

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
Wednesday, November 19, 2014 - MINUTES

**1. Call to Order**

Mr. McDermott, Chair called the meeting to order at 8:30 A.M.

**2. Roll Call**

Present: Larry McDermott Phil Ehlinger Thomas Blawn

Excused: Bishop Derek Triplett Carol kilian  
Tim Davis (resigned-moved out of the City)  
Ruth Trager (resigned-elected to City Commission)

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

**3. Approval of Minutes – Wednesday, October 15, 2014 - Tabled**

**4. Reports**

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

Mr. Ehrhardt reported on several upcoming events. Third quarter economic statistics for the County were recently presented at the *Quarterly Report Meeting*. When comparing the third quarter of 2013 to the third quarter of 2014 for the City of Daytona Beach labor force is up 3 percent; employment is up 4.3 percent; and unemployment is down 11 percent. These significant numbers for Daytona Beach are reflective of the generally positive statistics around the County. The data from the Report is available for review at the [www.floridabusiness.org](http://www.floridabusiness.org) under “Data and Q-Reports. Mr. Ehrhardt announced that the *Career Source Flagler/Volusia Annual Board meeting* is scheduled for November 21, 2014. Additionally, on November 24, 2014, a series of interviews will take place around the County regarding development of the *US-92/ISB District 5 SR-600 FDOT Corridor Management Master Plan*. This Plan will help coordinate future safety enhancements, transit, congestion, management and economic development projects within the corridor.

It will also include an implementation piece with long-term strategies to guide future development in the project area. The project area is defined as: Tomoka Farms Road to the west; AIA to the east; Mason Avenue to the north; and Beville Road to the south. The *Economic Development Practitioners meeting* is scheduled for Wednesday, December 3, 2014, and will be hosted by Team Volusia Economic Development Corporation (TVEDC). The *VMA Annual Awards Dinner* is scheduled for Wednesday, December 11, 2014 at the Daytona 500 Club at 5:30 pm.

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

Mr. Norden reported on several *Economic Development Outreach Efforts and Activities* and commented that they continue to be busy and see an “uptick” in prospect activity. The first week of November, TVEDC was invited to collaborate with NASCAR at the *Specialty Equipment Marketing Association (SEMA) Show*. TVEDC had seven pre-scheduled appointments with business owners for the most from the northeast specializing in tool-making, automotive accessories, manufacturing, and distribution. The prospects were extremely interested in opportunities here in the southeast and will continue our dialog. Additional activities in November included *Powering Florida Illumination* an event sponsored by Florida Power & Light (FPL). The event starts today

and FPL will bring in seven of the top site selectors from around the country to a meeting in Palm Coast, FL. The *Business Prospect Pipeline* continues to be increase due to the outreach activities, referrals, and follow-up contacts. He touched upon a few of the prospects in the pipeline including a large *Distribution Center* that is considering location of their facility here in Daytona Beach. Mr. Norden commented that although TVEDC doesn't actively recruit for the *Film and Motion Picture Industry* it has been selected to be the lead and conduit of any information provided by the state about such an interest for this County. Last week TVEDC toured a representative from this industry around to several sites including some in Daytona Beach. This particular company plans to film in Georgia and Florida and he thanked Mr. Counts and the County for assisting in identifying suitable tour sites. Mr. Norden noted that TVEDC continues to grow its relationship with Enterprise Florida (EF) by participating in the *Team Florida Marketing Partnership*. He commented that EF actually won the *International Economic Development Corporation Silver Award* for the state's first unified marketing business program. The slogan "*Florida the Perfect Climate for Business*" was designed to change the perception of Florida as simply a tourist destination with great weather but also to highlight Florida as having a great climate for business. *Boyette Strategic Advisors*, a site selection consultant, will present their analysis regarding several east Volusia County sites (west Volusia County sites were presented last year). This meeting is scheduled for Monday, December 15, 2014, at 1:00 pm at the ISC headquarters. The two Daytona Beach sites include the Fentress Business Park and a site on LPGA/Williamson made up of parcels owned by Consolidated Tomoka and Halifax Health, respectively. The next *TVEDC Board meeting* is scheduled for 9:00 am, Friday, December 12, 2014 hosted at Stetson University.

C. Daytona Regional Chamber of Commerce (DRCC) – Nancy Keefer, President/CEO-Tabled

D. Volusia Volunteers in Medicine (VVIM) –Larry McDermott, VVIM Chair – Tabled

E. Fentress Boulevard Business Park Discussion – Larry McDermott -Tabled

5. **Brownfield Site Rehabilitation Agreement** – Attorney Michael O. Sznapstajler, Cobb & Cole

Mr. Sznapstajler presented information regarding a proposed Brownfield Site Rehabilitation Agreement (BSRA) for 948 Mason Avenue, a former Tire Kingdom located in the Central Business Corridors Economic Enhancement Brownfield Area. The BSRA applicant is required to present notice of the application to the Economic Development Advisory Board/Brownfield Advisory Committee (BAC) prior to submitting its BSRA application to the state and thereafter must present updates regarding the site. A project is proposed to come onto the site which may be an automotive use. He would update the Board as appropriate.

6. **Development Projects "Track-It Listing"** – Tabled

7. **Economic Trends Eggs & Issues Program** - Larry McDermott

Mr. Counts will check back on the request for the Mayor to make the "State of the City Address" at the meeting or if that's not appropriate, that the Mayor would present at this meeting. Additionally, Mr. Counts will contact the News Journal about making their presentation at this meeting.

**8. Old Business**

There was no old business brought before the Board.

**9. New Business**

Mr. McDermott entertained comments and recommendations to replace the two vacancies on the Board.

**10. Citizens' Comments**

-Ms. Ruth Trager asked about the Farm Tour and the Eggs & Issues. The Farm Tour highlights agricultural-business in the County. The Eggs & Issues Breakfast is scheduled for January 16, 2014 at the LPGA Clubhouse.

-There are several positive City indicators all happening in a short space of time: developer is proposing to build about 3,000 new homes in the Lions Paw housing development; two new hotel projects are moving forward; Daytona Rising; One Daytona; I-4 and I-95 expansion; distribution center.

**11. Schedule next meeting – February 18, 2015**

**2014 Schedule** (Additional meetings may be scheduled to accommodate business development needs)

January 17 Eggs & Issues;	April 16;	July 16;	October 15;
February 19;	May 21;	August 20;	November 19;
March 5; 19;	June (no meeting);	September 17; 23	December 17;

**2015 Schedule** (Additional meetings may be scheduled to accommodate business development needs)

January 16 Eggs & Issues;	April 15;	July 15;	October 14;
February 18;	May 20;	August 19;	November 18;
March 18;	June (no meeting);	September 16;	December 16;

**12. Adjourn**

The meeting adjourned at 9:08 A.M.

Emory M. Counts

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Emory M. Counts, Economic/Community Development Director