

MINUTES
BIOSCIENCE LAND PROTECTION ADVISORY BOARD
TOWN OF LAKE PARK, COMMISSION CHAMBERS
535 PARK AVE.
THURSDAY, FEBRUARY 15, 2007
1:45 PM

I. ROLL CALL

Present:

Karen Marcus, Commissioner – Palm Beach County
Joe Russo, Mayor – City of Palm Beach Gardens
Edward Daly, Vice-Mayor – Town of Lake Park
Karen Golonka, Mayor – Town of Jupiter (arrived late)
John R. Smith - Governor Bush's appointee
David Levy, Councilperson – City of Palm Beach Gardens
Robert Friedman, Councilmember – Town of Jupiter (arrived late)
Sara Misselhorn – Governor's Appointment (arrived late)

Absent:

Paul Castro, Mayor – Town of Lake Park
William Albury, Mayor – Town of Mangonia Park
Peggy Cook, Councilperson – Town of Mangonia Park
Elizabeth Wade, Councilperson – City of Riviera Beach
Norma Duncombe, Councilperson – City of Riviera Beach
Addie Greene, Chairperson – Palm Beach County

Staff present: Patrick Sullivan, Community Development Director, Town of Lake Park, Maria Davis, Town Manager, Town of Lake Park, Tara Patton, Staff – City of Palm Beach Gardens, Lee Leffingwell, Manager, Town of Mangonia Park, Beth Ingold, Public Affairs Director - Palm Beach County, Bob Banks, Assistant County Attorney, and Kelly Smallridge, Director for the Business Development Board

II. APPROVAL OF MINUTES – A motion was made by Mayor Russo to approve the Bioscience Meeting Minutes of January 18, 2007; Vice-Mayor Ed Daly made the second.

III. SCRIPPS UPDATE: Shannon LaRocque: Ms. LaRocque stated that the groundbreaking for Scripps was scheduled for March 9, 2007. She explained that a Resolution was created to recognize the investment that the State of Florida and the Palm Beach County Commissioners have made in the Bioscience Industry and also acknowledged the accomplishments that

Scripps have made over the last three years. She stated that the Resolution was also created to request from legislature a reauthorization of the Florida Innovation Incentive Fund and to ask for funding. She explained that Governor Crist had authorized a 100 million dollar funding level and that the Resolution was requesting a 250 million dollar funding level. She stated that the intent of the Resolution was for the Board of County Commissioners to pass a Resolution and then for each municipality to pass their own independent Resolution.

Commissioner Karen Marcus asked if the letter from the Business Development Board to Senator Pruitt specifically asked for 250 million. Ms. LaRocque stated that the letter did not specify a request of 250 million.

John R. Smith expressed his concerns regarding the Resolution. He stated that 250 million was a lot of money to ask for. He stated that taxpayers throughout the state were already sensitive about high property taxes and that a request for 250 million would create bad publicity. He made suggestions for wording the request of funding in the Resolution.

Commissioner Karen Marcus made suggestions for wording the Resolution. She recommended waiting on Kelly Smallridge to give her recommendations for the wording of the Resolution.

IV. BRANDING/MARKETING SUBCOMMITTEE UPDATE: Beth Ingold: Ms. Ingold gave an update on implementing the plan of gaining recognition for the Life Sciences Corridor. She stated that there has been little to no recognition and their goal is to get the name out and obtain recognition. She stated that they would be participating in events and they have put together a booth for ArtiGras. She gave an overview of the brochures and literature that would be available at the booth. She stated that the literature was geared to spark interest in the Life Science Corridor and that there would be staff at the booth to provide information and answer questions. She stated that there would be giveaways such as bags with logos, paints and candy for children. She stated that she was extending the invitation for anyone from all cities in Palm Beach County to participate and volunteer at the booth.

Mayor Russo stated that there has always been a booth from the City of Palm Beach Gardens at the Honda Classic. He recommended that Ms. Ingold touch base with his staff to see if they could help with a booth for the Honda Classic.

Commissioner Karen Marcus recommended that Ms. Ingold give materials leftover from ArtiGras to the Palm Beach Gardens staff who would be staffing a booth at the Honda Classic.

Mayor Russo stated that Jupiter was putting in 3 million dollars toward the Bioscience effort. He stated that the money was to further the Corridor.

Commissioner Marcus stated that the intent of the money was to help small businesses.

Ms. Ingold stated that they have done everything they could to minimize the cost of promoting the Life Science Corridor. She stated there was an existing contract with Drivetime Ads and radio ads that are done only during the drivetime period. She stated that they took half of their existing contract for the entire week and the ads were entirely devoted to promoting the Life Science Corridor. She distributed the cost plan and explained. She stated that they developed 24 different versions of the Life Science Corridor and did a search to see how many domain names they could purchase. They narrowed it down to eight domain names that they had purchased at a minimal cost. She explained the different options for brochures and newsletters. She stated that they are planning an economical development show for Channel 20. She stated that she wanted to take back the plan with costs to receive a more refined recommendation.

Commissioner Marcus asked for clarification on ribbon cutting and groundbreaking events related to the Life Science Corridor.

Ms. Ingold stated that if there was a recruitment of related businesses to the area, then it would be a good idea to have some sort of groundbreaking or ribbon cutting that would involve the Bioscience Committee for publicity.

Commissioner Marcus recommended providing informative materials at the March 9, 2007 groundbreaking event.

- V. UPDATE FROM BDB: Kelly Smallridge:** Ms. Smallridge stated that Governor Crist had 100 million dollars in the budget for the innovation fund and Governor Bush had 210 million in the same budget. She stated that the 210 million was used to attract three large companies which were Burnham, Torrey Pines, and SRI. She stated that she did not think 100 million was enough and at best would attract 2 large companies to come to the State of Florida. She stated that Palm Beach County has the greatest amount of interest on behalf of Life Science companies who are looking to relocate to Florida. She stated that most of the CEO's interested in the State are interested in Palm Beach County. She stated that prospects included Max Planck and Rockefeller University and three hospitals which were John Hopkins, Cleveland and Yale. She stated that Yale was attractive to Palm Beach County because they offer a high level of care and clinical research. She stated that if Governor Crist moves forward with 100 million then at best they can proceed with one project. She stated that the county would have to put up 25 million and the state would have to put up 25 million. She

stated that that would be unfair because Palm Beach County Commissioners landed and put up the largest amount of money for the largest project ever in the state of FL. She stated that Palm Beach County was at a disadvantage because the money has already been spent. She stated in order to build the depth and critical mass that is needed in the cluster, the physical location was critical. She stated that the quality of institutes was really good but she didn't know how long they would wait in the pipeline.

Mr. John R. Smith stated that if the public saw on the news that Palm Beach County Commissioners were pushing for 250 million dollars, taxpayers would see it as an increase in their tax bills. He recommended not placing a large number in the Resolution. He stated that it would stir up the anti-tax people.

Commissioner Marcus recommended an allocation stating an up to amount of 250 million dollars. She asked if they should add something to the Resolution that talked about taking away the matching fund requirement.

Ms. Smallridge recommended that they add wording in the Resolution that would take away the matching fund requirement.

Commissioner Marcus suggested a whereas clause in the Resolution that states the legislation should be amended to not require the local match. She stated that it may single them out but recognizes what they have already invested.

Commissioner Marcus stated for the record that Mayor Golonka and Councilmember Friedman joined the meeting.

Mayor Golonka agreed that 100 million was not sufficient and recommended an amount of 200 million. She stated that it was important to indicate that there needed to be a considerably higher figure.

Mayor Russo stated that legislature believed that Palm Beach County has gotten what they deserve and the County should not receive any more. He recommended a generic Resolution that leaves a number out. He recommended asking the legislature to fund the project at the maximum amount that the legislature can fund. He stated that he was concerned about how Palm Beach County would look to the legislature. He stated that he was going to the Palm Beach County Days event to talk about the funding.

Ms. Smallridge stated that one of the key components of a cluster is physical close proximity. She stated that if the legislature spread money over the state it would not create the cluster originally envisioned.

Commissioner Marcus stated that someone would have to push for funding and if it was not the Governor's office it would have to be the Bioscience Advisory Board.

Kelly Smallridge stated that a letter was sent out to the Governor by the Life Science Strategic Committee requesting funding for the cluster. She stated that the 100 million allocated would end up being only 80 million. She stated that she has not been able to obtain eligibility requirements of companies from the Governor's office.

Commissioner Marcus stated that Governor Crist had a lot on his plate as a new governor and taking care of priorities. She stated that once he receives the educational part of what the Bioscience Advisory Board has done over the last of couple of years, he would see it as an economic element that could bring tax dollars to Florida.

Ms. Misselhorn stated that she was in Tallahassee and she received the white paper on the innovation incentive fund. She stated that the amount allocated remained at 100 million. She stated that the job requirement was 1000 jobs.

Commissioner Marcus stated that Scripps has advised that 100 million would not be enough.

Kelly Smallridge stated that Dr. Lerner informed her that 100 million would not be enough to fund the largest project at Scripps. She stated that the Business Development Board does not offer incentives. She stated that when they receive plans from a company they try to reason with them and offer other options.

Councilman David Levy recommended that wording be placed in the Resolution that related to how the funding would promote exponential growth to the Scripps project.

Kelly Smallridge stated that Governor Crist was already aware that the Board was seeking 250 million.

John R. Smith expressed concern over requesting 250 million in writing and the ramifications that might occur for the Palm Beach County Commissioners.

Kelly Smallridge stated that the Commissioners must be ready to put up some money along with Governor Crist's contribution. She stated that the 100 million would not be available until July 1, 2007. She stated that the Commissioners would need to be educated and informed on the benefits of the funding and making a contribution towards it.

Commissioner Marcus recommended redrafting the Resolution with a little more emphasis on the synergy they received with the first 250 million and name the companies who want to come to Florida and specifically mention what companies came to Florida with the first 250 million and to name the companies that Scripps could obtain with the other 250 million.

- VI. UPDATE STATE FUNDING CORP.: Sara Misselhorn:** Ms. Misselhorn gave an update on Governor Crist's recommended budget. She stated that the House and Senate were working on their matching bills. She recommended that the Board step up and do more activity in the fall. She stated that the Funding Corporation was having their annual grant request meeting to coincide with Scripps's groundbreaking on March 9, 2007. She stated that Scripps would be looking at their audit such as deliverables such as number of jobs and equipment purchases. She stated that they did not foresee any problems with the audit.

Commissioner Marcus stated that she e-mailed the Governor office to see if he could come early to meet with the Bioscience Advisory Board before the groundbreaking and to meet with Dr. Lerner privately.

Sara Misselhorn stated that the Governor was not meeting with the Funding Corp. Commissioner Marcus stated that she would keep Ms. Misselhorn updated on the possible meeting with the Governor.

- VII. UPDATE FROM LIFE SCIENCE COMMITTEE: Casey Steinbacher:** Ms. Casey Steinbacher was absent from the meeting.

- VIII. NEW BUSINESS:** Mayor Russo stated that Department of Community Affairs found the City of Palm Beach Gardens' Bioscience Amendments in Compliance.

- IX. PUBLIC COMMENT: None**

- X. NEXT MEETING:** March 15, 2007 @ Riviera Beach – Location to be announced

Commissioner Marcus suggested that if the Board receives time with Governor Crist, that the Board show him their marketing efforts and what has being done to show their commitment to the Bioscience project.

- XI. ADJOURNMENT:** There being no further business, the meeting was adjourned at 2:47 p.m.