

# ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

## Wednesday, November 17, 2021

# MINUTES

Minutes of the regular Economic Development Advisory Board meeting for the City of Daytona Beach, Florida, held on Wednesday, November 17, 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 – Vice Chair, called the meeting to order at 8:35 a.m.

### 2. Roll Call

#### Present:

##### **Board Members:**

Chelsea Abend (Vice Chair)  
Carol Kilian  
Christos Marvronas  
Larry McDermott (arrived 8:36 a.m.)  
Harry Lloyd  
Dr. Victor Gooden

##### **Ex-officio:**

Helga Van Eckert, Economic Development Director, Volusia County

##### **Staff:**

Reed Berger - Redevelopment Director

#### Excused:

##### **Board Members:**

##### **Ex-officio:**

Keith Norden - President/ CEO, TEAM Volusia  
Nancy Keefer - President & CEO/ Daytona Regional Chamber of Commerce

##### **Staff:**

Don Gooding - Community Development Compliance Manager

### 3. Approval of Minutes

A motion was made by Harry Lloyd and seconded by Carol Kilian to approve the minutes of the September 15, 2021 meeting and was unanimously approved.

### 4. Board Planning Session for Calendar Year 2022:

#### **a) Board 2022 Goals and Interests.**

- Board discussed the goals and interests of the Board for 2022.

- Bob Rand, Chair, mentioned the Board works for the City Commission and beyond that their goal is to help develop the City's economy and create well paid jobs.
- Carol Kilian suggested that hiring a new Economic Development Director will be a huge progress for the Board and will help give clear directions for the Board goals.
- Reed Berger briefly explained that the roll of the new Economic and Redevelopment Director is to work at the highest level regarding economic development, redevelopment activity and affordable Housing activity in the City. He further explained that specific duties and responsibilities for the new Director will be assigned by the City Manager.
- The Board suggested the City change the signage for City's Fentress Boulevard Industrial Park.
- Larry McDermott suggested that each member identify City owned properties located in their zone that has a potential to be economically developed in 2022, and recommended business owners like Hennessy and Dr. Duva speak to the Board about their investment along East ISB.
- Carol Kilian stated that identifying the areas where economy growth can occur would also make it easier for the new Director to move forward.
- Bob Rand, Chair, stated some parcels in the city that are good for industrial development, have no utilities set up and hope the new Director will address the issue.
- Harry Lloyd suggested that if developers initially come through the Economic Development Advisory Board, the Board can then be involved in making development happen without delaying the process and will be a help to the City Commission too.
- The board discussed Tax Credits and Real Estate Tax abatement.

**b) Identify 2022 Guest Speakers and events.**

**c) Adopt 2022 Board Meeting/Event Schedule.**

- The Board discussed and adopted the 2022 meeting calendar and agreed the start time of Board meeting should remain at 8:30 a.m.

## 5. Reports:

### a) **Volusia County Economic Development Division:**

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

- Reported their quarterly breakfast meeting was successful with standing room only. She noted that they are planning to require registration to limit attendance to 125 for future quarterly breakfast meetings. Helga invited Economic Development Advisory Board members to attend the February breakfast.
- Reported that 37 stakeholders from different economic communities have agreed and signed up to work with them on their Business Retention Expansion Initiative.
- Reported that a survey was done to analyze how to help the Business Community. The survey was successful and resulted 400 responses. Survey identified 4 needs:
  - 1) communication with business community,
  - 2) finding financial resources,
  - 3) finding labor force,
  - 4) assistance with business strategies, especially for the smaller businesses.
- She further reported that they will have one on one and face to face conversations with the Business Community and Practitioners to check if business needs are aligned with Practitioners' service and help them to find the resources.
- Stated that the first Practitioners Meeting was very successful, and they hope to engage with Business Community on a regular basis.

### b) **Team Volusia Economic Development Corporation**

- No report.

### c) **Daytona Beach Regional Chamber of Commerce**

- No report.

### d) **Board Members**

- Carol Kilian reported that Volusia Volunteers in Medicine, provides primary healthcare to under insured and lower income community in Daytona Beach, needs at least 600 -1000 sq. ft. of office space.

## 6. Old Business:

- None.

## 7. **New Business:**

- Reed Berger provided the Board a flyer of Downtown businesses and events. He described how the Downtown businesses and events managed to continue opening during the pandemic. He invited the Board and public to visit the Downtown Events located at the Farmers' Market venue for eating, drinking, and buying gifts during holiday season.
- Reed Berger reported that the seawall is fixed and the Riverfront Park will be opened to public in 2022.
- Bob Rand, Chair, stated the city of Daytona Beach is heading in a great direction and will be developed even better in another 10 years.
- Christos Mavronas stated that Beach Street has amazingly improved. He suggested Beach Street to Main Street and International Speedway Boulevard have the same kind of Christmas decorative lights.
- Reed Berger responded to Christos Mavronas' suggestion and described the process and requirements before decorating the streets.
- Reed Berger reported that City Staff is engaged in Walking Tours to meet Citizens and the Business Community of the city. He further stated that the walk will target and prioritize redevelopment efforts in the city.

## 8. **Public Comments**

- None.

## 9. **Schedule Next Meeting:** EDAB next meeting scheduled is [8:30 a.m. January 19, 2021.](#)

## 10. **Adjourn:** The meeting adjourned at 9:32 a.m.

*Reed Berger*

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Reed Berger  
Redevelopment Director (Staff Liaison)

Transcribed by: Luckmi Martin