

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

Wednesday, November 16, 2022

MINUTES

Minutes of the regular Economic Development Advisory Board meeting for the City of Daytona Beach, Florida, held on Wednesday, November 16, 2022, at 8:30 a.m. in Commission Chambers of City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

1. Call to Order

Carol Kilian, called the meeting to order at 8:30 a.m.

2. Roll Call

Present: Bob Rand (Chair)
Carol Kilian
Christos Mavronas
Larry McDermott
Dr. Victor Gooden
Harry Lloyd

Staff: Jeff Brown–Economic and Strategic Opportunities Director

Excused:

Board Members: Chelsea Abend (Vice Chair–Resigned)

Ex-officio: Helga Van Eckert, Economic Development Director, Volusia County
Economic Development
Tywan Arrington, Director, Business Development, TEAM Volusia
Development Corporation for Keith Norden
Nancy Keefer – President/CEO/Daytona Regional Chamber Commerce
(absent)

3. Approval of Minutes

A motion was made by Larry McDermott and seconded by Carol Kilian to approve the minutes of the October 19, 2022, meeting and was unanimously approved.

Director Brown stated he received a letter from Chelsea Abend, giving him her notice of resignation from the board of the City of Daytona Beach Economic Development Advisory Board effective the 14th of November. He stated she is leaving the area and that is why she is no longer going to be on the board. He stated he sent an email to the City Manager asking him how he would like to move forward because the resolution that adopts this board states that a recommendation has to come

from the City Manager to be approved by the City Commission. He stated his question to him was, if they want to appoint somebody now knowing that in February 2023, the appointments of Mr. Rand and Mr. Lloyd position becomes open, they have the option to be reappointed or does he want to wait until that period to do three at that time but he has not received a response yet.

Mr. McDermott stated he thought this board was developed similar to the other boards where members appointment is based on their zone area.

Ms. Kilian stated that this board started so many years ago to get a representative from different businesses, schools, and education, which she assume that is still the way it needs to be.

Director Brown stated that is correct, the resolution states that the individual should come from a set list of businesses and industries as well as education. He stated that is one of the things they have to look through with the City Manager for those applications that they have received to date and that they will receive here going forward, is do they fit into one of those criteria.

Mr. Rand stated at this point, there is nothing for the board to act on, the City Manager will determine what the timeline he wants to move on.

Director Brown replied that is correct.

Board members discussed the process of an individual applying for an position on the board.

Mr. Kilian stated for the record, she would like to thank Ms. Abend for her time that she did spend on the board and they appreciate that.

4. Reports

a) Volusia County Economic Development Division

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

- Discussed the Quarterly Breakfast with Deputy Director of Small Business Administration as speaker to discuss how their agency can assist businesses after the storm and during the course of the year.
- Discussed the US Department of Commerce, presentation about intellectual property and helping businesses to export from Florida to places outside of the US to be held in Jacksonville and Volusia County.
- Discussed the Volusia Business Resources (VBR) Week with Director Jeff Brown in attendance, dedicated to teaching and educating the community on what the different resources are, who they are, and what they can do for them in collaboration with all of the business resources within the county, that can be viewed on YouTube or Florida Business. Org website or social media
- Discussed the start of the 20 question multiple choice business survey for 2022, that was also done in 2021, this survey allowed them to justify pulling together and spending the funds to start Volusia Business Resources as a result of the feedback from close to 600 businesses, that takes 15 minutes to complete and found on the website.

b) Team Volusia Economic Development Corporation:

Tywan Arrington, Director, Business Development, TEAM Volusia for Keith Norden, reported the following:

- Advised they have about over 100 projects in their pipeline with on average receiving about three inquiries about every two weeks.
- Discussed the US, Southeast US, Japan, Japan US Southeast Association meeting scheduled for November 16th – 19th at the Rosen Shingle Creek Hotel. He stated this is the 44th Annual SUSE Japan Conference, chaired by Governor Ron DeSantis.
- Advised of Team Volusia board meeting with guest speaker UCF President Mr. Cartwright to be held on December 8th
- Advised that Team Volusia will send out an inquiry for the Spacecom Conference in Orlando scheduled for February 21st- 23rd, 2023, which is a free event but it is also an opportunity to promote the Team Volusia County being in the Space Coast Triangle.
- Discussed Team Volusia partnership with Daytona Regional Chamber of Commerce for a Market Watch Business Conference to be held on December 6th.

c) Daytona Beach Regional Chamber of Commerce

Nancy Keefer, President/CEO, Daytona Regional Chamber of Commerce, no report provided due to her absence.

5. Old Business:

- Ms. Kilian asked Director Brown for any update from the City as far as the flood damage in the area and any other information that he can provide to the board.
- Director Brown stated for Hurricane Ian, Public Works Director, David Waller can discuss that and if they want to know about the newest storm and sea walls and buildings, he could bring Chief Building Official, Glen Urquhart, to their next meeting in December.
- Mr. Rand stated they have Dave Waller, Public Works Director, to give them a presentation on Mason Avenue Projects but maybe he could include some hurricane assessments in there.

6. New Business:

A. Presentation of Mason Avenue Projects – David Waller, Director of Public Works

- Discussed the two previous storms that were significantly different in how they impacted Daytona Beach with inland flooding, river impact, tidal impact, and erosion that affected various neighborhoods, beaches/shores and business areas that normally do not flood that sustained up to 20 inches of flood water and took up to eight feet of the beach in elevation. He stated that the staff conversation now is what can be done with the beaches, boardwalk and piers that will require many months to get where it was before.
- Mr. McDermott asked how many businesses in the downtown area were affected because the Cobb Cole and Stewart Marchman buildings have been hit twice.

- Mr. Waller stated he does not have a count but he would suspect every business on Beach Street and Magnolia Avenue other than the new Brown & Brown building and Building on Wall Street because they have elevated finish floors but the flood water went up to Mason. He stated that Riverfront Espionage would cost between \$400,000 and \$500,000 in reports per Joe Yarbrough, manager of the project. He stated on the City side there was damage to Manatee Island, ISB underpass, and other docks. We do not have a timeframe on repairs. The City is engineering solutions to be bid given the lack of materials and contractor availability, he would be surprised if all is repaired within the next 12 months.
- Mr. Waller provided an overview the Mason Avenue Project that is listed as the Triple R Project that will resurface the roadway, add new sidewalks and crosswalks, and improve intersections to enhance the pedestrian interface. It is to be completely funded by the FDOT with construction dates in 2024–2025. FDOT has already held one public meeting and a first meeting with City Commission on December 7th
- Mr. McDermott asked will there be hard curbing to protect the sidewalk from a vehicle?
- Mr. Waller stated the project engineers have shown a couple of options and one of them has a little bit of curbing trying to provide drainage for areas where there is none to reduce wet spots.
- Mr. McDermott asked were there any plans to go up 10–20 feet into the ingress/egress from the north south roads?
- Mr. Waller stated they will include in the project the aprons to the right-of way, which would be the back of the sidewalk would be included and if there is a need to do a grade correction they will go back farther with a right of entry.
- Board members and Mr. Waller discussed other projects that are currently in the African American community and funding for some design work.

B. Economic and Strategic Opportunities Report

- Director Brown provided an overview of the listing of projects reviewed by Technical Review Team (TRT) for the month of October 2022 and other projects such as; five requests for information from Team Volusia and Volusia County Economic Development, met with Brad Harris with Volusia County Economic Development & City staff at Daytona Beach International Airport to discuss a major project that he can hopefully discuss shortly, and met with three other owners outside of the TRT to discuss economic projects that they are working on.
- Director Brown briefly discussed the CO report for October 2022 and informed would provide complete year report from December 2021–November 2022 for comparison at the next meeting.
- Board members and Director Brown discussed the downturn in the construction industry and a softening of the commercial projects compared to the TRT barometer, review of the permits issued, and framework projects.

C. Review of the Economic Element of the City of Daytona Beach Comprehensive Plan

- Director Brown discussed the main purpose of the board, which was to ensure that the economic element of the City of Daytona Beach is a Comprehensive Plan was being implemented. He stated the City staff is now doing a review of all the elements of their Comprehensive Plan and updating them as necessary.

- Board members unanimously agreed to review through the elements on their own and then discuss at the December meeting.
- Director Brown stated that Mike Sznajstajler will be at the December meeting to discuss the Brownfield report since the Cobb Cole Project is now complete.
- Mr. Rand asked Director Brown to send the board members any background material to review with the Economic Element Comprehensive Plan prior to the next meeting to review.

7. Public Comments:

- None

8. Schedule Next Meeting: EDAB next meeting scheduled is **8:30 a.m., December 21, 2022.**

9. Adjourn: The meeting adjourned at 9:28 a.m.

Jeff Brown

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Jeff Brown

Economic Development and Strategic Opportunities Director

Transcribed by: Gina Fountain