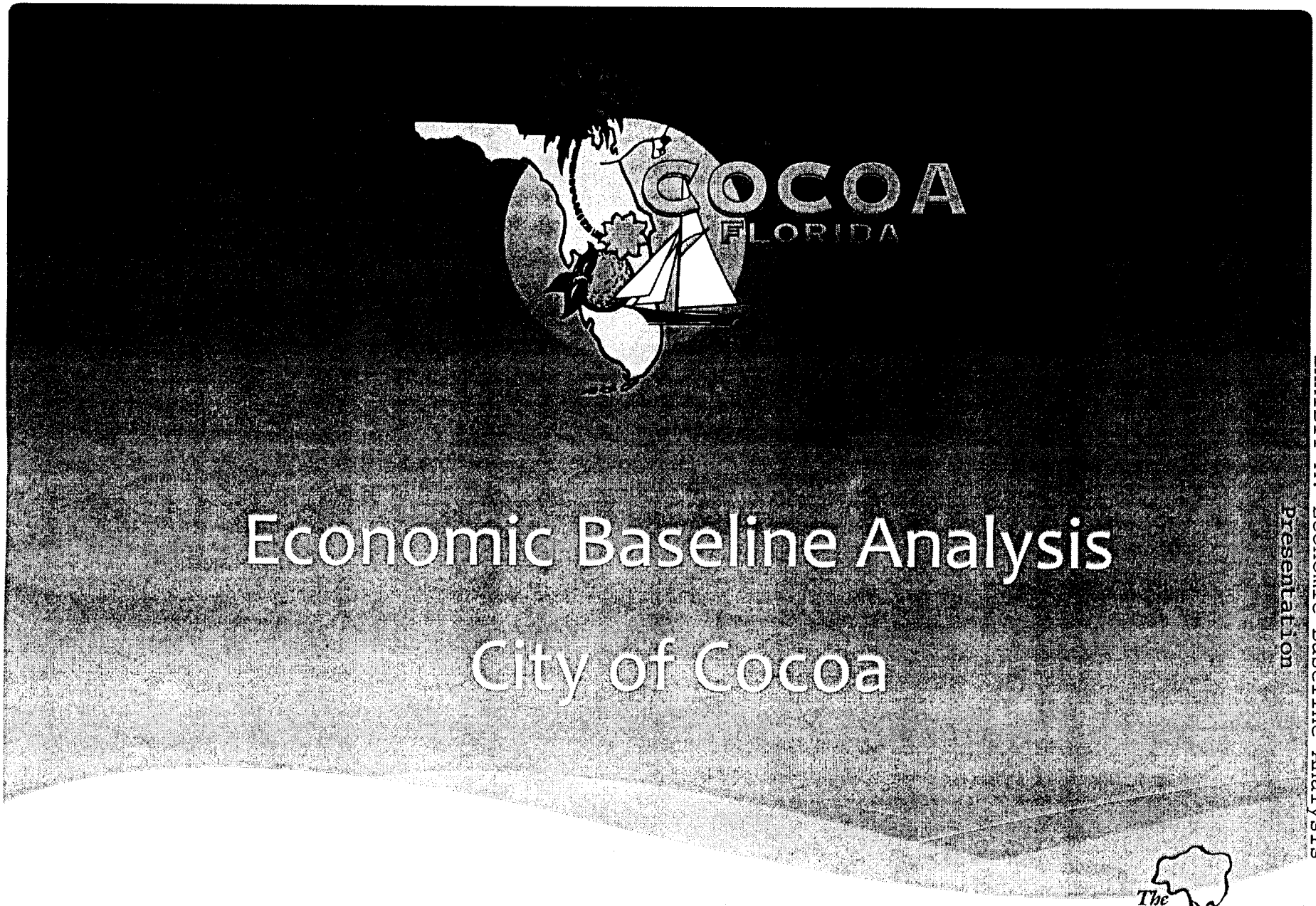


EXHIBIT A: Economic Baseline Analysis Presentation

Opening Thought

"Discovery consists of seeing what everybody has seen and thinking what nobody has thought."

Albert Szent-Gyorgyi, 1937 Nobel Prize winner in Physiology

Economic Baseline Analysis

Project Goal

- Provide a framework for the City to refine its economic development efforts
  - Determine the economic climate of the City, identify challenges, and develop a strategy for improvement
  - Incorporate analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT)
  - Identify the key merits to doing business in the City

Economic Baseline Analysis

Tools

* Demographics and Industry Composition
* Business Owner Surveys
* Stakeholder Interviews
* Community Focus Groups

Outcomes

* 3 District / Sub-area SWOT Assessments
* 3 Clusters of Specific Strategic Recommendations
  - Compatible with City of Cocoa assets and community objectives

Demographics

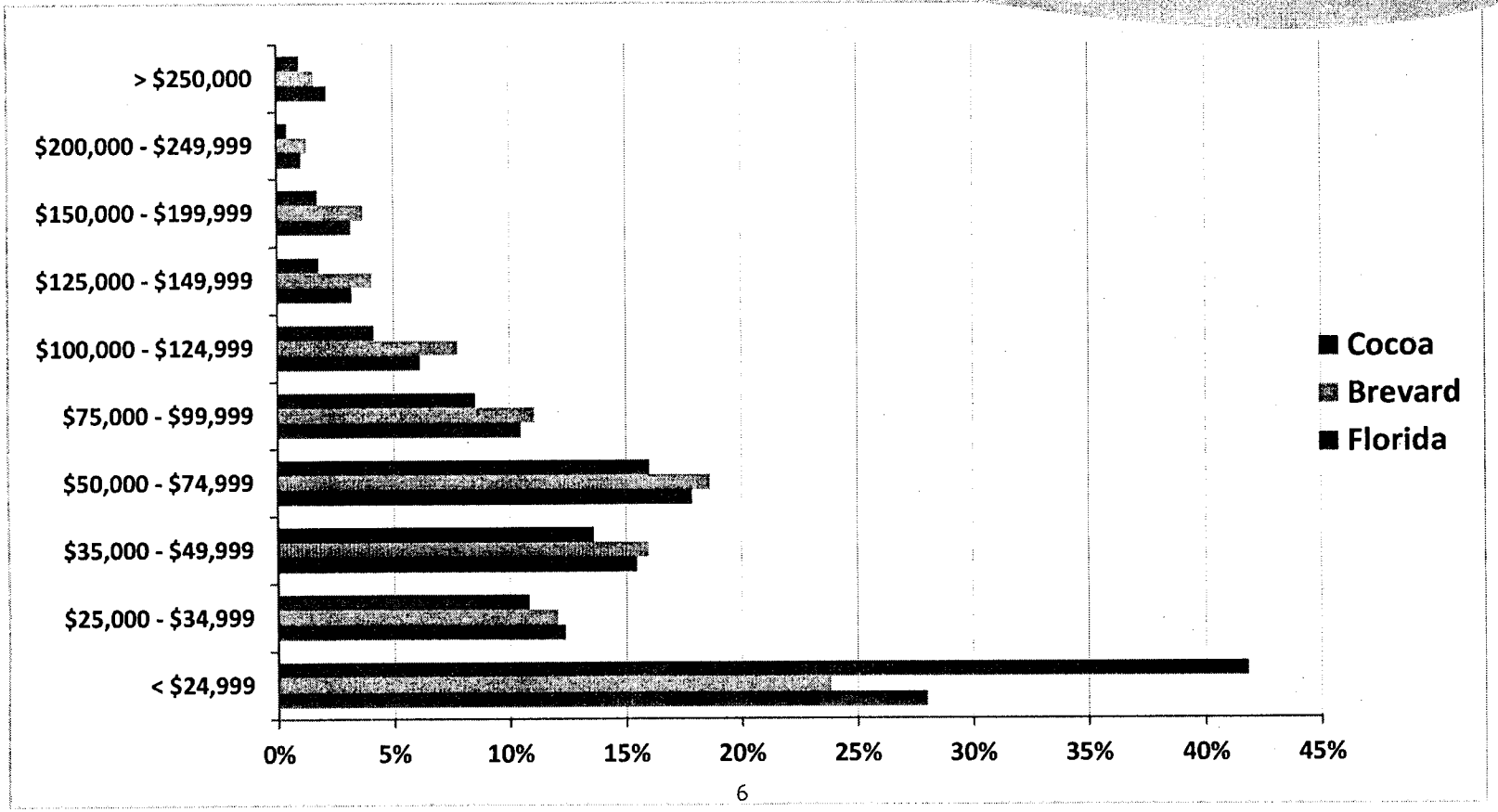
Rates of Population Growth (2010-2015)

- Cocoa: **6.84%**
  - Brevard County: **3.37%**



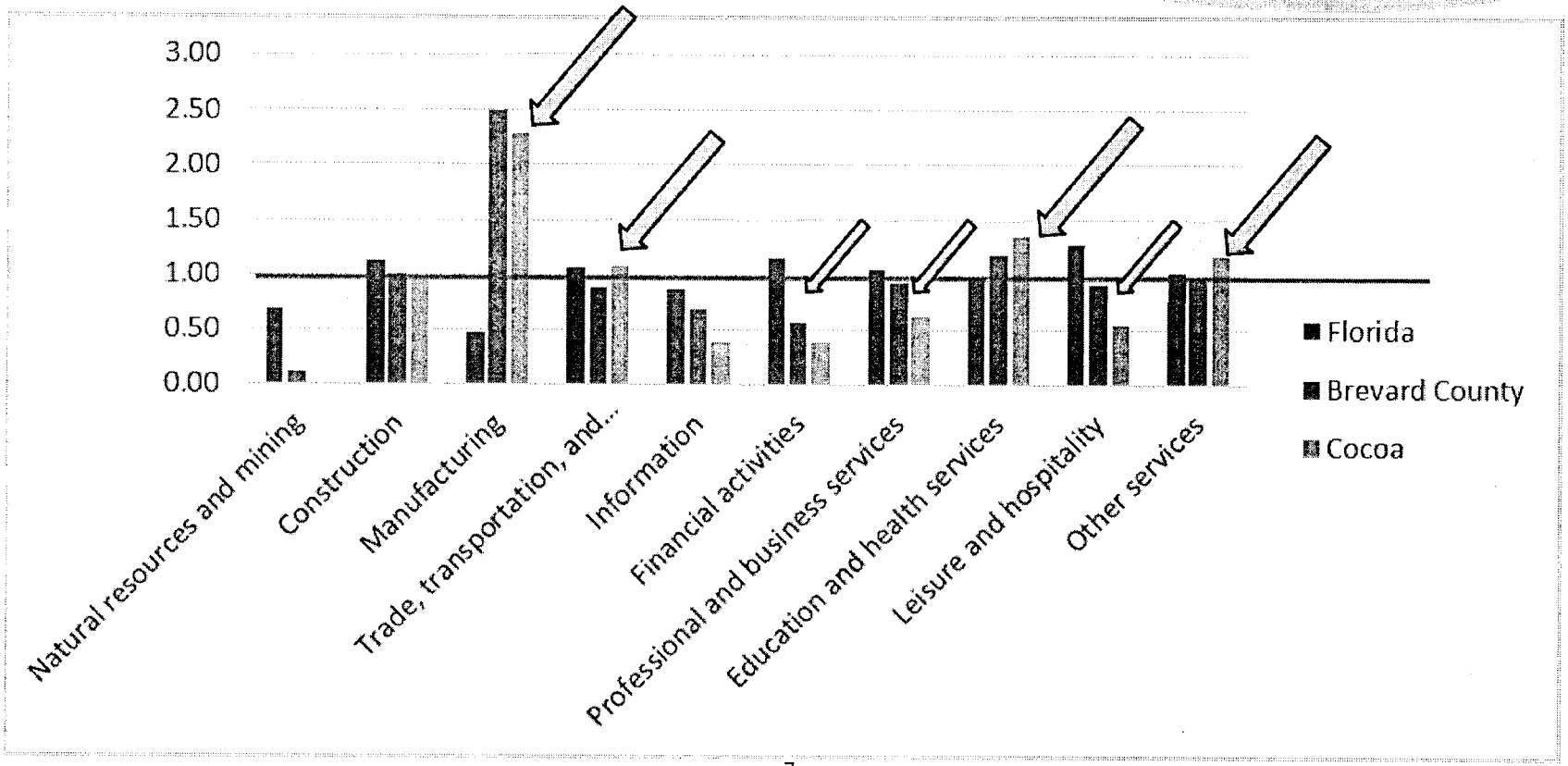
Socio-economics

2014 Household Income

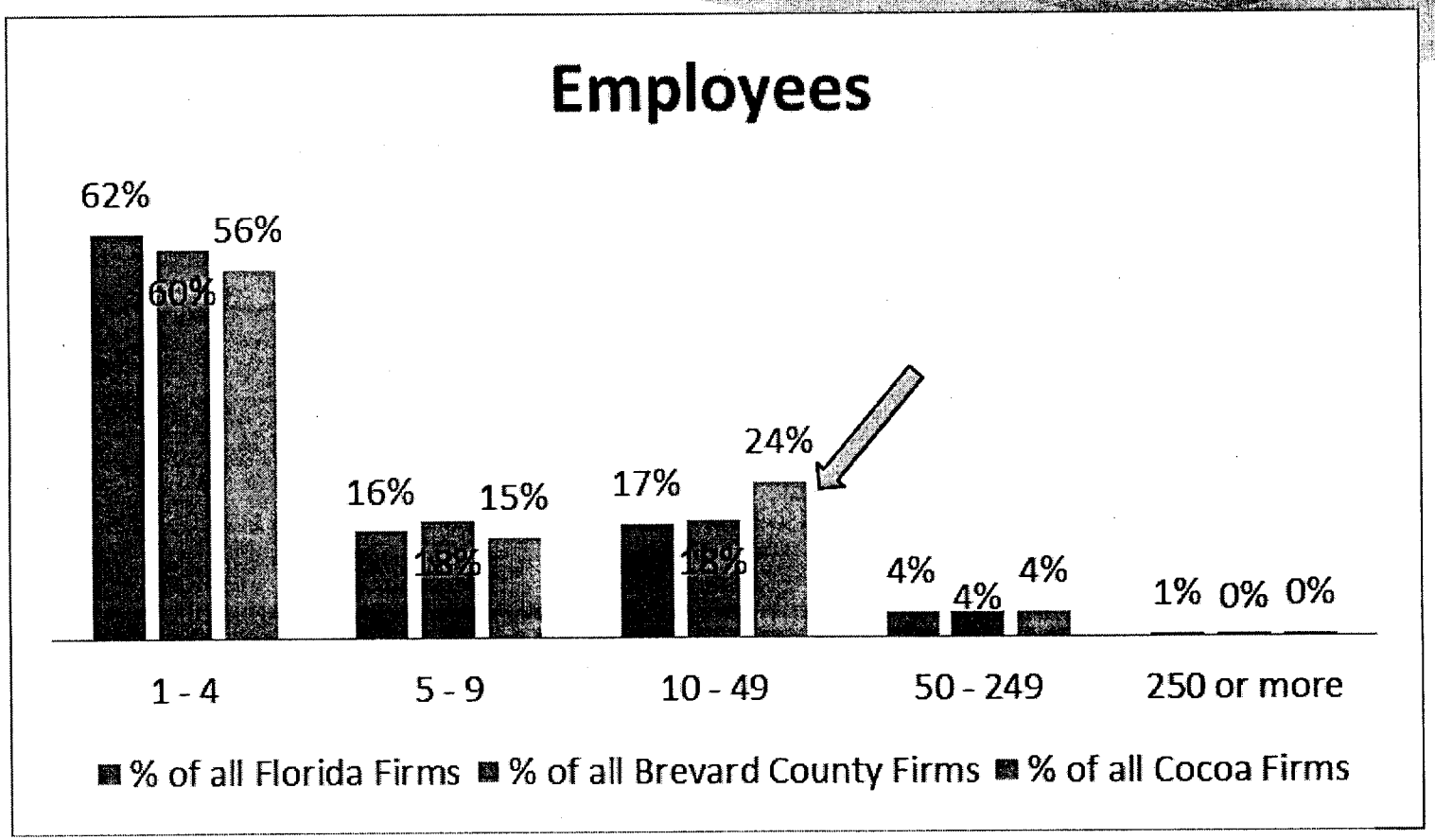


Employment

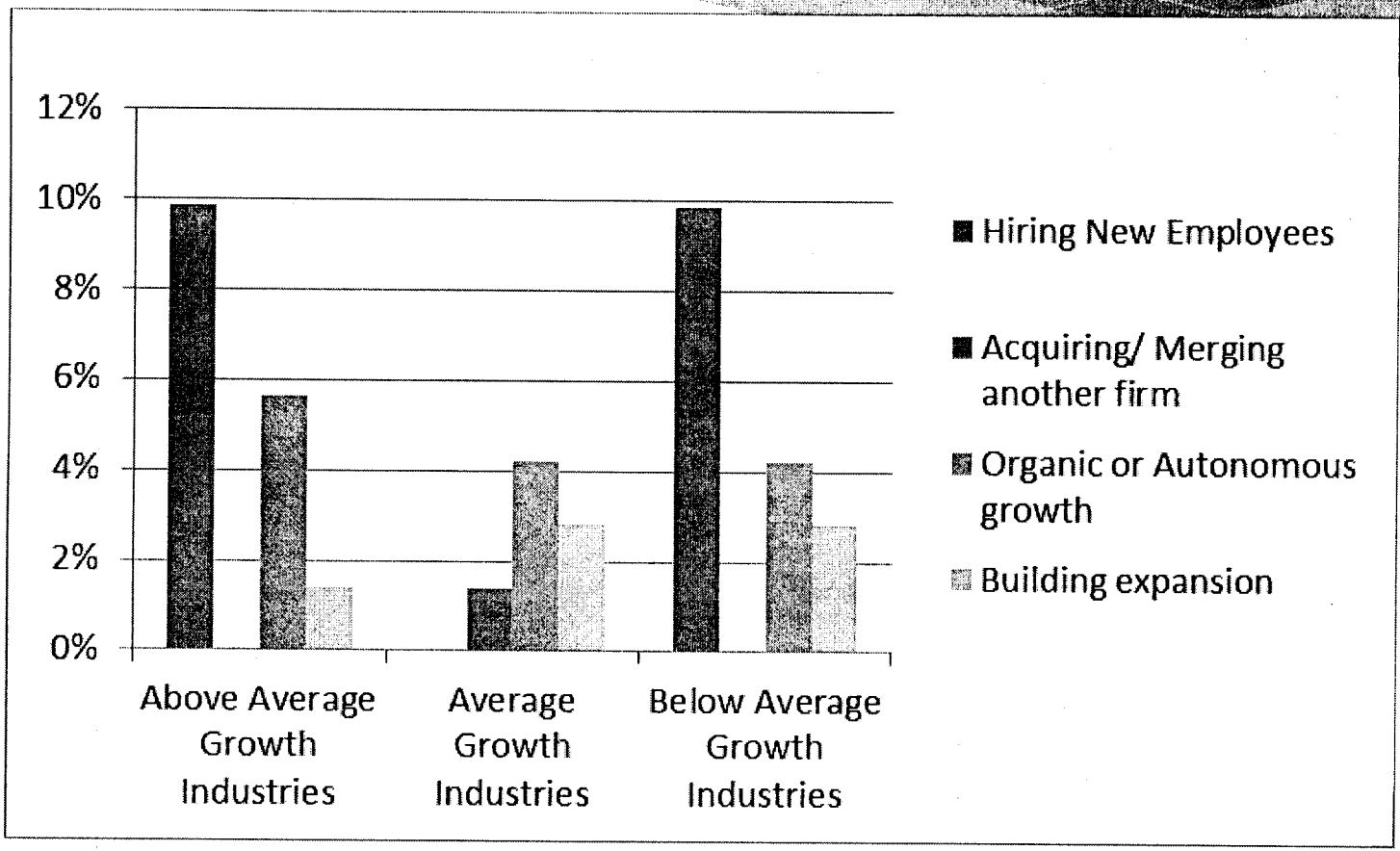
Industry Location Quotients



Firm Size

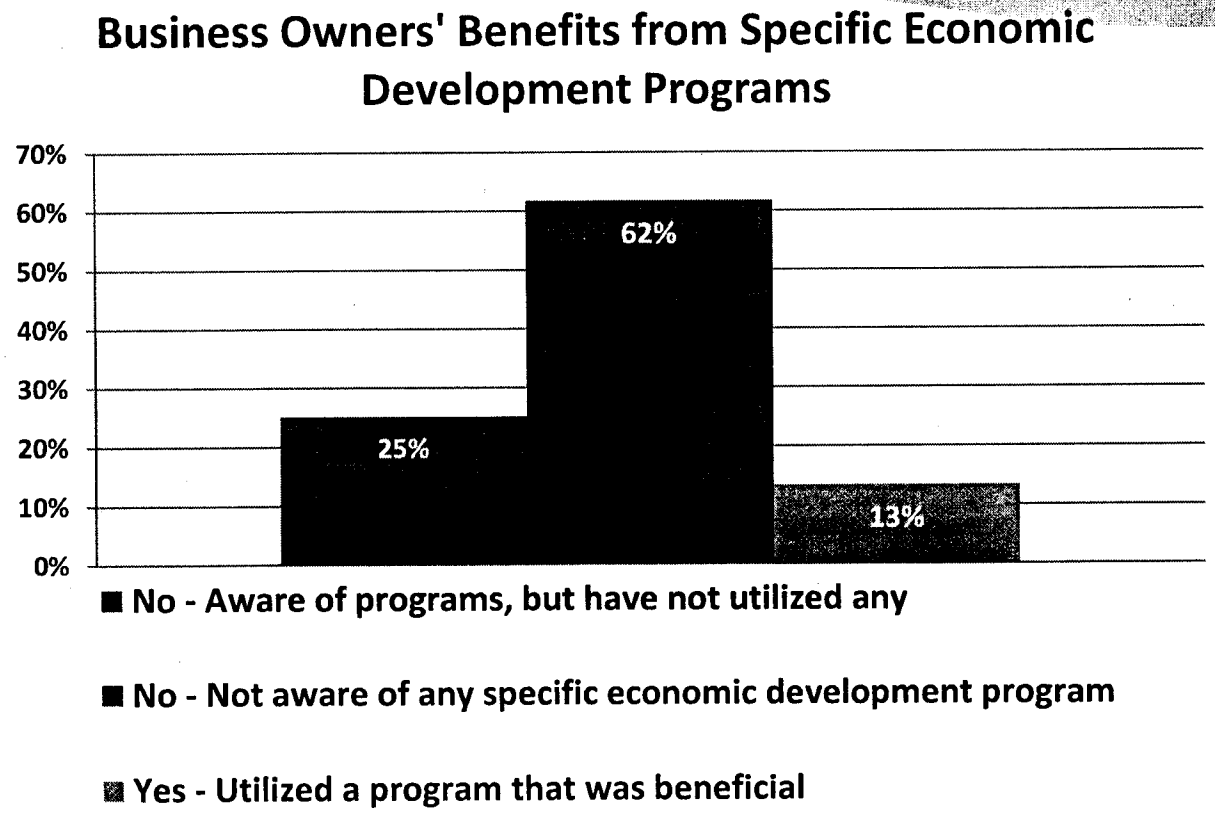

Employees
62%
56%
60%
16%
15%
17%
24%
4%
4%
4%
1%
0%
0%
1 - 4
5 - 9
10 - 49
50 - 249
250 or more
% of all Florida Firms
% of all Brevard County Firms
% of all Cocoa Firms

Business Expansion



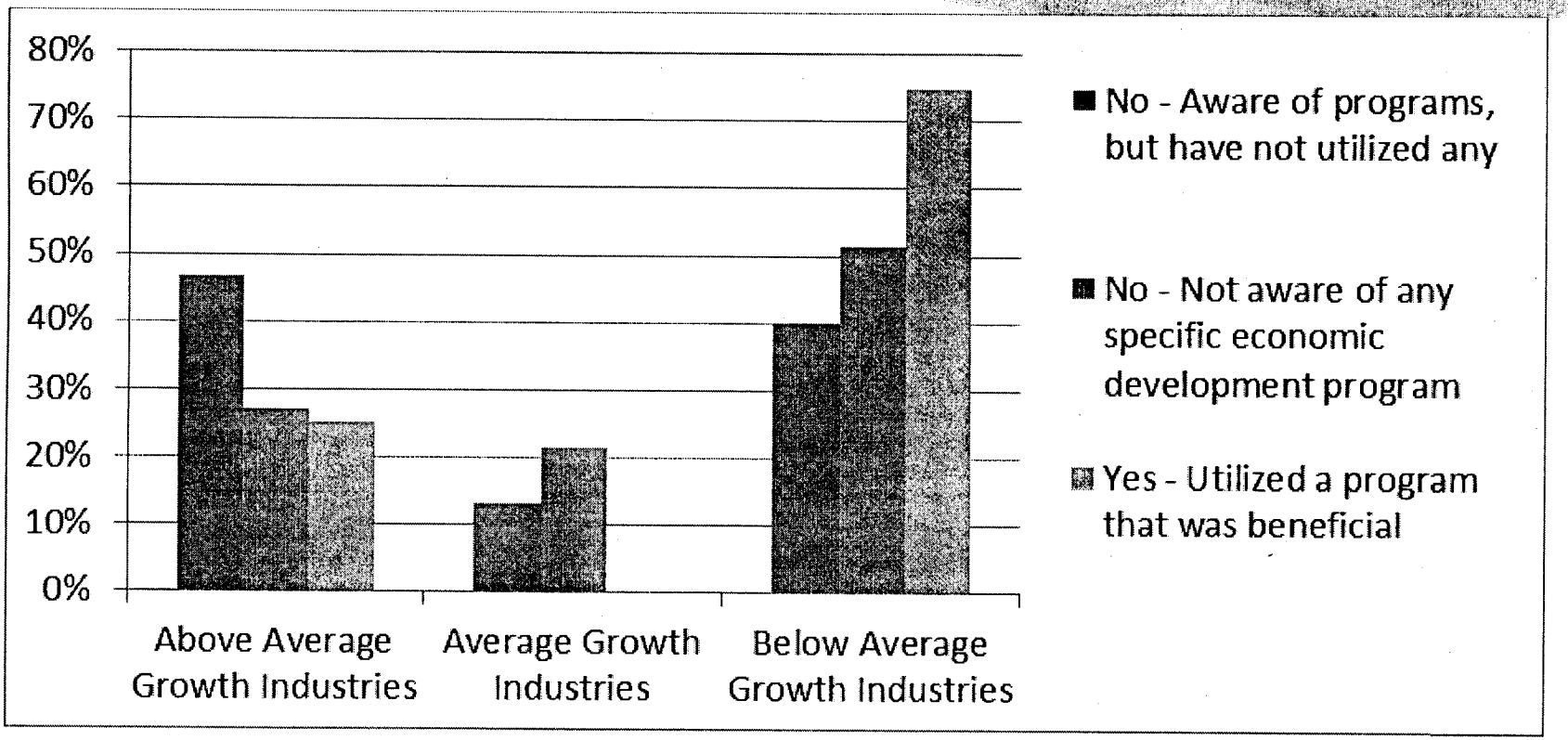
Business Perceptions

Development Programs



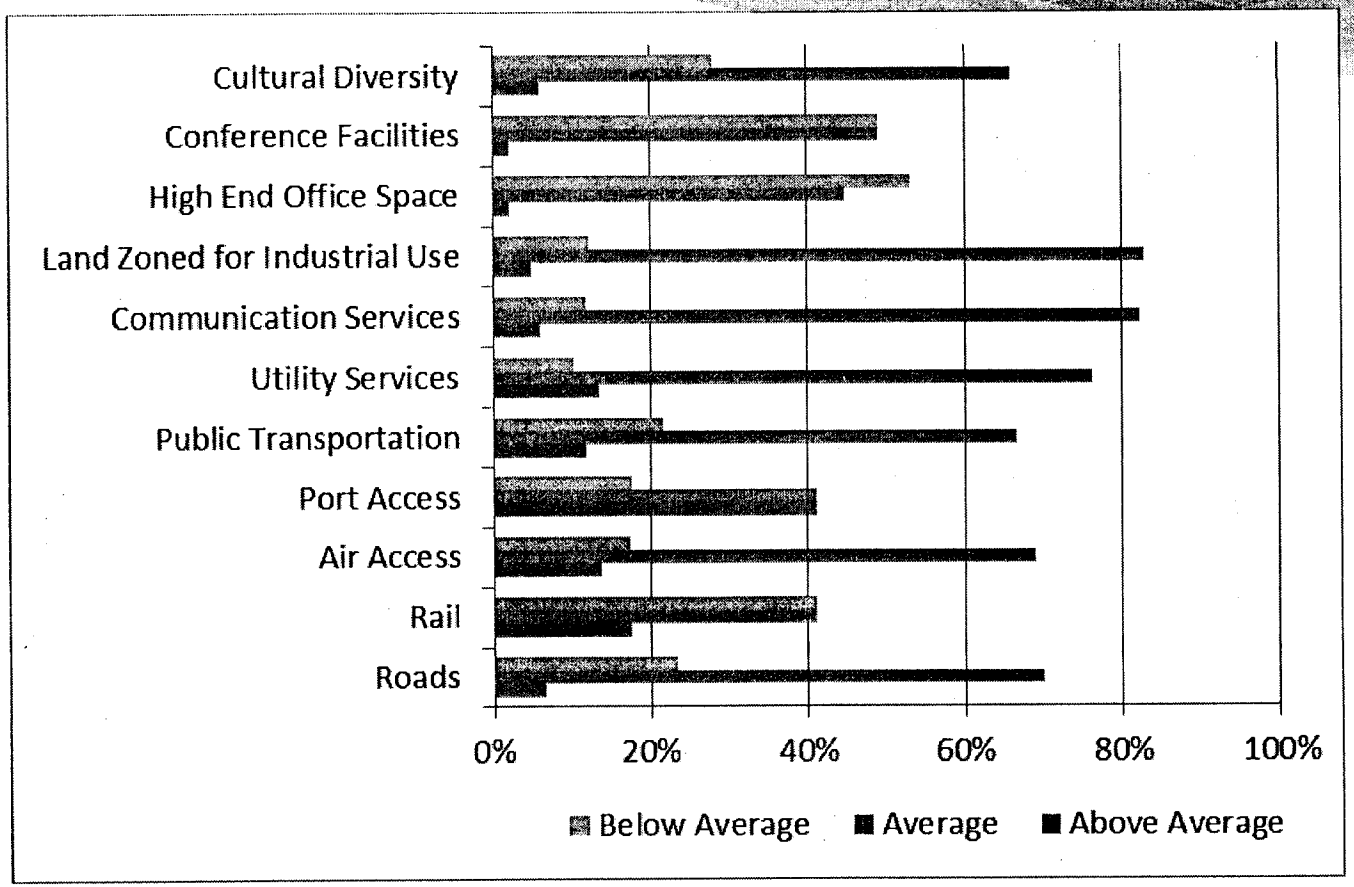
Business Perceptions

Development Programs



Business Perceptions

Quality of Business Infrastructure



SWOT Analysis

Clearlake Road

Strengths & Weaknesses	• Large organizations (e.g. EFSC, Solar Center, Coca-Cola Bottling Facility, Wal-Mart) • Newer infrastructure on north end near S.R. 528 • Unincorporated areas with perception of crime/blight, vacancies and outdated or absent utilities (septic, sewer) • Low retail presence
Opportunities & Threats	• Proximity to EFSC and students; student appeal / placemaking • Vacant land for new development and redevelopment; retail opportunities • Job training programs with City and County (Space Coast EDC) • Areas of blight, lack of sewer infrastructure and lack of façade grants • Assured commitment of funding for local training/apprenticeship programs
Trends	• Placemaking prospects near colleges; distinct local offerings • Programs leaving EFSC

SWOT Analysis

US 1 & SR 520

Strengths & Weaknesses	• Proximity of rail, support of heavy traffic, and good access to S.R. 528, S.R. 520 • Nearby residential areas offer good demographics and potential to attract new types of businesses: professional services, household services • Currently not attractive due to road widening construction
Opportunities & Threats	• Recent infrastructure improvements can lead to attractive opportunities for new building construction; Marketing of current infrastructure improvements • Intermediate-term potential for land use changes and rezoning as properties turn over • Low tech commercial entities affect the image of the workforce • Sunset of Post-Charter CRAs; Potential lack of support for redevelopment
Trends	• Positive long-term trend for construction of professional and household services • Properties could accommodate water views, new and chic office space/restaurants

SWOT Analysis

SR 524 & SR 528

Strengths & Weaknesses	• Proximity to major roadways (S.R. 528, US1, I-95); industrial center and port expansion • Capacity for moderate traffic (with plans to widen road) and available land • Limited sewer utility infrastructure on Cox Rd. • Currently low job opportunities with the exception of Cox Rd
Opportunities & Threats	• Proposed Port Authority expansion site with new, higher wage jobs • Development of logistics clusters and vocational training programs to complement logistics site • Competing land uses • Assured commitment of funding for training/apprenticeship programs that would improve sufficiency of a qualified workforce
Trends	• Growth in light manufacturing, warehousing, high-skilled labor and professional jobs • Logistics clusters/warehouses and ongoing investment opportunities

Recommendations

- Focus recruitment and expansion efforts in areas of competitive advantage
  - Medical manufacturing and support services
  - Fabrication and precision instrument for avionics
  - Transportation and logistics/distribution sectors to serve the existing manufacturing base, and potentially refrigerated storage.

Recommendations

- Continue investment in infrastructure along key corridors
  - Gap analysis for sewer infrastructure; review of annexation and related costs as investment in the future and as a vote of confidence to support future business growth
  - Expand Signage and Place-making to raise awareness of City districts: *Industry* (Grissom Pkwy/Cidco Rd); *College* (Clearlake Road) and *Riverfront* (US 1).
  - Evaluate long-term opportunities to create more flexible land uses for redevelopment of western side of the US 1 corridor after improvements are completed.

Recommendations

- Continued investments in "soft" infrastructure, particularly in disadvantaged neighborhoods
  - Balance City investments in services in historically underserved areas
  - Continue and emphasize efforts to engage Cocoa's underserved and disadvantaged community:
    - Deploy an Ombudsman, or focus efforts through faith-based organizations.
    - The Community School provides a starting point to liaise with the disadvantaged community; other points include the Emma Jewel Charter Academy; Cocoa Police Department Community Relations and the Police Athletic League)

Thank you!

Questions?

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