

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**  
**Monday, April 22<sup>nd</sup>, 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 Monday, April 22<sup>nd</sup>, 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  
Ruth Trager  
Chris Bowler  
Harry Lloyd  
Derrick Harris

**Absent:** Christos Mavronas

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

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

**3. Approval of Minutes:**

A motion was made to approve the minutes from March 13<sup>th</sup>, 2024, by Ms. Kilian, seconded by Mr. Lloyd. The Motion was carried 6-0.

**4. Reports:**

**a) Volusia County Economic Development:**

None.

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

Mr. Norden reports that they're busy, with over 50 active projects in their pipeline with Team Volusia. He specifically highlights a few projects in the more advanced stages 3 and 4, notably two aviation-related ones that have been regulars, with another visit planned for this week. He

adds that Boyett Strategic Advisors singled out aviation and aerospace as their top targets due to their high wages, which fits well with their previous strategies.

Additionally, he mentioned an upcoming visit from a company they recruited at the Paris Air Show, which is part of their standard post-show routine. Mr. Norden is enthusiastic about the strategic plan, which outlines their course for the next 5 years. They aim to start implementing it in the 3rd and 4th quarters of this year and accelerate from 2025 to 2029, focusing on 7 industries for recruitment and development.

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

Ms. Keefer congratulated TeamVolusia on recently earning accreditation from the International Economic Development Council, a big achievement given that only 81 out of 5,000 economic development organizations in North America, including Canada and Mexico, have received it. Accreditation, approved by a 22-member panel, boosts their standing with site location consultants and Florida companies, making them top-tier.

Regarding upcoming events with the Chamber, she mentions a joint program with VCARD on coastal resiliency, tomorrow at LPGA from 8:30 to 10:30 am. On Wednesday, there's a multigenerational workplaces seminar at the new Brown & Brown Business Center from 8 to 10 am. Then, on May 9<sup>th</sup>, "Eggs and Issues" will feature Dr. Stephanie Miller from the Micaplex at Embry Riddle, discussing innovation and products emerging from the university.

Moving to the new chamber building, she invites the board anytime to stop by and view the improvements and expressed appreciation for having Mr. Brown nearby. She cites instances where they've directly helped businesses by connecting them with the city. Excited about future collaboration, she mentions joint educational sessions for businesses in the works.

Mr. Brown mentions that there are now two groups located in the chamber building: the Economic and Strategic Opportunities team, consisting of three employees, and Business Enterprises, also with three employees, which manages all city lease properties and manages the tennis center, golf course, and marina.

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

Mr. Brown shares that this week's focus has been on updating the guidelines for Bike Week and Biketoberfest to improve interactions between property owners, vendors, and the city. They've transitioned to an online system for property owners to fill out documents, making it easier to replicate data from previous events. They've streamlined the process by removing unnecessary requirements. They've submitted one response to Team Volusia and plan to conduct a training session with the chamber in May, led by Ms. Fuqua from the redevelopment group. This builds on the Accelerate Business Program, focusing on areas important to small businesses.

Regarding public awareness of changes, Mr. Lloyd asks how they'll inform the public. Mr. Brown explains they've directly contacted property owners, held training sessions, and communicated through social media and a mailing list.

**5. Old Business:**

None

**6. New Business:**

**a. Consideration of a Brownfield Site Rehabilitation Agreement (“BSRA”) for the former Police Department Site on Orange Avenue.**

Mr. Brown discusses the board's responsibility regarding brownfield sites and presents a rehabilitation agreement for the former police department site on Orange Avenue.

Ms. Kira Honse with the City Attorney’s Office explained the agreement is necessary for state funding in the form of tax credits, which can be sold for money. The agreement outlines the cleanup plan for the site. She informed the board the city put out an RFP in December 2022 for redevelopment of the site, receiving one response. Negotiations with the group have been ongoing, though progress has been slow due to changes and concerns over environmental hazards on the site. Rather than leaving cleanup to the redeveloper, the city has undertaken minor cleanup efforts. The interested group has proposed affordable housing or senior affordable housing for the site.

Mr. Bowler asks about the RFP and whether the site is clean, and if interest in the site will be discussed by the city commission. Ms. Honse replies that she doesn’t think the site's condition was a significant issue for the RFP. Typically, only a few groups show interest because developing the site requires a lot of work. She says they could consider putting the site back out once it's clean, but the current plan is to proceed with the organization that’s interested and try to reach an agreement with them.

Mr. James Nelson, City Engineer, adds that in 1973, the city installed fuel tanks at the police stations, and in 1993, there was a fuel leak. They sought assistance from the DEP to clean it up, but due to a low priority score, the DEP wasn’t eager to help. However, they did all the necessary assessments through a DEP program, so they know exactly what contaminants are present, where the plume is, and what needs to be done to clean it up. They've started this process, excavating the site, and the presence of clay confined the gasoline to a certain area, which ultimately benefited the city. They're now in a monitoring phase, and once they have four quarters of clean monitoring, they'll ask the state for a "no further action" order, indicating the site is technically clean. Mr. Nelson mentions they've already invested over \$150,000, and if they sell tax credits, they hope to retrieve around \$67,000 to \$68,000.

Ms. Kilian asks about the timeline and when it'll be ready for construction. Mr. Nelson hopes to finish by December 2024 and obtain a clean bill of health by then. Mr. Rand asks about liability

after the cleanup. Mr. Nelson explains the city remains responsible until a new owner takes over unless they work something out with the buyer.

Ms. Honse discusses issues with the selected group and economic changes affecting their plan. Once the board approves, they'll submit to the city commission for formal approval, then to the DEP. The site could be ready for development by year-end. Adjacent businesses like Carter Electric have been notified and tested.

Ms. Honse explains the process of notifying adjacent properties and assures they'll do what's necessary to address public concerns.

Ms. Kilian made a motion to recommend the city submit the brownfield site rehabilitation agreement to the state department of environmental protection, which was seconded by Mr. Lloyd. The motion was carried 6-0.

**7. Public Comment Period:**

John Nicholson, 413 N Grandview Ave, suggests a different approach to the city's plan for a property on Beach Street. He argues that focusing solely on senior housing downtown might not be the best idea because there's already senior housing there. He mentions a past project that planned affordable housing for seniors but believes it wouldn't bring in enough spending to boost the local economy. He suggests aiming to attract higher-income residents to the downtown who will spend more.

Mr. Rand agrees that subsidized senior housing might not be ideal for downtown. He suggests collaborating with Main Street for a full redevelopment, especially with the upcoming renovations of the Ocean Center.

Mr. Brown mentions that the city has hired a sports facilities advisory group to plan for the 600 acres they own on West International Speedway Boulevard. They will hold a community meeting tomorrow at the Cherry Center from 5:30-7:30 pm to gather input from residents and sports groups. Their focus is on creating facilities for city residents and sports tourism.

He also notes that agendas won't be sent out until May 13<sup>th</sup>, as the packets won't be ready before then.

**8. Scheduled Next Meeting:** The next EDAB meeting is scheduled for May 15<sup>th</sup>, 2024

**9. Adjournment:**

The meeting was adjourned at 9:15 a.m.

Transcribed by: Chernecia Campbell