

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

Wednesday, May 19, 2021

MINUTES

Minutes of the regular Economic Development Advisory Board meeting for the City of Daytona Beach, Florida, held on Wednesday, May 19, 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 8:34 a.m.

2. Roll Call

Present:

Board Members : Chelsea Abend (Vice Chair)

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

Reed Berger - Redevelopment Director

Excused:

Board Members: ---

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 Chelsea Abend to approve the minutes of the April 21, 2021 meeting and was unanimously approve.

4. Guest Speaker – Comments/Presentation:

a) Chris Edwards, Director of CRA/Economic Development, City of New Smyrna Beach

gave an overview of their initiative in Southeast Volusia inclusive of the following:

- Described their Economic Development Summit was a collaboration of three Cities, (New Smyrna Beach, Oak Hill and Edgewater) to discuss and share ideas.
- Discussed the formation of Southeast Volusia Manufacturing & Technology Coalition (SEVMTC).
- Described their plans for progress and explained the next steps will be to understand of capabilities and develop relationships with partners.
- Described their plans to work together as one economic region to create higher paying jobs by identifying each community's strengths and where opportunities exist.
- Explained their mission to market and promote Southeast Volusia as an attractive place to do business with an emphasis on manufacturing, technology, and value-added industries. Chris further described they want to bring those opportunities to Southeast Volusia by taking advantage of the unique quality of life in the area.
- Explained their vision for Southeast Volusia is to be recognized globally as competitive, business friendly, and economically strong community with a high quality of life.
- Discussed the value of the location of Southeast Volusia in high tech corridor like Cape Canaveral Spaceport.
- Described their timelines and current goals include targeting manufacturing industries like aerospace & aviation, space commerce supply chain, computer & electronic, machine /medical equipment & supplies and other specialty business.
- Discussed their redesigned website and shared their marketing video that outlined how new businesses will benefit from access to quality living in Southeast Volusia with great weather and being closer to beaches, restaurants & shopping.
- Recommended and Invited whole Volusia County to absorb their model of unique partnership.
- Discussed that New Smyrna Beach economic development advisory board consists of only residents and business owners.

b) Samantha Bergeron, Manager of CRA/Economic Development, City of Edgewater

gave an overview of how they formed the partnership within three Cities in 2015 inclusive of following:

- Described how the common goals of three Cities made the weaknesses transformed into opportunities.

- Described their partnership helped bring a number of stakeholders & businesses and other resources to the area.
- Discussed how they encourage investors and mitigate the risks for business prospects and to build their buildings within the short time frames of Team Volusia site permits.
- Discussed about creating a site permit ready and Site show Ready program to help the process move expeditiously, and a program of CEO Business Alliance to help property owners get permits.
- Discussed the possibilities of getting the permit life extended.
- Discussed that they already run the sewer, water, and reclaimed water underneath 95 and ready for incoming businesses.
- Discussed getting grants to service the South area for septic and sewer lines and their effects being made with the County to get water lines.
- Discussed being workforce ready by collaborating with CareerSource and Daytona State College.
- Discussed how much SEVMTC is helpful to the Team Volusia to do their work effectively.
- Discussed why City of Daytona Beach is not included to their coalition when they began working with Embry Riddle, Daytona State College and Team Volusia.

5. Reports:

a) Helga Van Eckert - Director, Volusia County Economic Development, reported the following:

- Reported they are focusing on working with small businesses to understand what their needs are and pursue long term solutions.

b) Keith Nordon- Executive Director/CEO, TEAM Volusia, reported the following:

- Reported about Enterprise Florida, a public and private partnership.
- Mentioned Governor De Santis will have meetings in Daytona Beach on June 8-9, 2021 at Embry Riddle University and Daytona State College.
- Expressed the opportunity to showcase Daytona Beach to 60 Board members and Governor appointed members of Enterprise Florida will be a great accomplishment.
- Discussed that TEAM Volusia helped sponsor Greater Daytona Region Volusia County- magazine and advertisements sections are available.
- Reported the magazine is a great marketing tout.

c) Daytona Regional Chamber:

- None

d) Other – Board Members

- None

6. Old Business:

- None

7. New Business:

- Bob Rand, Chair- announce that the incoming City Manager – Deric Feacher will be the guest speaker for next meeting.
- Discussed that the City Manager's talking points should be mainly focused on economic development, his ideas of how Economic Development Advisory Board can evolve in future, and how to improve and expedite the development process of projects.
- Requested an update regarding Brownfield from Cobb Cole.

8. Public Comments

- None

9. Schedule Next Meeting: EDAB next meeting scheduled is 8:30 a.m. June 16, 2021

10. Adjourn: The meeting adjourned at 9:25 a.m.

Don Gooding

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Don Gooding

Community Development Compliance Manager (Interim EDAB Liaison)

Transcribed by: Luckmi Martin