

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

Wednesday, June 16, 2021

MINUTES

Minutes of the regular Economic Development Advisory Board meeting for the City of Daytona Beach, Florida, held on Wednesday, June 16, 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 : Chelsea Abend (Vice Chair)

Carol Kilian

Christos Marvronas

Bob Rand (Chair)

Ex-officio :

Brad Harris, Volusia County Economic Development

Keith Norden - Executive Director/CEO, TEAM Volusia

Nancy Keefer – President & CEO/ Daytona Regional Chamber of Commerce

Staff:

Don Gooding - Community Development Compliance Manager

Reed Berger - Redevelopment Director

Excused:

Board Members: Dr. Victor Gooden

Harry Lloyd

Larry McDermott

Ex-officio: --

3. Approval of Minutes

A motion was made by Carol Killan and seconded by Chelsea Abend to approve the minutes of the May 19, 2021 meeting and was unanimously approved.

4. Guest Speaker – Comments/Presentation:

Deric C Feacher, City Manager, City of Daytona Beach gave an overview of key goals to make the City successful as following:

- Began presentation by thanking the Chamber, Team Volusia, and County for accommodating him and sharing their vision with him to help make our community successful.
- He recognized and thanked City staff, for the information they provided that gave him a better understanding of the Board interest and to be a better captain to the team.
- Described the City's success will entail tourism, educational institutes, new development on A1A, new hotels, redeveloping neighborhoods, and improved economy qualities.
- Discussed re-establishing the economic and redevelopment departments and filling required positions essential to the new unit.
- Discussed removing barriers to expand small businesses and bring in new quality businesses to the area.
- Explained how he is planning to provide quality services to groups in the community by modifying regulations and re-organizing the Land Development Code with the help of City staff.
- Discussed how Brown & Brown along with other expanded businesses, Team Volusia, Chamber of Commerce and City staff have helped generate tax for property value increase.
- Described that he plans to engage in some 'listening tours' with staff throughout entire city and discuss with citizens their interest to develop quality of life, redevelopment, economic development, and resources that will help in creating the City's strategic plan.
- Discussed the progress of LPGA development and that businesses located there are becoming the center of economic growth.
- Discussed identifying strategies to be developed to give quality service to the citizens. Strategies that focus on creating workforce opportunities for university students and help young people with innovated minds to become entrepreneurs.
- Discussed how new manufacturers, industrial partners, and businesses can get information about available properties and manufacturing sites.
- Discussed revising the City's Vision Plan. In doing so, he plans to have discussions with committee members and other Cities. The Vision Plan created

will incorporate all communities as a whole and identify economy growth opportunities along with encouraging visitors to Daytona Beach.

5. Reports:

a) Brad Harris - on behalf of Helga Van Eckert, Volusia County Economic Development, reported the following:

- Reported the county's quarterly report inclusive of, labor, building permits, and wage information is available online.
- Reported the County is in the process of researching what are the needs for local businesses and methods to communicate to people to make them aware of the businesses.

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

- Reported their business communication pipeline continue to be strong even during the pandemic.
- Mentioned Enterprise Florida is planning to host the quarterly meeting in Volusia County.
- Expressed his gratitude to Daytona Hotel Autograph Collection, Daytona One, Speedway, Daytona State College, and Mori Hosseini's for their contribution on a hosted event and recognized the event Keynote speaker, Lisa Frank Kennedy.
- Reported the Florida Trend magazine, August issue, is receiving a large number of advertisements.
- Reported they held Team Volusia's Site Selector's 10th meeting.
- Reported he is attending meetings with Site Selectors in Dallas and IMAC.

c) Nancy Keefer - President & CEO/ Daytona Regional Chamber of Commerce:

- Announced plans for an entrepreneur meeting with the County, business stake holders, and anyone interested in participating.
- Reported their Equity Diversity Inclusion Class is going well. Stated 6 businesses are in a two-year pilot program at the Chamber and working with 18 minority businesses. Next class will start in August 2021.
- Reported they delayed their Leadership Daytona Class to the Fall.
- Acknowledged Reed Berger, for being very open and easy to work with.

6. Old Business:

- None.

7. New Business:

- Discussed about closing g down of airline services to Daytona Beach from other major cities.
- Bob Rand, Chair- announce that a Brownfield update will be presented at the next meeting.

8. Public Comments

- None.

9. Schedule Next Meeting: EDAB next meeting scheduled is 8:30 a.m. September 15, 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