

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, March 13th, 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, March 13th, 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 8:30 a.m.

2. Roll Call:

Present: Bob Rand
Carol Kilian
Larry McDermott
Harry Lloyd
Derrick Harris

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

Staff: Jeff Brown-Economic and Strategic Opportunities Director

3. Approval of Minutes:

A motion was made to approve the minutes from February 21st, 2024, by Mr. McDermott, seconded by Mr. Harris. The motion was carried 5-0.

4. Reports:

a) Volusia County Economic Development:

Ms. Friel introduced a new project called 'The Volusia Business Resources Partnership,' involving Daytona Beach and 40 other business support partners. They're upgrading their website and adding a funding readiness center. This center will guide small businesses through a readiness checkup to prepare them for investor pitches or loan applications. It's a response to small businesses' concerns about funding. Many were unprepared when applying for loans. The readiness center aims to change that by providing step-by-step guidance.

Once certified, businesses can meet with lenders who helped develop the module. The launch is planned for late March to early April. Ms. Friel urges signing up for the weekly newsletter

'Economic Scene' on floridabusiness.com for updates. Additionally, Volusia County Economic Development, led by new director Lou Paris, is undergoing significant program development during budget season.

Lou Paris is thrilled to be part of the team and is eager to contribute. His current focus is on gathering knowledge by meeting with community members and understanding their needs to shape his strategy effectively. Having lived in Volusia since 1998 and studied at Stetson University, he brings a deep connection to the area. His time spent in Europe and Germany broadened his perspective, but he returned in 2006 to settle in Port Orange. With a 13-year-old son, Mr. Paris is motivated to ensure a bright future for the region, believing that robust economic development initiatives will provide ample opportunities for his son and others to thrive. He's fully committed to seeing Volusia flourish.

Mr. McDermott asks about SCORE's involvement in the initiative. Ms. Friel stated SCORE remains a vital Volusia business resource partner. She clarifies their office location is at the Volusia County Incubator, distinguishing it from the Micaplex at Embry-Riddle.

b) Team Volusia Economic Development Corporation:

Mr. Arrington discussed Team Volusia's recent annual meeting on March 7th, where they unveiled their strategic plan for 2030. They highlighted new target sectors and expanded their focus to include two additional sectors. They conducted a thorough evaluation of the community to ensure they address all sectors beneficial for the community's growth, with a primary goal of attracting high-paying jobs to boost the county's median income. Additionally, pursuing the strategic plan led them to pursue accreditation through a two-step process. Out of 5000 economic development organizations in the US, Mexico, and Canada, only 80 are certified, with only 6 in Florida. This accreditation aims to raise Volusia's profile and recognition. Results are expected by the end of March or early April. Mr. Arrington also announced their participation in upcoming trade shows: Satellite in Washington DC, the Southeast Development Corporation Conference in Nashville, Tennessee, and the MRO Trade Show in Chicago, Illinois.

c) Daytona Beach Regional Chamber of Commerce:

Ms. Keefer shared updates from the chamber, mentioning their recent trip to Tallahassee for Volusia Days with over 50 business and community leaders. They focused on building relationships with agency heads like the DEP secretary and others, discussing Volusia County's needs. They also addressed insurance costs, which are a top concern for businesses and residents, expecting savings in the next two to three years. Upcoming events include Eggs and Issues, where the River to Sea TPO director will discuss transportation planning. On April 11th, there will be a legislative breakfast to review Tallahassee session outcomes.

They're excited about moving back to their newly renovated chamber building and will have open houses on April 3rd-5th for people to visit, see the offices, training center, and chat with staff.

d) Economic and Strategic Opportunities Report:

Mr. Brown discussed the successful Accelerate Business Summit in late February, which had 146 participants. They plan to hold a pitch competition for attendees at the end of April or early May, offering prizes such as office space and cash. He also mentioned their involvement in Bike Week and the ongoing process of moving to the chamber building, waiting on IT to transfer equipment.

Ms. Kilian inquired about the staff relocating to the chamber building. Mr. Brown mentioned that three staff members from Economic and Strategic Opportunities, an administrative assistant, an employee from his office, and the Business Enterprises Department currently in the Marina Building, will be moving. This move will allow the space in the Marina Building for private sector rentals.

Mr. McDermott asked about the virtual office and Mr. Brown clarified that he meant shared office space, not virtual. They discussed office spaces with Workspace Collective, and Mr. Brown agreed to pass this information along to Ms. Fuqua. He mentioned the availability of meeting space in the new chamber building for training opportunities. In April, they plan to discuss new Department of Treasury regulations for LLCs and sole proprietors.

Mr. Rand inquired about Main Street and the impact of properties sold a few years ago. He wanted to know if there's been improvement or increased activity. Mr. Brown agreed to provide an update.

Mr. Harris asked about the Convention and Tourism Bureau's location. Mr. Rand clarified that they moved to Ormond Beach a year ago.

5. Old Business:

Mr. Lloyd inquired about the TRT and Daytona Grande's amendments. Mr. Brown agreed to provide information on this. Mr. Rand said Daytona Grande plans to start with retail and add condos later. Mr. Lloyd also wanted to know the unit count for the Reserve at LPGA, and Mr. Brown agreed to provide it.

Ms. Kilian mentioned a rezoning attempt for the LPGA practice area, with another redesign delaying the process before going to the planning board.

6. New Business:

Ms. Lyn Flanders, the general manager of the Volusia County Ocean Center, introduced herself and shared her personal connection to Daytona Beach through family memories and her father's song about the city. She expressed her enthusiasm for revitalizing the Ocean Center and outlined four key areas of focus for the next five years: culture, relevance, economic development, and

community engagement.

Firstly, they aim to enhance service excellence throughout the Ocean Center. Secondly, they're working on renovations to stay relevant. Thirdly, they're focused on driving economic development by attracting people to spend money in the community through strategic event bookings. They plan to host popular acts like comedian Bert kreischer and the Harlem Globetrotters to boost the center's reputation.

Ms. Flanders emphasized community engagement, aiming to make the Ocean Center a true community asset. They're organizing events like "All Things Volusia County Day" on October 6th, where they'll showcase local talent, offer educational booths, and even a "Touch My Truck" event with emergency vehicles. They're also reaching out to schools to involve them in the event.

Mr. McDermott asked about ticket purchasing, suggesting a local window option to avoid extra fees. Ms. Flanders agreed to explore alternatives.

Mr. Harris inquired about hosting a major church convention, asking about the Ocean Center's maximum occupancy. Ms. Flanders explained they can seat up to 9,000 people in the arena, with additional halls, meeting rooms, and ballrooms available.

Mr. Rand discussed the need for multi-level parking at the Ocean Center to alleviate parking shortages, suggesting it could be shared with Main Street.

Mr. Brown says that a month ago he and the city manager met with the county manager, the assistant county manager and Cyrus Callum to discuss issues around the Ocean Center. They discussed partnering on the south parking lot and maximize the parking in this area. It will require partnership from the city, CRA, and the county.

Mr. Brown asks how many events occur at the ocean center annually, Ms. Flanders says around 300, but the occupancy rate is most important.

7. Public Comment Period:

None.

8. Scheduled Next Meeting: The next EDAB meeting is scheduled for April 17th, 2024

9. Adjournment:

The meeting was adjourned at 9:30 a.m.

Transcribed by: Chernecia Campbell