

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, October 15th, 2025, 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, October 15th, 2025, 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
Harry Lloyd
Chris Bowler
Derrick Harris
Christos Mavronas

Ex-officio: Brad Harris, Volusia County Economic Development
Keith Norden, Team Volusia Economic Development Corporation

Staff: Jeff Brown-Economic and Strategic Opportunities Director

3. Approval of Minutes:

A motion was made to approve the minutes from September 17th 2025 by Mr. Harris, and seconded by Mr. Lloyd. The motion was carried 5-0.

4. Reports:

a) Volusia County Economic Development:

Brad Harris provided several updates. He mentioned that the Charter Review Commission is currently active, with a meeting held last evening and the next one scheduled for November 10th. Public listening sessions took place across the county in September, and the process remains ongoing. These meetings are open to the public for anyone interested in following the discussions.

Mr. Harris also discussed the Acuity Program, which has recently been featured in local newspapers. This initiative, offered through the Volusia County Public Library, is part of the

Acuity Business Pass, which has earned two state awards for innovation and creative support of the business community. The program provides a special library card exclusively for businesses, granting access to the library's full range of research resources, free use of meeting rooms, and entry to a series of six professional business seminars each year. These seminars are well-attended, professionally organized, and free of charge.

Additionally, on the Volusia Business Resources side, Mr. Harris announced that the Volusia Innovation Challenge competition will open for applications in November. Last year's event at the Ocean Center was highly successful, and this year's competition will again invite local entrepreneurs to pitch their business ideas.

Finally, Mr. Harris noted the grand opening of the Volusia Innovation Hub in September was a great success. The hub's nine-week program is currently underway, with this Friday marking the fourth session. Interest continues to grow, with participants already signing up for the next cohort starting in January.

b) Team Volusia Economic Development Corporation:

Mr. Norden reported that September 23rd was a significant day for the City of Daytona Beach, marking the ribbon-cutting ceremony for the new Amazon robotic fulfillment center. This five-story facility is among the largest fulfillment centers Amazon has ever built and represents one of the biggest real estate transactions in Volusia County's history.

He noted that, while not officially confirmed, the center currently employs around 2,000 people in the 32114 ZIP code area. These jobs come with comprehensive benefits, including 401(k) plans, healthcare coverage, and college tuition assistance, which will have a positive impact on the local community.

Mr. Norden also mentioned that this week, the city is participating as a co-exhibitor at the National Business Aviation Association (NBAA) conference in Las Vegas, in partnership with Select Florida. Next month, they will again collaborate with Select Florida to host a delegation of business and site selection consultants at Lake Nona in the Orlando area. They are also coordinating with statewide partners on an event planned prior to that meeting.

Lastly, Mr. Norden noted that the average wage at the Amazon facility was initially reported as \$19 per hour, but recent information suggests it is closer to \$23 per hour, which is approximately in line with the county average.

c) Daytona Regional Chamber of Commerce:

None.

d) Economics and Strategic Opportunities Report

Mr. Bowler announced that on Friday, November 14th, the One Table event will take place in partnership with the City of Daytona Beach on Beach Street. This community event brings

people together to share dinner at one long table and is sponsored by the City.

Mr. Brown reported that activity has been steady over the past month in both CO's and TRT meetings. He noted that Biketoberfest begins tomorrow, with visitors already arriving throughout the week for the event.

Mr. Brown also mentioned that fee discussions from last month will continue, and he plans to present updates in December. Additionally, he stated that Mr. Lloyd had reminded him to invite the Planning Director to speak about the Avalon project at next month's meeting. Mr. Brown will also be reaching out to Mike Sznajstajler and Jessica Gow to discuss the Brownfields Report in December.

5. Old Business:

None.

6. New Business

None.

7. Public Comment Period:

Mr. John Nicholson reported that he recently spoke at the Main Street Merchants Association, where he expressed his desire to extend Biketoberfest to a 10-day event. He noted that many bikers arrive the weekend before the event officially begins and often spend that time in Ormond Beach, even though Biketoberfest is a Daytona Beach event. He added that the past concerns surrounding the event have largely disappeared. Mr. Nicholson believes that extending the event would attract more vendors, which in turn would draw more visitors to the area. Mr. Nicholson also spoke about affordable housing, saying that the reality has not matched expectations—many residents are still facing evictions. He encouraged the board to review the rules for affordable housing, emphasizing that these units should primarily be occupied by employed individuals to better support the local economy and community stability.

Mr. Derrick Harris asked how residents feel about extending Biketoberfest. Mr. Nicholson explained that newer residents in the area are generally supportive; they moved to the area because they enjoy the activity, proximity to the beach, and walkable local attractions.

Mr. Brown asked if Mr. Nicholson had spoken with the CVB, which sponsors the event. Mr. Nicholson confirmed that he had, and that the CVB stated the decision rests with the city, effectively pausing progress on the idea.

Mr. Rand shared his opinion that as long as driving on the beach continues—or discussions about expanding it persist—investors will be reluctant to redevelop the area, as it suppresses room rates and discourages new development.

Mr. Bowler suggested that during the November meeting, the board should present and refine preliminary goals for 2026. He also recommended that the December 17th meeting be extended

to a two-hour session to finalize those goals.

Mr. Brad Harris proposed conducting surveys targeting specific ZIP codes, especially Beachside, to gather community input that could inform the board's planning. He also referenced how other cities have successfully navigated similar transitions by benchmarking and presenting before-and-after data to gain community and city commission support.

Finally, Mr. Brown said he would send an email within two weeks to remind board members to share their ideas and feedback on potential 2026 goals.

8. Scheduled Next Meeting: The next EDAB meeting is scheduled for November 19th, 2025

9. Adjournment:

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

Transcribed by: Chernecia Stuart