

# ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING

Wednesday, September 20, 2023

## MINUTES

Minutes of the regular Economic Development Advisory Board meeting for the City of Daytona Beach, Florida, held on Wednesday, September 20, 2023, at 8:30 a.m. in Commission Chambers of City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

### 1. Call to Order

Bob Rand, called the meeting to order at 8:30 a.m.

### 2. Roll Call

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

**Staff:** Jeff Brown–Economic and Strategic Opportunities Director

#### Excused:

**Board Members** Brad Harris

**Ex-officio:** Katrina Friel, Economic Development, Volusia County  
Economic Development Team. (Absent)  
Keith Norden, Director of Business Development, TEAM Volusia Economic Development Corporation (present)  
Nancy Keefer – President & CEO, Daytona Regional Chamber Commerce (present)

### 3. Approval of Minutes

A motion was made to approve the minutes from June 21<sup>st</sup>, 2023, by Larry McDermott, seconded by Christos Mavronas. Motion carried 6–0.

### 4. Reports

**a) Volusia County Economic Development Division–** None.

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

Keith Norden, President & CEO, Team Volusia Economic Development Corporation, reported the following:

- Discussed Team Volusia's five new projects, currently we have 100 projects in various stages.
- Acquired and engaged with the Boyette Strategic Advisors, Mr. Boyette and Stacy Sharp helping us with Volusia County's new 5-year strategy plan. The results will be at our annual meeting on March 7, 2024.
- Joined Mr. Brown at the SEDC annual meeting, very informative with over 27 presentations. Mr. Tywan Arington is in Dallas this week.
- In August Team Volusia and SEDC were in Orlando for a community effort that went very well especially with our local practitioners.
- Florida Commerce is also making a move and new incentives. The idea is to go International.

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

Nancy Keefer, President/CEO, Daytona Regional Chamber of Commerce, reported the following:

- Discussed activity at Chamber, but with the Hurricane they had to reschedule events. One of which was the Elected Official's Icebreaker, which is now October 2, 2023, at Brown and Brown rooftop.
- Eggs and Issues program will be on November 9<sup>th</sup>, 2023, which will feature of 3 constitutional offices , Laura Roth, Will Robertson, and Larry Bartlette.
- Candidate Program on November 28<sup>th</sup> will have speakers give candidates all the information you need to run a successful campaign.
- Update FDOT is coming in for another PD&E study on LPGA on Oct. 31<sup>st</sup>, 2023 at News Journal center at 5:30 pm.

## **d) Other-Board Members-**

Jeff Brown, Economic and Strategic Opportunities Director, reported the following:

- Presented the TRT report for the summer term, for you to review.
- We completed the lease with Senor Frog's, they will be entering into the review process and indicated to us to have a very aggressive construction schedule.
- Attended SEDC meeting in Virginia, which was more interesting than Dallas.
- Property inquiries from Team Volusia, space was not available for what they needed at the time, but now we have a better understanding of when folks talk to us about space needed.

- Met with Volusia County Realtors, a lot of good contacts.
- Putting together with staff, using new software, to create CO's that we issue on a monthly basis. We have had an influx of over 3000 new folks, we do not know their origins but are hoping to use the new platform to make assessments.
- We have some new speakers lined up, Ms. Carol has recommended, about the impact of the speedway.

**5. Old Business:**

- None.

**6. New Business:**

A. Board Members

- Mr. Brown stated that he has a meeting with City Manager to discuss Board Members, we had a number of applicants. The applicants would need to be voted on by the commissioners. We only need one position filled, out of more than 10 candidates. I will be discussing these matters with Mr. Feacher.

Ms. Killian stated that the citizens academy just had a reunion last Tuesday, they are having this again in January, I believe this is a good way to learn how the city works And all its aspects. I highly recommend signing up for it.

Mr. Rand asked if we could get an update on future industrial jobs or plants that are on city land or any redevelopment properties.

**7. Public Comments:**

- John Nicholson, 413 N Grandview, stated that at the mayor's conference the local popped up, and Debary mentioned a problem. They had a commercial/industrial property that would have brought in 2 million a year, and if they went local and do not develop they could turn them into apartments and not pay taxes per year. The developers allowed it to vacate and put-up apartments that are affordable housing, up to 2500.00 a month. Also fuel farms, Ormond were unaware that you could put up fuel farms, there is nothing they can do about it, it is already zoned. We have had submerged lands before , example by Seabreeze bridge. They wanted to put Marina by people's homes, the city would not allow it. The other was another piece of property that was very narrow but goes into River, they wanted Condo's on it and city said no. Look at Fuel farms and how it is zoned, the zoning will not allow it to be next to homes, children's playgrounds, or runways. Also is there a way to do an incentive for prebuilding, that way taxes are low to none. Last Ballough road is under one ownership, and they want to develop and sell all. Hopefully the people that are buying will also want the old temple, enhancing their ability to develop.

**8. Board Comment:**

Mr. McDermott stated we would not need to have affordable housing if people made more money in this town, I had my whole career here, because of good business friends. That is the number one thing that will help us, folks making 50, 60, or 70 thousand a year. Another thing is to improve the transportation, especially for work.

Ms. Killian stated that October 11<sup>th</sup> is the FDOT meeting in News Journal meeting, every resident should get a notice on it, this is important.

Mr. Brown stated that the city wants to address the transportation and the CRA is working on an alternative transportation system, in all our CRA areas.

**9. Schedule Next Meeting:** EDAB next meeting scheduled is **8:30 a.m., October 18, 2023.**

**10. Adjourn:** The meeting adjourned at 8:50 a.m.

*Jeff Brown*

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Jeff Brown  
Economic Development and Strategic Opportunities Director

Transcribed by: Mandana Carry