

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**  
**Wednesday, November 15th, 2023, 8:30 a.m.**  
**MINUTES**

The regular meeting of the Economic Development Advisory Board for the City of Daytona Beach, Florida, was held on Wednesday, November 15th, 2023, at 8:30 a.m. in the Commission Chambers of City Hall, located at 301 S. Ridgewood Avenue, Daytona Beach, Florida.

**1. Call to Order:**

Mr. Rand called the meeting to order at 8:31 a.m.

**2. Roll Call:**

**Present:** Bob Rand  
Dr. Victor Gooden  
Harry Lloyd  
Derrick Harris

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

**Ex-officio:** Keith Norden, Director of Business Development  
Nancy Keefer, President & CEO, Daytona Regional Chamber of Commerce  
Katrina Friel, Economic Development, Volusia County

**3. Approval of Minutes:**

Dr. Gooden made a motion to approve the minutes from September 20th, 2023, and Mr. Lloyd seconded the motion. Motion was carried 4-0.

Dr. Gooden made a motion to approve the minutes of October 18th, 2023, for information due to the absence of a quorum, and Mr. Lloyd seconded the motion. Motion was carried 4-0.

Derrick Harris, a new board member, introduced himself, highlighting his roles as a pastor and a local business owner. He expressed a keen interest in the development of the surrounding areas.

#### **4. Reports:**

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

Ms. Friel mentions the process of selecting a director for the vacant Volusia County economic development position, which has been open since April. The announcement of the new director is expected soon. On November 17th at 7:30 am, there will be a quarterly breakfast, featuring economist Jerry Parish as the keynote speaker. Jerry Parish, chief economist at the Metro Atlanta Chamber and faculty member at Florida State University for the past 11 years, will discuss the economic outlook for 2024. The event will be live-streamed and can be watched using a QR code. Ms. Friel highlighted the county's economic development division and its programs supporting local and incoming businesses, accessible at [floridabusiness.org](http://floridabusiness.org).

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

Mr. Norden discusses ongoing projects, including final proposals submitted to the city of Daytona Beach. He mentions a staff member's participation in a Select Florida event in Tampa, focused on hosting tax attorneys and consultants. He highlights the strategic plan and expresses gratitude for the widespread participation in interviews and surveys from both the investor community and community partners. Anticipating an initial review in early first quarter, the plan is set to be officially revealed at the annual meeting scheduled for March 7th at the Mori Hosseini School for Hospitality at Daytona State College.

They are pursuing accreditation, a process involving extensive documentation sent to IADC in Washington. Aviation and aerospace remain key focuses due to the region's proximity to the space coast.

Additionally, a Florida Power and Light talent website for Volusia County, developed with DCI, will be unveiled at the December 15th board of directors meeting.

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

Ms. Keefer announced the new Director of Advocacy, David Robinson, who recently relocated from Tampa. He will actively represent the chamber at various levels, including city and county councils. On November 28th, there's a free all-day candidate boot camp, featuring Lisa Louis discussing campaigning, laws, and reports; registration is still open. Ms. Keefer also announced the upcoming Market Watch partnership program with Team Volusia on December 5th, featuring a Bank of America economist discussing the high-tech corridor and Space Florida. A new event, "Tapping into Issues," with Representative Tom Leek discussing the state of politics, will take place on December 18th from 3-5 pm. The chamber building's renovation, now in its eighth month, includes added training space and will be accessible during and after office hours. Ms. Keefer highlighted that the chamber of commerce is officially endorsing the Silver Beach Hotel condo project.

She emphasized the importance of sending a clear signal to the community, affirming their commitment to being open for business.

**d) Economic and Strategic Opportunities Report:**

Mr. Brown discussed the TRT report for October, highlighting that two meetings were canceled due to the absence of proposed projects. In November, they had two applicants, and he emphasized that the impact on the local economy is becoming noticeable. Additionally, Mr. Brown mentioned his involvement in a project with Volusia County and Team Volusia, set to be announced to the board for consideration if it materializes. The incentives encompass post-development benefits and property tax considerations. Similar to the approach taken with the hospital project, a comparable package may be offered if selected, and this process could take between 90 to 180 days.

Mr. Norden mentioned a slowdown in lead generation from the state entity due to confusion surrounding the transition from Enterprise Florida to Florida Commerce, including the recruitment arm Select Florida. Ms. Friel added that the state offers its own programs for recruitment, and a Q breakfast in May will feature a representative from Florida Commerce discussing these transitions. Interested individuals can sign up for updates on [floridabusiness.org](http://floridabusiness.org).

Mr. Brown shared that he and other employees will have office space in the chamber building to assist with inquiries. He and Kim Flarity from the permits and licensing department are named as small business ombudsmen, helping guide small businesses through the city's processes. A small business summit is being planned for spring, and a meeting on Friday will formalize a Saturday event from 9-3 for those interested in learning about starting a business. Mr. Brown also mentioned efforts to secure a speaker for transportation in December or January, and Michael Sznajstajler from Cobb Cole will discuss Brownfields next month. They are still working on getting Mr. Kallangur from the speedway to talk about their events.

**5. Old Business:**

No old business was discussed.

**6. New Business:**

No new business was discussed.

**7. Public Comment Period:**

John Nichols of 413 N Grandview Ave highlights significant events occurring in the city, emphasizing the lack of community awareness about these happenings. He points out the rising prices of apartments, emphasizing that the public is unaware of these changes. Nichols suggests the importance of keeping the community informed about the direction in which it is heading.

8. **Scheduled Next Meeting:** The next EDAB meeting is scheduled for December 20th, 2023, at 8:30 a.m.

The board discussed the possibility of canceling the upcoming meeting unless there is something urgent.

Harry Lloyd made a motion to modify the December 20th meeting schedule, contingent upon no pressing matters arising. Dr. Gooden seconded the motion. Motion was carried 4-0.

9. **Adjournment:**

The meeting was adjourned at 9:09 a.m.

Transcribed by: Chernecia Campbell