

ECONOMIC DEVELOPMENT ADVISORY BOARD
April 18, 2012 - MINUTES

1. Call to Order

Ms. Kilian called the meeting to order at 8:05 A.M.

2. Roll Call

Present: Thomas Blawn Carl Lentz Lawrence McDermott Ruth Trager
Carol Kilian

Absent: Tim Davis Bishop Derek Triplett

Ex-officio: Phil Ehlinger, Volusia County Economic Development Director

Staff: James V. Chisholm, City Manager
Paul McKitrick, Deputy City Manager/Development Services Director
Betty Goodman, Assistant City Manager
Emory Counts, Daytona Beach, Economic/Community Development Director

3. Approval of Minutes February 15, 2012 – A motion to approve the Minutes of February 15, 2012 was made by Mr. Lentz, seconded by Mr. McDermott, and approved unanimously.

4. Reports

A. Volusia County Economic Development (VCED) –Phillip Ehlinger

Mr. Ehlinger explained that Volusia County is being represented today at the *Leadership Daytona Panel on Economic Development* by Robert Ehrhardt and that Kerry Symolan is representing the Team Volusia Economic Development Corporation (TVEDC). He reported that the *Symetra Tour* that used to be called the *Futures Tour* golf event is coming up at the LPGA and the County committed \$25,000 toward its support in partnership with TVEDC and the CEO Business Alliance. They tentatively picked three tournaments to use as economic development recruitment/enticement tools and the first tournament is in June in Decatur, Ill. An outside company is used to identify companies likely to be interested in relocating and they are invited to play in the Pro Am event where they can be enticed to take a look at relocating to our area. The sponsor of the Pro Am event usually sells those spots but we have an arrangement to obtain some spots for recruitment purposes.

A task force has been formed to complete a matrix which would divide the various economic development tasks among the TVEDC, County, Chambers, municipalities, and etcetera. The matrix would also display their respective contact information and be very helpful as we move forward.

Additionally on the business side, VCED is working with a company that might move from Long Island, NY to Deland, FL but for the long-term VCED is moving out of business recruitment and giving all their contacts to TVEDC which will share them with the CEO Alliance. VCED will still see the businesses through that they already started working with but will turn the rest of the recruitment responsibilities over to TVEDC including going to trade shows. The exception will be that the incentives applications will still come through the County because of the financial assistance needed. Also, the County and Mr. Counts at the City are working with AO Precision which recently purchased the land adjacent to its current location to complete a \$30M addition that would join the two properties together. P&S Paving also has purchased the 12 acres adjacent to them on Indian Lake Road to begin using their new process that combines old asphalt with crushed rock to make sub-base for highway construction. They will spend about \$2M on the piece of equipment to help with the process. Finally, Mr. Ehlinger said the County and Mr.

Counts have been working with Teledyne Oil & Gas on their expansion plans and there will be a groundbreaking soon.

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

This item was tabled.

C. Vision Foundation – Larry McDermott, Vision Foundation Chair-Tabled

Mr. McDermott reported on the efforts to provide healthcare to the working poor. They held a very successful public forum with about 50-60 persons in attendance and the information garnered will be used in the future.

Mr. McDermott asked Mr. McKitrick about his meeting with Pat Drago regarding the train station development. Mr. McKitrick and Mr. Counts had met with Ms. Drago about a number of issues including the footprint of the train station, plan for permitting, identifying local partners, using Sun Rail as the model for the kind of actions that need to take place to be prepared to build the station, the related transit oriented development, and etcetera. Mr. McKitrick responded that using Sun Rail as the model is tricky since the development around Sun Rail is going to be considerably different than that proposed to be Daytona Beach. Some of the properties around the station could be similarly used but several may not lend themselves to that type development. Key to this would be the property owners coming together on a vision. Currently, the M1 zoning in the area provides the widest possible property usage and “down-zoning” to encourage certain type development could become very challenging. Mr. Counts reported that there are also a whole host of unanswered questions including the amount funds that would be available, what the monies could be used for, FEC and Amtrak rail usage, and etcetera. Mr. McKitrick said that at this point we should be prepared to take action but probably be reactive to what comes out of Tallahassee. Finally, Mr. McDermott reported the Foundation website should be active shortly.

5. Old Business

The next Board meeting will be held at the UCF Business Incubator. The meeting will include a tour of the Incubator, as well as, the area where the “Next Generation” air traffic controller system is being developed by Embry-Riddle Aeronautical University.

6. New Business

-Several members thanked Mr. Ehlinger for his work with the Board over the years.

-Mr. Chisholm stated that the Joe’s Crab Shack here will be the new “flagship” model and is coming along but will probably open later than the Memorial Day target. Ms. Kilian commented that she had recently visited Houston, Texas where Joe’s Crab Shack is headquartered and they were talking about opening a similar flagship operation there.

-Mr. Counts will ask J.R. Sloane to provide an update about the Brownfield development.

-Mr. Ehlinger added that a new Airport sign will be added in the coming months.

7. Citizens’ Comments

There were no citizen comments brought before the Board.

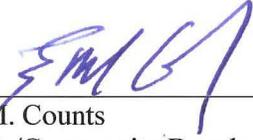
8. Schedule next meeting

The next meeting will be, July 18, 2012

-2012 Meeting Schedule: January 12; 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 9:23 A.M.



Emory M. Counts
Economic/Community Development Director

Adopted October 17, 2012