

# Nassau Business Monthly

AMELIA ISLAND • FERNANDINA BEACH • YULEE  
CHAMBER OF COMMERCE

JUNE 2014  
Vol 3 Issue 4

## RETURN ON INVESTMENT JANUARY – APRIL 2014

BUSINESS START-UP/ EXPANSION ASSISTANCE	27
BIDS/PROPOSALS REFERRALS	6
GROUP/MEETING REFERRALS	15
WEBSITE REFERRALS	71,876
VISITORS TO OFFICE	2,892
RELOCATION REQUESTS	131
CERTIFICATES OF ORIGIN	71



### THE CHAMBER IS ACCEPTING APPLICATIONS FOR LEADERSHIP NASSAU 2014-15 THROUGH JULY 1<sup>ST</sup>.

Applications are available at  
[www.islandchamber.com/Leadership-Nassau](http://www.islandchamber.com/Leadership-Nassau) or contact Coordinator Lynne Starling at (904) 261-3248 or [lynne@aifby.com](mailto:lynne@aifby.com) for more information.

## Member Minute



**CASSANDRA FAULK**  
SALES MANAGER, TRIM ALL  
LAWN SERVICE

### LITTLE KNOWN BUT

**TRUE:** Jason Lee has owned Trim All Lawn Service for 10 years now. He is a Certified Pest

Control Operator for Georgia and Florida. Trim All is also certified by Best Management Practices.

**WHY I AM A MEMBER:** To be involved with the local community, great networking opportunities, to participate with local committee meetings and the referrals.

## WORKING FOR YOU

### Chamber working to improve sign ordinance

The Amelia Island-Fernandina Beach-Yulee Chamber of Commerce is working closely with Nassau County Growth Management to improve current sign regulations within the SR 200/Florida AIA overlay district.

The Chamber facilitated a meeting between stakeholders along the corridor and county planning staff to provide input on proposed changes. The Chamber's Board of Directors followed up with a letter to the county Planning & Zoning Board advocating for two key improvements to the draft ordinance.

The first was to allow businesses to display banner advertising within a stand-alone anchor featuring architectural foam columns with a cap and concrete foundation as opposed to the proposed monument-sign anchors which -- at costs ranging from \$4,000 to \$10,000 -- are prohibitively expensive for most businesses.

While a business would need a construction permit to install the anchor,

no permits would be needed for the banners displayed within the anchor. Banners may be changed as often as a business sees fit.

The Chamber also recommended that existing electronic signs be allowed to display three different messages within a 24-hour period (excluding time, temperature and emergency messages). The current ordinance only allows one message a day.

### CHAMBER SUPPORTS SECOND FERRY CONCESSION

The Board of Directors in May wrote the National Park Service in support of adding a concession for ferry service from Fernandina Beach to Cumberland Island National Seashore in Georgia.

Passengers would be able transfer to the St. Marys, Ga.-based ferry to continue onto the Georgia mainland if they want, under the Chamber proposal.

The Board believes a second, Fernandina Beach-based ferry would not only benefit Nassau County businesses but also facilitate access to Cumberland Island.

### NEW DIRECTOR



The AIFBY Chamber Directors elected Donald Stamets, managing director of the Omni Amelia Island Plantation, to join the board. His term will end in 2016. Stamets has nearly 25 years in the hospitality industry.

## Congratulations to Leadership Nassau Class 14!



On May 15, 22 local residents graduated from Leadership Nassau, the AIFBY Chamber of Commerce's community leadership development program.

The members of Class 14 are (from left)

**DAVID EMMONS**, Nassau County Economic Development Board; **LAURA LOTT HARRIS**, Lott's Furniture; **KIMBERLY GEIB**, Nassau County Health Department;

**DR. KEVIN LIN**, Precision Chiropractic; **STEPHANIE KNAGGE**, Town of Callahan; **VIVIAN SANKEY**, Pet Care Center Nassau; **MYRA COCKERHAM**, Town of Hilliard; **BRUCE MEGER**, HR Systems, Inc.; **TIFFANY MURPHY**, Town of Hilliard; **STEVE FENTRISS**, The Fentriess Group; **ANGIE LESTER**, City of Fernandina Beach; **JUSTIN TAYLOR**, Nassau County Property Appraiser's Office; **AMANDA JUST**, Nassau County Animal Services; **HUGH MCLEAN**, Adminisolve; **KATRINA ROBINSON-WHEELER**, Starting Point Behavioral Healthcare; **DAVID HEARN**, Nassau County Road & Bridge Department; **BRENT LEMOND**, Nassau County School Board; **MARY WASIL**, RockTenn; **BILL CROMER**, Citizens State Bank; (*not in picture*) **GEORGE FAUCHER**, Nassau County Fire and Rescue; **DANNY FULLWOOD**, retiree; and **REBECCA JORDI**, UF/IFAS Nassau County Extension.



**Thank you** to these AIFBY Chamber members who attended our annual customer service seminar in May. Their online listings have been updated to include a "Customer Service Commitment" designation.

- Amelia River Cruises
- Amelia Hotel at the Beach
- Amelia Island Convention and Visitors Bureau
- Amelia Island-Fernandina Beach-Yulee Chamber of Commerce
- Amelia Rental & Management Services
- Barnabas Center
- City of Fernandina Beach
- Fernandina Beach Golf Club
- First Federal Bank of Florida | Yulee
- H&R Block
- Omni Amelia Island Plantation
- Palm III Realty
- Pet Care Center of Nassau
- Property Management Systems Inc.
- Quality Health of Fernandina Beach
- Residence Inn Amelia Island

## NASSAU COUNTY ECONOMIC INDICATORS

### Nassau County Unemployment Rate

April 2013	6%
April 2014	5.1%

[www.floridajobs.org](http://www.floridajobs.org)

### Nassau Co. Taxable Sales

January 2013	\$116 million
January 2014	\$125 million

[dor.myflorida.com](http://dor.myflorida.com)

### Amelia Island Occupancy

Jan-Apr 2013	66.4%
Jan-Apr 2014	67.6%

Amelia Island TDC

### Amelia Island Tourism Bed Tax Collected

Jan-Mar 2013	\$783,992
Jan-Mar 2014	\$981,037

Nassau County Tax Collector's Office

### Port of Fernandina Tonnage

Jan-Apr 2013	119,148
Jan-Apr 2014	91,508

Kinder Morgan

### Nassau Co. Housing Sales

Jan-Apr 2013	279
Jan-Apr 2014	271

Amelia Island-Nassau County Association of Realtors

### Nassau County Housing Median Sales Price

Jan-Apr 2013	\$218,500
Jan-Apr 2014	\$228,698

Amelia Island-Nassau County Association of Realtors

### Nassau Co. Housing Days on Market

Jan-Apr 2013	139
Jan-Apr 2014	114

Amelia Island-Nassau County Association of Realtors

### Nassau Co. Commercial Property Sales (\$1K+)

Jan-Mar 2013	17	\$21 million
Jan-Mar 2014	8	\$11 million

Nassau County Property Appraiser's Office

### New Commercial Const. Permits, Nassau Co.

Jan-Apr 2013	13	\$ 5 million
Jan-Apr 2014	13	\$13 million

Nassau County Building Department

### New Commercial Construction Permits, Fernandina Beach

Jan-Apr 2013	5
Jan-Apr 2014	0

Fernandina Beach Building Department

### Nassau Co. Residential Property Sales (\$1K+)

Jan-Mar 2013	394	\$88 million
Jan-Mar 2014	353	\$76 million

Nassau County Property Appraiser's Office

### New Single Family Const. Permits, Nassau Co.

Jan-Apr 2013	111	\$29 million
Jan-Apr 2014	172	\$46 million

Nassau County Building Department

### New Single Family Construction Permits, Fernandina Beach

Jan-Apr 2013	15
Jan-Apr 2014	23

Fernandina Beach Building Department

### Commercial/Residential Permits, Hilliard

Jan-Apr 2013	28
Jan-Apr 2014	32

Town of Hilliard

## NEW MEMBERS

### Alterations

- Custom Fit Alterations by Linda, LLC

### Boat Sales and Service

- G-Finishing Custom Fiberglass

### Builder & Developer

- NLP Homes, LLC

### Engineering

- Gillette & Associates, Inc.

### Financial Services

- Ameris Bank

### Insurance

- Aflac | Nancy & Bob Dervaes

### Island Water Tours

- Flying Fish Adventures, LLC

### Real Estate

- Watson Realty Corp. | Justin Cayless

### Telecommunications/DSL

- All Communication Network, Inc.

## RENEWING MEMBERS

### Advertising/Marketing-Radio

- WKBX-FM | K-BAY 106.3

### Air Conditioning & Heating

- Ed's Heating & Air
- Mason's Refrigeration, A/C, Heating

### Ambulance Service

- Century Ambulance Service, Inc.

### Architects

- Richard Sasser, Architect

### Assisted Living Community

- Dayspring Health Systems

### Associations

- Fernandina Maritime Exchange, Inc.

### Attorneys

- Mollie M. Garrett, Attorney at Law

### Automotive Repair

- Steve Johnson Automotive

### Bank

- SunTrust Bank - Fernandina Beach

### Bed & Breakfast

- Elizabeth Pointe Lodge

### Bike Rentals

- Beach Rentals & More

### Boat Rentals

- Suntex Boat Club and Watersports Rentals

### Bowling

- Nassau Bowling Center

### Builder

- Karlen Custom Homes, Inc.

### Building Supplies

- RPM Wood Products, Inc.

### Chiropractors

- Fernandina Chiropractic Center, Inc

### Churches

- New Vision Congregational United Church of Christ

### Civic Organizations

- Friends of the Fernandina Beach Library

### Clothing Stores

- Colie's

### Consultants

- Building It Green, LLC

### Convenience Stores

- Flash Foods

### Copier Sales and Service

- CopyFax

## INDUSTRY SNAPSHOT

Type of Business	YTD 2013	YTD 2014	Difference
Food & Beverage Stores	\$11,003,520	\$11,494,765	4.46%
Paint, Wallpaper & Hardware Dealers	\$3,791,677	\$4,039,602	6.54%
General Miscellaneous Merchandise Stores	\$24,472,310	\$22,860,639	-6.59%
Gasoline Service Stations	\$1,116,162	\$1,125,573	0.84%
Lumber and Other Building Materials Dealers	\$4,214,777	\$4,980,144	18.16%

Florida Department of Revenue numbers for taxable sales through January 2014



# Connections



Island Council 4.2.14 – Selfie!



Business After Hours sponsored by Amelia Island Graphics & Stewart's Insurance Depot 4.17.14 -- Emily Hope, Amelia Island Graphics; Steve Nicklas, Ameriprise



BAH 4.17.14 Jeff Malone, Amelia Island Blues Festival; Holly Germano, Amelia Hotel at the Beach



Human Resources Council 4.14.14 – speaker Sue Hart, Right Management; Sue Gottesmann-Jarzyna, SRG Consulting; Sue Bowen, Leadership Elements



BAH 4.17.14 -- Tony Baia, Amelia Island Graphics; Marsha and Ed Gelman, Edward S. Gelman, D.D.S., P.A. of Amelia Island



BAH 4.17.14 – Justin Cayless, Watson Realty Corp; Brittany Tomasini, Amelia Hotel at the Beach



Build a Better Business 4.25.14 -- Diane Dew, Converging Currents



Amelia Island Health and Wellness ribbon cutting 4.24.14 – New business, 5422 First Coast Highway, Fernandina Beach



Books Plus ribbon cutting 4.26.14 – New location, 1743-A S. Eighth St., Fernandina Beach

## RENEWING MEMBERS (CONTINUED)

### Credit Union

- VyStar Credit Union

### Dentists

- A1A Family Dentistry

### Dialysis

- DaVita Amelia Island Dialysis

### Event Rentals

- The Mansion

### Financial Services

- IRIS Financial Services

### Grocery Stores

- Publix Super Markets #322

### Hotel / Motel

- Days Inn & Suites Amelia Island
- Hampton Inn & Suites, Amelia Island Historic Harborfront Hotel
- Hampton Inn Amelia Island at Fernandina Beach
- Holiday Inn Express Hotel and Suites
- Seaside Amelia Inn

### Intermediate Care Facility

- Care Centers of Nassau

### Manufacturers

- Spears Coastline Plastics

### Massage Therapy

- Dome Healing Center

### Medical Device Design & Development

- e-Zassi, LLC

### Mortgage Services

- BB&T

### Museums

- Amelia Island Museum of History
- St. Marys Submarine Museum

### Nail Salon

- New York Nails & Facials

### Non Profit Organizations

- Ark of Nassau
- Communities in Schools Nassau

### Pest Control

- Bug Out Service
- Peachtree Pest Control

### Photography

- Elizabeth Wilkes Photography
- Pam Bell Photography

### Physicians

- 21st Century Oncology of Jacksonville

### Ports

- Jacksonville Port Authority (Jaxport)

### Publishing

- Amelia Islander Magazine

### Railroad

- First Coast Railroad

### Real Estate

- Prudential Chaplin Williams Realty | John Holbrook
- Prudential Chaplin Williams | Team Werling
- Sea Horse Properties, Inc. | Lois Jost

### Resorts

- Summer Beach Resort

### Restaurants

- Brett's Waterway Cafe
- Joe's 2nd Street Bistro
- LuLu's at the Thompson House
- Ops Pizza Kitchen & Cafe
- PLAE

### RV Campground

- Home Lake RV Park

### Secretarial Services

- Bostler, Inc.

### Sign Shops

- Fastsigns

### Storage

- Bridgeview Self Storage

### Sun Care Products

- Caribbean Breeze Inc.

### Upholstery

- Rowland's Upholstery Plus ...

### Utilities

- Florida Public Utilities

### Veterinarians

- Pet Care Center of Nassau

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## THE PROGRESS REPORT

- **Rayonier** appointed **David L. Nunes** as chief operating officer. Upon Rayonier's previously announced mid-year separation, Nunes will become president and CEO of Rayonier, and **Paul Boynton**, Rayonier's current chairman, president and CEO, will become chairman, president and CEO of Rayonier Advanced Materials.
- **Ameriprise Financial** was recognized as the No. 1 investment firm in the U.S. for customer experience, according to the 2014 Forrester Research, Inc. report. Local financial advisor **Steve Nicklas** has earned a 90 percent client satisfaction score and attained the milestone of 20 years in the securities industry.
- The **City of Fernandina Beach** received \$10,000 from the Sea Turtle Grant Program to modify and upgrade the lights at Dolphin Avenue and Main Beach parking lots. The goal is to minimize light pollution on sea turtle nesting by reducing and eliminating disorientations of emerging sea turtle hatchlings.
- On April 27, the **Residence Inn Amelia Island** hosted the Evening at Sunset Prom, the first time a formal prom has been organized for students with disabilities and their peers from the Best Buddy groups at **Fernandina Beach High School** and **Yulee High School**.
- Celebrating 10 years of AIFBY Chamber membership in June are **Fifi's Fine Resale Apparel** and **St. Michael Academy**.



The Nassau County Board of County Commissioners on May 12 proclaimed May 12-26, 2014 Small Business Week in Nassau County. Larry Ogilvie of Advanced Muscle Therapy, the Amelia Island-Fernandina Beach-Yulee Chamber of Commerce's 2013 Small Business of the Year, accepts the resolution from BOCC Chairman Barry Holloway (left).

The Progress Report features information about new hires, promotions, awards, expansions, new products or services and significant contracts. Submit news at [www.islandchamber.com](http://www.islandchamber.com).

## June at the Chamber

- Wednesday, June 4, 8:30 am** • Island Council • Hola! Cuban Cafe • Free for Chamber members; \$25 for non-members • Online registration required
- Tuesday, June 10, 8:30 am** • Yulee Area Council • Whataburger • Free for Chamber members; \$25 for non-members • Online registration required
- Thursday, June 12, noon** • Board of Directors • Chamber of Commerce
- Tuesday, June 17, 8:30 am** • Make Your Membership Work for You • Chamber of Commerce • Online registration required
- Wednesday, June 18, 8:30 am** • Government Affairs Committee • Chamber of Commerce • Online registration required
- Thursday, June 19, 5-7 pm** • Business After Hours • Baptist Medical Center Nassau • \$5 for Chamber members; \$25 for non-members
- Tuesday, June 24, 8:30 am** • Health Care Council • Precision Chiropractic • Free for AIFBY Chamber members, \$25 for non-members • Online registration required
- Tuesday, June 24, 11:30 am-1 pm** • June Membership Luncheon • Fernandina Beach Golf Club • \$20 for Chamber members; \$25 for non-members • Online registration required

Meetings are open to AIFBY Chamber members. Online registration required for all Chamber events except Business After Hours and ribbon cuttings. Thinking of joining the Chamber? Contact us at (904) 261-3248 to attend one upcoming event as our guest. Events are subject to change. For more information and to register, visit [www.islandchamber.com/events.aspx](http://www.islandchamber.com/events.aspx).

### MARK YOUR CALENDARS!

**July 29 Membership Luncheon with Jaguars President Mark Lamping**

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961687 Gateway Blvd. Suite 101G  
Fernandina Beach, Florida 32034

ph (904) 261-3248 | fx (904) 261-6997  
[www.islandchamber.com](http://www.islandchamber.com) | [www.yuleechamber.com](http://www.yuleechamber.com)

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Published by the Amelia Island-Fernandina Beach-Yulee Chamber of Commerce

### WHAT PEOPLE ARE SAYING

"It was [our] pleasure to meet you at your lovely office ... We were impressed by your thoughtful help and knowledge of the area's business environment. You made us feel that we had made the right discussion to locate our new business in the Amelia Island area."  
~WILLIAM AND KATHLEEN THOMAS