

HARDEE COUNTY
ECONOMIC DEVELOPMENT AUTHORITY (EDA)
(INDEPENDENT BOARD)
COUNTY COMMISSION CHAMBERS
412 WEST ORANGE STREET, ROOM 102
WAUCHULA, FLORIDA 33873
July 05, 2016 8:30 a.m.

MINUTES

Members:

David Royal, Chairman, P	Donna Doubleday, P
Linda Roberson, P	Terry Atchley, P
Kenny Miller, P	Sue Birge, Vice-Chairman, P
Stanley Pelham, P	Steven Southwell, P
County Attorney Ken Evers, P	County Manager Lexton H. Albritton, Jr., P
Office Manager Sandra Meeks, P	

Chairman Royal led the Invocation followed by the Pledge to the Flag.

Chairman Royal called the meeting to order at 8:30 a.m.

MOTION by Pelham, second by Miller to approve the agenda. Motion carried unanimously.

MOTION by Birge, second by Miller to approve the minutes for the regular meeting on May 24, 2016, at 8:30 a.m. Motion carried unanimously.

AFFIDAVIT OF PUBLICATION –The Herald Advocate 06/23/16 & The Florida Administrative Weekly 06/23/16.

I. Update on Peace River Paddle Sports.

Mr. Trey Flemer and his son, Jared Flemer came before the board to give an update on their project. Mr. Flemer explained that Mr. Lambert, Economic Development Director had put together a report with his help showing their expenses to date with regard to the rental aspect of the business along with the manufacturing side. He further explained the report showed all the assets on hand including the boats. He went on to explain the grant for this cycle was \$100,000 and then was modified to a three month grant to build ten boats. He explained that through the process of building the boats he and his son felt they were building a lot of boats and they didn't even have a marketing plan for the boats.

He then provided the board with a marketing plan they had developed to move the company forward. He touched on the report and explained they had not received the response from the public they had wanted, but did have one boat on consignment down in Fort Myers. He touched on some of the feedback he had received from shops. He explained with this new plan they would spend a total of \$65,000. He also went over their measurement/accountabilities for the marketing plan.

Mr. Lambert, Economic Development Director explained to the board that Mr. Flemer had come to him with his concerns over building the boats and not being able to sell them with no marketing plan. He further explained the grant was for \$100,000 and he had 90 days to build 10 boats for around \$50,000 and that he had spent around \$29,000, but wanted to stop the manufacturing side and begin to work on marketing, so they were here to discuss this with the board. Jared Flemer explained they had a good marketable product, but felt the money would be better utilized in marketing.

Chairman Royal asked if they had five marketable boats at this time. Mr. Flemer stated yes they did. Chairman Royal asked if the ones that had some structure issues were salvageable. Mr. Flemer explained he thought they could and two could be used as signs in shop.

Commissioner Birge asked if anyone had picked up on his idea. Mr. Flemer stated no he was still the first.

Chairman Royal asked for clarification on the amounts. Mr. Lambert explained it was \$49,000 for 90 days to manufacture 10 boats and he had spent around \$29,000 and was asking now to stop the manufacturing and focus on marketing.

Atchley explained his concern was with the \$2,100/monthly for marketing and wondered if that would be enough. Mr. Flemer explained he thought it would be enough because most of the marketing would be hands on.

Doubleday explained she appreciated him coming back before them, but had a problem with him waiting until the deliverables were due. Mr. Flemer explained he had meetings with Mr. Lambert and Mr. Albritton, County Manager discussing his concerns. Doubleday stated that he had a marketing plan in the beginning and needed help understanding why they should extend this anymore. Mr. Flemer explained he met the deliverables, but pulled back on the ten boats because he felt that was not what the money should continue to be spent on. Doubleday asked about the original marketing plan. Mr. Flemer explained they had to wait until they had a product to market and he could not even start building the boat until he got into the Incubator. Doubleday asked what they money was being spent on. Miller stated at the beginning he had the canoe outpost rental as well. Mr. Flemer stated he understood if the board did not want to move forward and it had been a blessing to work on this product as

long as he had. Doubleday asked when he decided he should focus on marketing and not continue to build the ten boats. Mr. Flemer stated in June he had met with Mr. Lambert and Mr. Albritton expressing his concerns.

Chairman Royal asked Mr. Lambert to give them a summary of their thoughts since they had been managing the grant. Mr. Lambert went over the amount of money Mr. Flemer had received, how much he had spent, and how much he had in assets and how they had started this wanting to see if there was a viable business that could use Peace River. He also explained that Mr. Flemer had come to him explaining his concerns over a month ago and that was when they started trying to schedule the meeting with the board, so he didn't wait until the last minute.

Doubleday stated then what was being asked was a modification of deliverables not extra money. Mr. Flemer replied yes.

Birge asked what he was hearing when he went to the shops and factories. Mr. Flemer explained they had heard concerns over the size, weight (with some people) and the cost to a dealer. He further explained he felt all the concerns could be addressed. Jared Flemer explained a lot of the shops wanted to know how many they had sold and was concerned about being the first to sell one. They also discussed carts and straps to make carrying the boat easier.

Miller asked if this was the first season that they had the boat exposed to customers. Mr. Flemer advised it was.

Atchley asked about the cost and how they would drive the production cost down. Mr. Flemer explained they had found some products that would reduce production time and if weight was to become a real issue they could make it lighter.

Birge asked if he was an investor would he be sold on this product enough to invest in it. Mr. Flemer explained he would invest in this product.

Motion by Pelham, Second by Miller to approve funding for three more months in the amount of \$35,700.00 to include him giving monthly progress reports to the IDA. Atchley did clarify that the deliverables were changed and they were not requiring 10 boats be completed. Mr. Lambert added that he felt that Mr. Flemer could create a good company. He also stated that the money the EDA received was public money, but it was to be used for grants to foster and promote economic development and they were trying to do that, but it was tough. **Motion carried unanimously.**

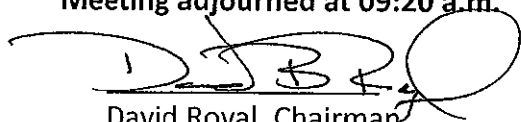
- II. Acknowledge receipt of Reimbursement Request Package Cover Sheet for EDC (Cycle 12) in the amount of \$63,000 and Incubator (Cycle 11) totaling \$55,399.32.

MOTION by Atchley, second by Doubleday to acknowledge receipt of Reimbursement Request Package Cover Sheet for EDC (Cycle 12) in the amount of \$63,000 and Incubator (Cycle 11) totaling \$55,399.32. **Motion carried unanimously.**

- III. Public Comment.

There was none.

Meeting adjourned at 09:20 a.m.



David Royal, Chairman