

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, September 17th, 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, September 17th, 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
Ruth Trager
Carol Kilian

Ex-officio: Lou Paris, Volusia County Economic Development
Nancy Keefer, Daytona Beach Regional Chamber of Commerce
Tracey Morina, 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 April 16th 2025 by Ms. Trager and seconded by Mr. Bowler. The motion was carried 6-0.

4. Reports:

a) Volusia County Economic Development:

Mr. Paris shared that on Monday they held the grand opening of the Volusia Innovation Hub. He explained that several new programs are being introduced, including *Launchpad Volusia*. This program represents a new phase for the organization, as it will now be open to a broader range of businesses in the community—whether you’re an innovator, looking forward to your next steps, or a startup. The first cohort begins on the 26th of this month, and so far, 21 or 22 of the 25 available slots have been filled.

b) Team Volusia Economic Development Corporation:

Tracey Morina reported on recent outreach activities. In August, the team participated in the International Council of Shopping Centers (ICSC) event in Orlando, where Frank Jones managed their booth. This is an annual event, and they invite the county and municipalities to join as part of their platform. While the team typically focuses on industrial and corporate projects rather than retail, they attend this event to gain broader exposure. Last week, Tracey and Frank attended the America's Food and Beverage Show at the Miami Beach Convention Center, which was very well attended. This week, Mr. Jones is in Detroit for the International Economic Development Council's annual meeting.

c) Daytona Regional Chamber of Commerce:

Ms. Keefer shared several updates. She announced that Kristen Weiss has been hired as the new CEO of the Daytona Regional Chamber. Ms. Keefer, who has known her for more than 20 years, noted that Kristen is originally from Houston, Texas, will be relocating to the area, and will begin her role on October 6th.

This Friday, September 18th, the Business Impact Council will provide free HR consulting services for businesses. This program brings in professional consultants—resources many businesses might not otherwise afford—and will be available from 9 a.m. until mid-afternoon on a first-come, first-served basis.

On September 26th, the Chamber will host *Brew and Build*, a new morning networking program designed to be a quick event with an educational component called "10 Tips in 10 Minutes." Lou Paris is tentatively scheduled to speak on business resources.

Ms. Keefer also mentioned the county's Charter Review process. Tonight at 5:30 p.m., the fifth of six community listening sessions will take place at the Daytona Beach Library.

Additional upcoming events include:

- **October 9th** – *Eggs & Issues*, focusing on the critical role of trades in the community, in partnership with Daytona State College.
- **October 28th** – Candidate Boot Camp, an annual program that helps individuals considering public office understand the election process and responsibilities of being an elected official.
- **October 29th** – Volusia County Legislative Delegation meeting in DeLand, where multiple speakers will present priorities for the upcoming state legislative session.

Finally, Ms. Keefer noted that the City Commission is holding its second reading on impact fees at tonight's meeting. The discussion focuses on the need to increase impact fees, which have not been updated in years, and on phasing them in gradually to balance revenue needs with

potential impacts on economic development.

d) Economic and Strategic Opportunities Report:

Jeff Brown discussed the August TRT and CO reports, noting there were no new apartment complexes that month. Mr. Rand added that activity has slowed over the summer, reflecting similar trends in his industry, and commented that the area is currently “in a funk,” with little movement.

5. Old Business:

Final Review of Small Business Incentive Grant Application and Incentive Grant Policy

Mr. Brown explained that they updated the state of Florida incentive grant application. The original form was designed for larger companies and included technical questions that smaller businesses often found difficult. The revised version is simpler and tailored for businesses with fewer than 50 employees. He asked the board if they had any questions and requested consensus to send both the large and small application programs, along with the modified grant guidelines, to the City Commission for approval.

Mr. Bowler pointed out a typo in the city’s economic development guidelines and noted that page 6 of 8 in the application asks the same question twice—about considering locations outside Daytona Beach. Mr. Brown said they would fix the duplication with IT. Mr. Bowler also suggested tracking where applicants’ employees are located inside or outside the city. Mr. Brown agreed to investigate it.

Ms. Kilian asked how many applications they had received. Mr. Brown said there haven’t been any lately.

Ms. Kilian then made a motion to move the program to the City Commission for approval, which Mr. Bowler seconded. The motion was carried 6-0.

6. New Business:

Ms. Keefer asked Mr. Brown about a recent ordinance regarding vulgar language and merchandise in storefronts and whether businesses had raised any complaints. Mr. Brown said his office has not received any negative feedback.

Mr. Bowler suggested it would be helpful for the board to understand how business fees in the city compare to those in surrounding cities and other nearby municipalities. He also asked about bike week guidelines. Mr. Brown explained that the city, the Chamber, and the CVB need to review and update their agreement and then present it to the commission.

Mr. Rand asked if Mr. Brown’s department could prepare a fee schedule. Mr. Brown said he would coordinate with Permits and Licensing to determine the best way to present the information. Ms. Keefer added that she would like the comparison to include special event fees as well.

7. Public Comment Period:

Ms. Kilian shared an update on the Volusia Free Clinic, operated by Volusia Volunteers in Medicine. The city has supported the clinic for about 15 years. Back in March, they were just starting to raise awareness, but since then they have secured free space for five years at the corner of Fentress and Mason, provided by the property owner. The clinic now has three exam rooms and held a grand opening in July. They received equipment and furniture from a retiring Port Orange physician, making it a fully stocked, permanent location where patients can be seen for free.

The clinic has a long list of volunteer doctors and nurses. Ms. Kilian noted that if they are to see more patients, they need additional funding. Donations can be made through their website. The clinic only serves Volusia County residents.

8. Scheduled Next Meeting: The next EDAB meeting is scheduled for October 15th, 2025

9. Adjournment:

The meeting was adjourned at 9:05 a.m.

Transcribed by: Chernecia Stuart