

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**  
**Wednesday, September 18<sup>th</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 Wednesday, September 18<sup>th</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:**

Ms. Kilian called the meeting to order at 8:39 a.m.

**2. Roll Call:**

**Present:** Ruth Trager

Carol Kilian

Harry Lloyd

Derrick Harris

**Ex-officio:** Lou Paris, Business Manager

Tywan Arrington, 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 August 21<sup>st</sup>, 2024, by Mr. Harris, seconded by Mr. Lloyd. The motion was carried 4-0.

**4. Reports:**

**a) Volusia County Economic Development:**

Lou Paris announced that the Volusia Business Resources Funding Event will be held on October 2<sup>nd</sup> at the Deltona Center and will be open to the public. The event is free, and they are actively recruiting attendees. Its goal is to improve funding outcomes for local businesses and aspiring entrepreneurs. The event will feature speakers, including bankers and experts in crowdfunding and grant writing, who will offer advice on optimizing lending opportunities.

Mr. Paris also revealed that the event will launch a new platform called the Funding Readiness Center. He plans to send email invitations and flyers to the board to help spread the word.

Additionally, Mr. Paris mentioned that Brad Harris attended a UCF Business Incubation Program event in Eustis, to assess whether their model could be adapted for Volusia County. The idea is to expand the local incubator to support lifestyle and non-tech businesses. Given the area's evolving ecosystem, Mr. Paris believes this could be highly beneficial, especially with the addition of resources like the MicaPlex, which supports tech companies. Expanding the incubator would help non-tech businesses grow and enhance the region's economic well-being.

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

Tywan Arrington reported that Team Volusia attended the International Manufacturing Technology Show in Chicago. He said the event was successful, with two companies planning to attend the Fabtech Expo in Orlando and visit Volusia during that time.

Mr. Arrington also mentioned that Mr. Norden is in Quebec, Canada, attending the Industrial Asset Management Council meeting with site consultants. Additionally, they are finalizing plans for 10-15 companies from Sydney, Australia, to visit Volusia on September 25<sup>th</sup> -26<sup>th</sup>. This effort is a partnership with Space Florida and the Orlando Economic Partnership. Mr. Arrington added that they are looking forward to meeting with Project Lautrec the following day.

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

Ms. Keefer announced several upcoming events. The "Tapping into Issues" program, which discusses how state issues impact local businesses, will be held on September 26<sup>th</sup> at 3 p.m. The Hob Nob event is set for October 3<sup>rd</sup>, offering an opportunity to meet the candidates running for office. Additionally, the updated voters' guide for the general election is now available on the Chamber's website, providing information on the candidates' positions.

Ms. Keefer also highlighted the upcoming awards luncheon on October 29<sup>th</sup>. The Small Business of the Year Award will go to "Fast Signs of Daytona Beach," the Non-Profit of the Year to "Volusia Recovery Alliance," Young Professional of the Year to Devin Miller of Brown & Brown, and the Leadership Award to Chris Boler.

She mentioned that Daytona Beach Shores Mayor Nancy Miller is chairing the state's League of Mayors and will host them on September 25<sup>th</sup>, including a roundtable on recruitment and retention best practices. On October 24<sup>th</sup>, there will be a workshop on building inclusive workplaces at 8 a.m. Additionally, on September 27<sup>th</sup>, the Daytona Leadership Class will present a project exploring beachside studies and similar efforts in other U.S. communities.

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

None.

5. **Old Business:**

None.

6. **New Business:**

**A. Consideration of City Guidelines on Economic Development Incentive Grant Program**

Mr. Brown explained that the city's Economic Development Incentive Grant Program, based on a Florida statute, is being updated after some time. Over the summer, staff began revising and improving the program. While much of the old content remains, it outlines how the city offers economic incentives—businesses receive a percentage of their ad valorem taxes back annually, with the amount decreasing over several years.

Eligible businesses must be new, create at least 10 full-time jobs, and engage in manufacturing or production. These businesses should align with either the Florida Department of Commerce's list of targeted industries or the city's comprehensive plan, which was updated about a year and a half ago to include additional industries. If a business meets these criteria, Mr. Brown stated, the program could be available to them.

Mr. Brown explained that businesses with 25 or more employees can qualify for the incentive if at least 50% of their sales equal the grant amount. Corporations using office space must have at least 50 full-time employees, separate from their commercial or industrial operations, to qualify.

The updates to the program are also aimed at improving its visibility, particularly on the website, to help businesses, including potential brownfield projects, learn about it. The application process is being simplified, with an electronic version to reduce paperwork. Businesses that have already applied for state grants can use the same application for the city by submitting a testament page and the required state documentation.

Additionally, they are developing a "lite" version of the application for smaller businesses to make the process less cumbersome. All applications for grants in 2024 must be submitted by April 1<sup>st</sup>, 2025, along with proof of taxes paid. Mr. Brown also mentioned ongoing staff discussions about adjusting the grant schedule.

Mr. Lloyd asked Mr. Brown if the Economic Development Incentive Grant Program had been successful in helping companies since it has been in place for a while. Mr. Brown admitted that the program hasn't been used much due to poor advertising and lack of utilization. Moving forward, they plan to market it better.

When asked about programs for businesses with 2-3 employees, Mr. Brown said that the current program doesn't support them, but he has been encouraging smaller businesses to explore grants available through the CRA's.

Mr. Harris then asked if nonprofit businesses are excluded from the program, to which Mr. Brown confirmed they are. Mr. Harris highlighted that this exclusion overlooks the Black church, which, as the largest African American business, generates multiple streams of income, employs individuals, and contributes significantly to the economy through events like conventions. He suggested creating a program to support such entities. Mr. Harris also mentioned his consulting business, where he helps people, often from disadvantaged backgrounds, redirect their skills into more positive avenues, such as education and legitimate businesses. Mr. Brown said they could explore these ideas further.

Mr. Brown clarified that the city commission ultimately decides on the program's parameters and may adjust it to suit the city's best interests. He also noted that properties within CRA-designated areas are not eligible for the program, as offering economic incentives in those areas would defeat the purpose of the CRA.

Mr. Brown reported that the preliminary population estimate for April 1<sup>st</sup>, 2024, is 84,862.

**7. Public Comment Period:**

Mr. Harris announced that on October 7<sup>th</sup>, "Operation Safe Surrender" will take place at Master's Domain Church of God in Christ. The event, running from 8 a.m. to 4 p.m., involves multiple agencies working together to help individuals resolve issues such as driver's license suspensions, child support, and more, with the goal of turning their lives around. Families are welcome to accompany them, and participants have the option to leave if they choose not to address their issues that day. Mr. Harris emphasized that the event's purpose is not to trap or arrest anyone.

**8. Scheduled Next Meeting:** The next EDAB meeting is scheduled for November 20, 2024

**9. Adjournment:**

The meeting was adjourned at 9:24 a.m.

Transcribed by: Chernecia Stuart