

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, February 21st, 2024, 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, February 21st, 2024, 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 8:33 a.m.

2. Roll Call:

Present: Bob Rand
Carol Kilian
Christos Mavronas
Harry Lloyd
Derrick Harris

Staff: Jeff Brown-Economic and Strategic Opportunities Director

Ex-officio: Katrina Friel, Economic Development, Volusia County

3. Approval of Minutes:

A motion was made to approve the minutes from January 17th, 2024, by Ms. Kilian, seconded by Mr. Harris. The motion was carried 5-0.

4. Reports:

a) Volusia County Economic Development:

Ms. Friel discussed last night's county council meeting, where Lou Paris was confirmed as the new economic development director. Mr. Paris has over 15 years of experience in business and economic development, including roles in Germany and at Stetson University. He will start on Monday, February 26th, 2024.

Mr. Rand inquired about a reception for Mr. Paris, but Ms. Friel stated that no such event was planned. Mr. Rand also asked if Mr. Paris would address the board, and Ms. Friel confirmed that he would indeed be speaking in her place.

b) Team Volusia Economic Development Corporation:

None.

c) Daytona Beach Regional Chamber of Commerce:

None.

d) Economic and Strategic Opportunities Report:

Mr. Brown reviewed the TRT update for December and January, focusing on residential construction. He notes a change in tracking duplexes due to the new permit system. Duplexes are now counted as single-family units, particularly those in the Latitudes development. There's a decrease in numbers compared to last year, attributed to rising interest rates and overall costs.

Mr. Rand inquires about multi-family project permits. Mr. Brown explains they're still receiving them but prefers to track completed CO's rather than issued permits, which can be delayed. He agrees to check if there's a decline in permits issued compared to previous periods.

Mr. Brown reminded the board about Costco's grand opening tomorrow, February 22nd, 2024. He shared that he recently met with a Canadian company specializing in manufacturing metal boxes for electronics. They typically focus on aerospace and military projects. They are interested in relocating their office staff and engineers to the area and will initially need office space.

Ms. Friel adds that state incentives for out-of-country or out-of-state businesses require not signing a lease beforehand.

Mr. Rand asks about Team Volusia's role in attracting new companies. Ms. Friel explains that the county contracts with Team Volusia for marketing and outreach to recruit businesses. They collaborate on recruitment projects, with Team Volusia handling initial recruitment and the county taking over once companies are in the market.

Mr. Harris inquires about the project at 400 Henry Butts Drive, aiming to convert a church into a multi-unit family development. Mr. Brown explains that the project is under review by staff to ensure compliance with land development codes and standards.

Parking poses a challenge due to the small lot size, suggesting that reducing the number of units may be necessary to solve this issue.

Mr. Mavronas seeks clarification on the address of a multi-parcel site plan for a multi-story condo on the east side of North Atlantic. Mr. Brown agreed to look into this and confirm the address.

Ms. Kilian asks about a development at the north corner of Speedway and Grand Champion, questioning if it's another apartment complex. Mr. Brown agrees to investigate this project as well.

Mr. Harris asks about potential changes for the Volusia Mall. Mr. Brown mentions Macy's proposal to replace it with a multifamily development. Approval is underway, with the focus currently on resolving parking entrance issues.

Mr. Lloyd suggests the board could assist in reviewing the economic impact of projects, focusing on job creation and tax revenue. Ms. Friel notes they regularly assess economic impacts and can provide quick analyses if needed. Construction projects, however, have limited long-term job creation.

Ms. Kilian recalls developers presenting projects for board consideration in the past. Mr. Brown explains that projects must meet specific criteria for incentives consideration, including a \$40 million capital investment and job creation above median income levels.

Yesterday, Mr. Brown met with C.R.A staff to discuss a downtown multi-family project. The project includes plans for an integrated grocery store that specializes in local farmer products and is anticipated to require 6 acres of land.

e) Other (if any):

None

5. Old Business:

None.

6. New Business:

Ms. Kilian inquires about speakers invited to address the board. Mr. Brown mentions reaching out to the new director of the ocean center for next month's meeting. He's also working on securing Frank Kelleher from the speedway for April.

7. Public Comment Period:

Ms. Friel announces that the Accelerate Daytona Beach 2024 Business Summit is scheduled for this Saturday, February 24th, 2024, at 8 am, to be held at the YSG building. The county will host a

booth to showcase Volusia's business resources.

8. **Scheduled Next Meeting:** The next EDAB meeting is scheduled for March 20th.

A motion was made to reschedule the March 20th meeting to March 13th by Ms. Kilian, seconded by Mr. Mavronas. The motion was carried 5-0.

9. **Adjournment:**

The meeting was adjourned at 9:10 a.m.

Transcribed by: Chernecia Campbell