

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**  
**Wednesday, March 19<sup>th</sup>, 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, March 19<sup>th</sup>, 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:**

Since the Chair and Vice Chair were absent, Mr. Brown asked the board to nominate a temporary chair. Ms. Trager nominated Mr. Bowler, and Mr. Lloyd seconded. The motion was carried 4-0.

Mr. Bowler called the meeting to order at 8:35 a.m.

**2. Roll Call:**

**Present:** Harry Lloyd  
Chris Bowler  
Derrick Harris  
Ruth Trager

**Ex-officio:** Lou Paris, Volusia County Economic Development  
Keith Norden, Team Volusia Economic Development Corporation  
Nancy Keefer, Daytona Beach 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 February 19<sup>th</sup>, 2025, by Mr. Harris, seconded by Ms. Trager. The motion was carried 4-0.

**4. Reports:**

**a) Volusia County Economic Development:**

Mr. Paris shared that several projects are in progress but not yet ready for public discussion, with more updates expected at the next meeting. He expressed excitement about the Volusia Innovation Challenge, a long-running pitch competition that, for the first time in its 12-year history, is open to the entire community. This year saw a record-breaking 40 applicants, now narrowed to 12 semifinalists who will pitch behind closed doors tomorrow. A panel of judges will

select 6 finalists for the final event on the 27<sup>th</sup> at the Ocean Center. The event is open to everyone and is free with registration.

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

Mr. Norden highlighted the success of their sold-out annual meeting last Thursday. He noted that about 80 projects are in progress, with six in negotiations, including some considering Daytona Beach. He also expressed pride in having Randy Dye as board chair, a former Daytona Regional Chamber chair, with David Weis as vice chair. He added that they are excited for the year ahead.

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

Ms. Keefer shared that the chamber is actively working on broader solutions for linkage fees and has upcoming meetings with city stakeholders next week. They will continue monitoring the issue, with an ordinance set to go before the city commission on April 2<sup>nd</sup>.

She also highlighted preparations for Volusia Days on March 31<sup>st</sup> and April 1<sup>st</sup>, where they will focus on legislative priorities such as coastal resiliency, flooding, infrastructure, and insurance costs. Meetings are being scheduled with agency heads, including DEP and FDOT.

On April 10<sup>th</sup>, the next *Eggs and Issues* event will feature Cyrus Callum, Director of Volusia County Economic Development Airport Strategies, who will discuss upcoming opportunities at the airport.

Additionally, they are planning their next intercity trip, likely in August, to a location facing similar challenges and solutions as Daytona Beach—Charleston is a top contender. Ms. Keefer also noted an increase in development projects coming in.

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

Mr. Brown gave an update on the CO report from February 1<sup>st</sup> to 28<sup>th</sup>, reporting 130 new permitted units valued at \$34 million. This could mean around 280 new residents moved to the city in February. However, he noted that the construction trend is slowing down, likely due to projects finishing up and returning to normal levels.

He also discussed the TRT report, explaining that while some projects will be completed, others may not move forward. Regarding Bike Week, he mentioned that staff issued over 50 permits for vendors and ensured fire code compliance in both Main Street and Midtown areas, calling the event a success.

Mr. Lloyd raised a point about the high construction values in affordable housing, and Mr. Harris asked how this year's Bike Week compared to last year. Mr. Brown said they are analyzing the data, but a slight decline might be due to economic factors.

Mr. Harris also asked why the city is now managing the Midtown area during Bike Week instead

of the Second Avenue Merchants Association. Mr. Brown explained that Ms. Turner decided to step away, so the city took over and will continue managing it next year. Mr. Harris then asked how businesses on Orange Avenue could get involved, and Mr. Brown advised them to request inclusion through the Bike Week and Biketoberfest task forces, which would need city commission approval.

Ms. Keefer added that Bike Week typically sees lower attendance before major anniversary years, and the event's demographics are changing. Older riders now make up a bigger part of the crowd and have different needs. She noted that the event has changed over its 85 years. She also mentioned that Spring Break is now more family-focused and can overlap with Bike Week. She emphasized that they're working to adapt both events to these changes and are already planning for next year's Bike Week.

## **5. Old Business:**

### **A. Review of the Application for the City's Economic Incentive Program**

Mr. Brown discussed the city's economic grant incentive program, noting that its application is based on the State of Florida's application, which helps streamline the process. If a company applies through Team Volusia, they can use the same application prepared for the state, making it easier for applicants. However, Mr. Brown expressed concern that some of the application's technical questions might be difficult for small businesses with as few as 10 employees. He suggested reviewing the application with the board to identify any information that might not be readily available to small businesses and consider removing or adjusting it to make the process easier.

Regarding Section 3e, Mr. Brown agreed with a suggestion to change it to a statement instead of requiring calculations. Mr. Paris pointed out that the "Average Analyzed Wage" section could be difficult even for larger companies to complete, and he questioned its value in the application. Mr. Bowler suggested changing this section to focus on job level classifications instead. Mr. Brown suggested removing Section F, but the board disagreed. Mr. Bowler also proposed removing Section J and changing the wording from "Florida" to "Daytona Beach." He suggested allowing applicants to mark "not applicable" for questions related to benefits to the city and recommended removing Section G entirely. The board agreed to keep Section F and remove Section G.

Mr. Brown then discussed the capital investment overview, explaining that projects with a \$40 million capital investment would receive an extra year of incentives at 75%. He suggested leaving Section 5 as is.

In Section 6, the "Competitive Landscape," Mr. Brown found it useful to know who the city's competition is, though Mr. Paris suggested changing the section title to clarify that it refers to the city's competitive environment. The board recommended rewording the questions to ask whether applicants are considering other locations outside of Daytona Beach and why they are interested in Daytona Beach. These revised questions would replace everything in Section 6.

Mr. Lloyd pointed out that the application doesn't tie to a specific incentive or financial package, and he believed it should. Mr. Brown agreed that this could be included, especially for smaller businesses.

**6. New Business:**

Mr. Norden praised the City of Daytona Beach, mentioning he drove down Beach Street and saw a new apartment development and garage, which he thought looked spectacular. Mr. Lloyd shared that the Country Club at Pelican Bay has been sold to new owners, who plan to reopen the restaurant, improve the golf course, and create more jobs, which he believes is a positive development for the community.

**7. Public Comment Period:**

None

**8. Scheduled Next Meeting:** The next EDAB meeting is scheduled for April 16<sup>th</sup>, 2025

**9. Adjournment:**

Mr. Lloyd made a motion to adjourn the meeting, seconded by Mr. Harris. The motion was carried 4-0.

The meeting was adjourned at 9:41 a.m

Transcribed by: Chernecia Stuart