

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Wednesday, September 18, 2013 - MINUTES**

**1. Call to Order**

Mr. McDermott, Chair called the meeting to order at 8:00 A.M.

**2. Roll Call - Economic Development Advisory Board (EDAB)**

Present: Carol Kilian                      Lawrence McDermott  
              Ruth Trager                        Bishop Derek Triplett

Absent:     Thomas Blawn                Tim Davis     Phil Ehlinger

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

Staff:        Emory Counts, Economic/Community Development Director

**3. Approval of Minutes – Wednesday, August 21, 2013**

*A motion to approve the Minutes of Wednesday, August 21, 2013, was made by Ms. Kilian, seconded by Ms. Trager, and approved unanimously.*

**4. Reports**

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

Mr. Ehrhardt started by noting a number events occurring in the near future including: the Volusia Manufacturer’s Association (VMA) Showcase starts today in the ICI Center on the campus of Embry-Riddle Aeronautical University (ERAU) ...and per the newspaper attendance is expected to be fabulous!; Dr. Johnson, ERAU President will make a presentation on the “Next Gen” technology on September 26, 2013 at the LPGA Clubhouse; the labor market statistics report is due out this Friday and is expected to bode well for the area; the Symetra Golf Tour Championship is scheduled to begin next week which should raise some visibility and interest about our area; Volusia County is preparing to launch a 2<sup>nd</sup> year of the “Executive Roundtable” which was very well received last year; the SBDC will facilitate a seminar entitled “*Growing Farm Profits*” at the AG Center on October 10<sup>th</sup>; and finally, and Teledyne Oil & Gas will host a grand opening ceremony at its new Williamson Boulevard facility on October 15, 2013. Mr. Counts confirmed that the Economic Development Advisory is invited to that Grand Opening/Ribbon-cutting event.

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

Mr. Norden noted that TVEDC has had a lot of increased activity. As of September 13<sup>th</sup> there are 52 projects in the works compared to only 14 projects this same time last year. The increased number of projects is due to a really direct and strategic outreach approach (34 targeted outreach activities are planned for the year). Additionally, several of the projects were self-generated by TVEDC and/or its community partners. Representatives of 11 of these projects have already visited Volusia County and 4 of the projects, representing the categories of manufacturing, financial, customer support, and entertainment, are in negotiation right now to move their operations here. Mr. Norden told the Board that he would keep members informed about these projects as they mature and hopes to make some announcements with the next six months. Mr. Norden continued his report stating that the Canadian office of Enterprise Florida had visited the TVEDC offices and staff spent time with them to conduct a “windshield tour” of the area. This group also met with several key persons and indicated they were very impressed with what they saw. He noted that Montreal, Canada is the 3<sup>rd</sup> most successful City in the world with respect to aerospace and aviation related businesses behind Toulouse, France and Seattle, Washington.

Mr. Norden reported that TVEDC had also taken part in Team Florida “mission” events to New York and Atlanta. These mission events feature select communities invited to take part in and/or host these special recruitment activities. Mr. Norden commented that the County had renewed its funding of TVEDC economic development recruitment efforts. At the start, they had been funded for 3 years and now are funded another 2 years subject to annual renewals. Similar to the County other community partners, including Daytona Beach, are voting soon on their continued funding TVEDC efforts. The firm of Boyette Strategic Advisors was brought in to assess development sites in 4 west Volusia cities and the report is due to made in TVEDC’s November board meeting. Boyette employs a host of activities to identify and target economic development goals and then the targeted strategies to help reach those goals. Next year’s budget should include monies to conduct the same kind of site assessment for some of the cities on the east side of the County.

Mr. McDermott asked if TVEDC had ever used community representatives and business persons in outreach its activities. Mr. Norden responded, “We have... particularly for tradeshow as it can prove very effective.” In fact, Robin King of the Center for Business Excellence and Bob Turk from the City of Deland have participated. However, we haven’t used community representatives for one-on-one meetings since bringing too many people might seem like “ganging up” on the prospect.

Ms. Trager asked if there had been any success finding skilled CNC operators and whether they asked the educational community to help meet that need. Mr. Norden and Mr. Ehrhardt confirmed that finding skilled CNC operators is not only a problem for this area but is a national problem, and “yes”, the educational community had been consulted and has been working with the respective businesses to create in-house training programs in addition to offering their regular training programs at the institutions.

- C. Vision Foundation –*Larry McDermott, Vision Foundation Chair*  
Tabled - Mr. McDermott will report on this topic at the next meeting.

**5. Request for Ad Valorem Tax Exemption - Desert Inn**

Attorney David Hood appeared for this applicant/project. He explained that his clients have invested about \$30 million in the community over the past 4-5 years. This group took the old Inn on the Beach Hotel and renovated it into the new Holiday Inn & Resort, the old Ocean Sands Hotel and renovated it into the new Hampton Inn, and also renovated the old Econolodge into an attractive hotel. Now they are looking to do that same kind of renovation to the old Desert Inn Hotel and make it into a very attractive new destination “flag” hotel. Mr. Efrain Silva, General Manager for the applicant was present in the meeting to answer questions.

Mr. Counts reviewed the Exemption Application with the Board and noted that 76 new jobs are expected to be created through this project. He added that hotel re-development, as well as, new hotel development is sorely needed on our beachside.

*A motion recommending approval of the Request for Ad Valorem Tax Exemption related to the Desert Inn to the City Commission, was made by Bishop Triplett, seconded by Ms. Kilian, and approved unanimously.*

**6. Fentress Boulevard Discussion**

Mr. McDermott asked and Mr. Davis agreed to lead the future discussion on this topic since he is very familiar with the Fentress Business Park. Mr. McDermott suggested that perhaps Bruce Teeters,

Ed Schwarz and other stakeholders might appear or be canvassed about what needs to be done to help stimulate development and enhance this area.

**7. Economic Development Ad Valorem Tax Exemption Guidelines – Emory Counts**

Mr. Counts reviewed the proposed update of the old ad valorem tax exemption Guidelines. The update provides general guidelines that can be used by City staff and the City’s Economic Development Advisory Board to evaluate and make recommendations to the City Commission regarding applications/requests for economic development tax exemption. In each instance, the final decision on whether to grant, deny, or modify a requested exemption period rests with the City Commission. The City Commission will apply these guidelines in a manner that the Commission determines to be in the City’s best interest, consistent with all applicable requirements of Florida Statutes Section 196.1995, as amended.

*A motion recommending approval of the Economic Development Ad Valorem Tax Exemption Guidelines to the City Commission, was made by Ms. Kilian, seconded by Ms. Trager, and approved unanimously.*

**8. Old Business**

A. Economic Trends Report - It was decided to request to hold this event in concert with the January 2014 Eggs & Issues Breakfast sponsored by the Daytona Regional Chamber of Commerce. Mr. Cameron will be asked to weigh in on this request.

B. Land Development Code Rewrite – Ms Kilian asked about the status and there have been no further publication since the last community input. Mr. McDermott commented he hoped the rewrite will be more customer-friendly. Moreover, the staff should endeavor to be more courteous and friendly in its interactions with the public.

**9. New Business**

There was no new business brought before the Board.

**10. Citizens’ Comments**

There were no new comments brought before the Board.

**11. Schedule next meeting – **October 16, 2013****

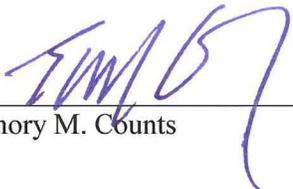
**(Additional meetings will be scheduled to accommodate business development needs)**

**2013 Proposed Meeting Schedule:**

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

**12. Adjourn**

The meeting adjourned at 9:33 A.M.

  
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Emory M. Counts