

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Wednesday, November 14, 2012 - MINUTES**

**1. Call to Order**

Ms. Kilian, Chair called the meeting to order at 8:03 A.M.

**2. Roll Call**

Present: Thomas Blawn Tim Davis Carol Kilian Ruth Trager Bishop Derek Triplett

Absent: Lawrence McDermott Carl Lentz (resigned elected to City Commission)

Ex-Officio: Rob Ehrhardt, Volusia County Economic Development Manager  
Keith Norden, Team Volusia Economic Development Corporation President/CEO

Staff: Emory Counts, Economic/Community Development Director

**3. Approval of Minutes – October 17, 2012**

*A motion to approve the Minutes of June 27, 2012 was made by Mr. Blawn, seconded by Mr. Davis, and approved unanimously.*

**4. Reports**

**A. Volusia County Economic Development (VCED) –Rob Ehrhardt**

Mr. Ehrhardt distributed copies of the 3<sup>rd</sup> *Quarter Volusia County Economic Report*. The Report includes data from around the County about employment, labor force, education, and residential and commercial permits, and foreclosure rates. He then passed out the information that had recently been displayed at the NBAA show in Orlando about the public use area airports in the area including The Daytona Beach International Airport. Mr. Ehrhardt also announced that on Wednesday, December 12<sup>th</sup>, the Chamber Alliance will sponsor a “Buy Local Expo” at the Ocean Center. It is an opportunity for residents to become more aware of the benefits of buying locally and learn more about the great diversity of products and services available through our own local businesses. The Small Business Development Center at Daytona State College will assist the Expo.

AO Precision, Inc., a business that came before this Advisory Board, had accepted and signed the state tax refund agreement, and been approved to receive state QTI and Brownfield Jobs Bonus incentives to assist its business expansion. Volusia County and the City were able to demonstrate the Local Financial Support (LFS) required allowing them to apply. The resulting 60,000 sq. ft. building expansion at their Mason Avenue location is proceeding well and there will be a total of about 110,000 sq. ft. when completed given its existing 50,000 sq. ft. building. Last week, *Bloomberg TV* interviewed Jimmy Haber, the head of Juno Investments of which AO Precision is a subsidiary. The interview touched on Mr. Haber’s early success in the New York restaurant business but then transitioned onto the great success story that is currently AO Precision and the City of Daytona Beach was prominently featured in the interview. Additionally, AO Precision has been nominated for “2012 Manufacturer of the Year Award” by the Manufacturer’s Association of Florida. AO was already selected as the “2012 Volusia Manufacturer of the Year” repeating its win in the same category from the previous year.

Mr. Ehrhardt passed around a copy of “*Flight Training Magazine*” which featured Embry-Riddle Aeronautical University (ERAU) as a leader in unmanned aerial systems. The County is working with ERAU to extend an agreement reached with ERAU last year to allow rocket motor testing at the Volusia County Landfill. He clarified that there will be no vertical launches of rockets at the Landfill.

The Teledyne Oil & Gas 50,000 sq. ft. building on Williamson Boulevard expansion is moving along quite nicely. The walls are up and the hope is that the building will be ready for occupancy sometime in the first quarter of 2013.

Finally, Mr. Ehrhardt announced the UCF Business Incubator will present their quarterly report about activities to the Volusia County Council on December 6<sup>th</sup>. The purpose of the Incubator is to take start-up companies and make them much more successful than they would have been otherwise when they launch. Currently, there are about 11 companies in the Incubator program which account for about 31 employees.

B. Team Volusia Economic Development Corporation (TVEDC) – Keith Norden

Mr. Norden reported that the TVEDC Board had recently met to discuss their activities but then began to discuss how to “ramp-up” their *competitive intelligence* where they would better customize their recruitment efforts. Instead of chasing *all* manufacturing they will be going after *certain* manufacturing targets based on what we have to offer here locally and/or can build upon locally. He added that he and Kerry Symolan had recently traveled to Atlanta and visited with five (5) nationally acclaimed site consultants. He was very pleased learn that the consultants were familiar with Daytona Beach/Volusia County and were very aware that Embry-Riddle is in the midst of our community. They were also aware that, for related businesses, there would be a real competitive advantages to being located here. They will be conducting more of these outreach site selector visits to get the word out about Volusia County and Daytona Beach. He said, “We have to be Top of Mind and if they are not seeing us and not hearing about us ... they can easily forget us.”

He announced that on Friday, 9:00 am-12:00 pm, December 7<sup>th</sup> at the International Speedway Center (ISC) building 1<sup>st</sup> Floor conference room, FPL and TVEDC would host a seminar “*Playing to Win in Economic Development*” presented by Boyette Strategic Advisors. Boyette is a nationally recognized consulting firm that works with site selectors, communities and economic development entities.

C. Vision Foundation – Carol Kilian for Larry McDermott, Vision Foundation Chair

Ms. Kilian reported that the group was still moving forward on the healthcare initiatives for the working under-insured, as well as, the Amtrak passenger rail station location. They expect to present some information to the /City Commission in January 2013.

5. New Business

A. Project Atlas Ad Valorem Tax/Brownfield Jobs Incentives Application – Emory Counts

Mr. Counts reviewed the application and explained that this a major restaurant project which over the 7-year period of exemption would create 64 full-time-equivalent jobs at \$25,000 annual average salary; cumulative payroll of \$11,200,000; \$4,283,000 in capital investment; and a City resident hiring goal of 20%.

*A motion to approve the Ad Valorem Tax/Brownfield Incentives Application for Atlas was made by Mr. Blawn, seconded by Ms. Trager, and approved unanimously.*

Kaitlin Glenn and Courtney Hoffman added more information about Darden and the newly formatted Bahama Breeze restaurant to be built in Daytona Beach. Presently, only three restaurants of these new models have been constructed so far.

**B. Project Nickel Ad Valorem Tax/Brownfield Jobs Incentives Application – Emory Counts**

Mr. Counts reviewed the application and explained that this is a Clean Energy/Bio-Fuels project which over the 7-year period of exemption would create 41 jobs at \$49,000 average annual salary; cumulative payroll of \$12,005,000; \$5,792,500 in capital investment; and a City resident hiring goal of 40%.

*A motion to approve the Ad Valorem Tax/Brownfield Incentives Application for Nickel was made by Ms. Trager, seconded by Mr. Davis, and approved unanimously.*

Mr. Ehrhardt added that the County Council will consider providing the QTI portion of the local financial support on tomorrow. Dr. Kent Sharples, President of the CEO Business Alliance, thanked Mr. Counts and Mr. Ehrhardt for their help with this particular project. This company is in partnership with the Speedway to “green up” fuels used in the racing industry. They also produce “green” cleaning products which would help the environment.

**6. Old Business**

The Economic Trends Report was discussed where Mr. Counts referenced the last meeting minutes and opined that the activities were too much for one event. He asked if the Board might “sharpen the stick” more to gain a better focus about what the event would include. Obtaining a Senator as a keynote speaker, having tables of businesses and sponsors, as well as, presenting the economic trends report and etcetera is very challenging. The Board agreed to pare down the event to just the Economic Trends Report and to pick a target date in the first quarter of the year, March 21<sup>st</sup>

**7. Citizens’ Comments**

**8. Schedule next meeting – January 16, 2013**

**Additional meetings will be scheduled to accommodate business development needs.**

**2012 Meeting Schedule:**

January 9;	July 18
February 15;	August 15;
March 21 (rescheduled to 4-18-12);	September (no meeting);
April 8;	October 17;
May 16;	November 14;
June (no meeting);	December (no meeting)

**2013 Proposed Meeting Schedule:**

January 16;	July 17;
February 20;	August (no meeting);
March 21 (E.D. Trends Report TBD);	September (no meeting);
April 18;	October 16;
May 15;	November 13;
June (no meeting);	December (no meeting)

**9. Adjourn**

The meeting adjourned at 9:40 A.M.



---

Emory Counts  
Director Economic/Community Development

Adopted: February 20, 2013