

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

Wednesday, April 21, 2021

MINUTES

Minutes for the Regular Economic Development Advisory Board meeting for the City of Daytona Beach, Florida, held on Wednesday, April 21, 2021 at 8:30 a.m. in Commission Chambers of City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

1. **Call to Order:**

Bob Rand – Chair, called the meeting to order at 8:33 a.m.

2. **Roll Call:**

Present:

Board Members: Dr. Victor Gooden
Carol Kilian
Harry Lloyd
Larry McDermott
Bob Rand (Chair)

Ex-officio: Helga Van Eckert – Director, Volusia County Economic Development
Keith Norden – Executive Director/CEO, Team Volusia

Staff: Don Gooding – Community Development Compliance Manager,
City of Daytona Beach

Reed Berger – Redevelopment Director, City of Daytona Beach

Excused:

Board Members: Chelsea Abend (Vice Chair)

Ex-officio: Nancy Keefer – Executive Director/CEO, Daytona Regional Chamber of
Commerce

3. **Approval of Minutes**

A motion was made by Larry McDermott and seconded by Harry Lloyd to approve the Minutes of March 17, 2021 meeting and was unanimously approved.

4. **Guest Speaker – Comments/Presentation:**

James Chisholm– City Manager, City of Daytona Beach gave an overview of the developments in the City during his 17 years of service.

- Described how the City built/developed the City Center, Malls, city buildings, infrastructure facilities and collaboration with the County.
- Described how important the economic development board is to the community.

- Described that negotiations are underway regarding major manufacturing likely to come and create employment opportunities in the City.
- Described some current construction projects underway (Clyde Morris Projects, Williamson Senior Living Project, Integrated LPGA Project, and the North Riverfront Park) that will add appeal and extra attraction to the City.
- Explained how Team Volusia, City Staff and Investors in the community help make these developments happen.
- Discussed how the City can be involved and negotiate with developers for industrial projects in the City and explained how one project can lead to another project development.
- Discussed timing is a big issue for developers to start industrial projects.
- Discussed the reasons for delays regarding infrastructure projects in the City.
- Described that some developments cannot happen or have slow down due unresolved issues that impact the development.
- Discussed the challenges of transforming wastewater into drinking water.
- Encouraged the Board to work with the Commission and the new City Manager to make things happen.

5. **Reports:**

a. **Team Volusia**

Helga Van Eckert – Director, Volusia County Economic Development, reported the following:

- Reported the county is looking forward to the relationship with Foreign Trade to improve opportunities for assistance to local businesses.
- Reported that the County Council focus is to give more attention to smaller businesses retention and business expansion opportunity programs.

b. *Keith Norden – Executive Director/CEO, Team Volusia reported the following:*

- Reported accomplishments during 2020: assisted six companies, produced 385 jobs, \$154 million worth of capital investment, and \$18.62 million in new pay rolls were created. He further reported that Team Volusia has worked closely with Volusia County, Cities, State Organizations and Work Force to accomplish these achievements.
- He discussed Team Volusia is working very closely with Daytona Trend, the State's premier business publication.

c. Daytona Beach Regional Chamber

- None

d. Other – Board Members

- None

6. Old Business:

- None

7. New Business:

- Bob Rand, Chair, announced the Guest Speaker for the June meeting will be the new incoming City Manager Deric Feacher.

8. Public Comments:

- James Zeisler, who served as a Board Member for 5 years, expressed his appreciation to serve on the board and requested the next City Manager to assist to develop the Tennis Center.

9. Schedule Next Meeting:

- EDAB next meeting scheduled is 8:30 a.m. May 19, 2021

10. Adjourn: The meeting adjourned at 9:34 A.M.

Don Gooding

Don Gooding

Community Development Compliance Manager (Interim EDAB Liaison)

Transcribed by: Luckmi Martin