

ECONOMIC DEVELOPMENT ADVISORY BOARD
October 17, 2012 - MINUTES

1. Call to Order

Ms. Kilian, Chair called the meeting to order at 8:07A.M.

2. Roll Call

Present: Thomas Blawn Tim Davis Carol Kilian Carl Lentz Bishop Derek Triplett

Absent: Ruth Trager Lawrence McDermott

Ex-Officio: Rob Ehrhardt, Volusia County Economic Development Manager

Staff: Emory Counts, Daytona Beach, Economic/Community Development Director

3. Approval of Minutes – April 18, 2012; June 27, 2012

A motion to approve the Minutes was made by Mr. Blawn, seconded by Mr. Lentz, and approved unanimously.

4. Reports

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

Mr. Ehrhardt noted that there are two manufacturing firms considering expansion in the area but to his knowledge neither has made a decision yet. Also, there was a very successful LPGA golf event –The first “*Daytona Beach Invitational*” to cap the end of the Symetra Golf Tour. Although he had no direct report from the blue ribbon committee that headed the event but what he has heard about it is that by all accounts it exceeded expectations.

Crane Cams, a Daytona Beach company, has been selected as one of the up and coming companies in Florida and will receive an award in Orlando recognizing its efforts. The President/CEO Sean Holly and his wife Lisa will be there in attendance. Paul Mitchell will represent Volusia County and Emory Counts will represent the City of Daytona Beach. He suggested that the Board might want to take a tour of the facility.

B. Team Volusia Economic Development Corporation (TVEDC) – Kerry Symolan

Ms. Symolan reported TVEDC filed its 3rd Quarter Report highlighting 14 active projects and about 1800 jobs being worked right now and then introduced Keith Norden, the new President/CEO. Mr. Norden reported he was delighted to be in the community in an organization which has such a great professional staff. He has worked in economic development for about 22-years in various locations and finds the characteristics of this area similar to his work in Virginia where there were a number of varied-sized municipalities. Although he grew up in Virginia Beach he comes to us directly from the Tampa area. He feels his charge is to create a buzz about Volusia County not only in Florida but around the nation.

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

Ms. Kilian reported that the group was still working on access to healthcare for the working under-insured and the Amtrak passenger rail service initiatives.

D. Economic Trends Report

Ms. Kilian commented about this topic up and Mr. Counts asked for recommendations on a date and venue for the program. Ms. Kilian suggested a breakfast or a lunch toward the end of January. Bishop Triplett suggested lunch and perhaps we could get a sponsor. Discussion included:

Goals/Ideas for the event:

- Get people involved who don't normally get involved
- Get people to rave about Daytona Beach and what's going on in the City
- Have a Senator be the keynote speaker
- Have the City play a bigger role and be more vocal about the event
- Present a Citizens Academy Report

Potential Locations:

- Daytona 500 Club
- News Journal Center

Comments:

- Have tables where different resources are depicted
- Have employers be a part/talk about future plans e.g. Teledyne, UCF, ERAU, MASCO, etc.
- Perhaps a workshop to talk more about the event, goals and the like.

Mr. Counts felt the event as discussed was probably too big and would need to be at least two events.

The Economic Trends Report Committee was formed to talk about this event and bring some information back to the group and included: Bishop Triplett, Carl Lentz, and Carol Kilian.

5. Old Business

There was no old business brought before the Board.

6. New Business

A. Brownfield Cleanup on Clyde Morris Boulevard – J.R. Sloane, City Engineer

Mr. Sloane reported the cleanup site is: about 3 acres on the west side of Clyde Morris Boulevard on both the north and south sides of the Bellevue Avenue extension. It was a former landfill site owned by the City at a time when it was accepted general practice to bury waste. Unfortunately, today there are some 360,000 gallons of a coal tarry mass that we need to clean up. CardnoTBE, an environmental consulting firm, has been hired to assist the overall cleanup effort but it is very expensive and the City is not eligible for federal funding for the cleanup, and so is looking at more reasonable cost alternatives. The best method to address the waste is to encapsulate it but again it is very expensive at somewhere between \$5 million and \$10 million. Currently, there are 10 "recovery wells" on the site and the material is allowed to migrate to them and periodically the wells are evacuated and the collected material is disposed. The rate at which the evacuation can take place is the question right now since the Department of Environmental Protection will require the City to do more if evacuating waste is not working effectively enough. Through the next year there will be four events where the material will be evacuated and two monitoring events where ground water samples will be analyzed to see what effect we are having.

Toward the financial cost, we hired a forensic archeologist to review all the City's past insurance records and have identified three potentially responsible parties that might help fund some of this clean-up.

The property has a probability for economic development use since it is next to the Airport and near to the planned Embry-Riddle Aeronautical University Research Park. One of the options to address the contamination is to put what is termed "slurry walls" around it to keep it from migrating offsite. However, this action would restrict some of the ways the property could be used.

B. Next Steps – Keith Norden

This item was taken earlier under the Team Volusia Economic Development Corporation report.

C. Housing Availability Program – Jack White

Mr. White talked about urban planning housing trends and the opportunity to re-establish our neighborhoods. He championed creating greater housing density and walk-ability to help build a “sense of place” and enhance the “experience” of our residents and visitors. He envisioned that as more residents become empty nesters there would be a market for smaller residences. One development, at 516 Grandview encompasses 17-1200-1700 sq. ft. brownstone units with a selling price at \$180,000-\$270,000. He also talked about a 5% rebate program offered in cooperation with the City to assist downtown development. A second project is the Williams Square where buyers buy the lots and can design their own unique brownstone or townhome which encompasses about 15-urban lots priced at between \$40,000 and \$80,000.

The direct impact of such housing projects include: increased property tax revenue, attraction to a new demographic back to the core area, disposable income which equates to spillover economic development and support for local vendors. Additionally “walk-ability, the ability to walk to standard services and amenities is one measure of neighborhood and helps make the area more enjoyable places to live, work and play. The development of brownstones and townhomes can help create synergy enhance a sense of “place”.

7. Citizens’ Comments

John Nicholson, 413 N. Grandview Avenue, commented that the City had missed its meeting with the School Board 3-years in a row. The School Board has closed schools in our City and continues to bus our students to outside schools to ensure their enrollment. We need to protect our schools and see them as an economic development recruitment tool. Per a recent Housing Report we have and are getting a lot of assisted housing in the City but we are losing schools and programs here in Daytona Beach. Finally, we need to pay attention to tourism as it is our economic engine and we need to protect and enhance it.

8. Schedule next meeting – November 14, 2012

-2012 Meeting Schedule: January (TBD); February 15, 2011; March 21 (rescheduled to April 18, 2012); April 18; May 16; June (no meeting); July 18; August 15; September (no meeting); October 17; November 14; December (no meeting)

9. Adjourn

The meeting adjourned at 9:44 A.M.



Emory M. Counts