

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, November 19th, 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, November 19th, 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
Derrick Harris
Ruth Trager
Carol Kilian

Ex-officio: Frank Jones, Team Volusia Economic Development Corporation
Nancy Keefer, Daytona Regional Chamber of Commerce

Staff: Jeff Brown-Economic and Strategic Opportunities Director

3. Approval of Minutes:

Frank Jones requested a correction in paragraph 3 on page 2b, changing “The City is participating as a co-exhibitor” to “Team Volusia is participating as a co-exhibitor.” A motion was then made by Harry Lloyd to accept the minutes from October 15th, 2025, as amended, and the motion was seconded by Mrs. Trager.

4. Reports:

a) Volusia County Economic Development:

None.

b) Team Volusia Economic Development Corporation:

Frank Jones reported on recent outreach at the National Business Aviation Convention in Las Vegas. He noted that Mr. Norden had just returned from Seus-Japan and also attended the Advanced Economic Development Leadership Summit in Kansas City. He added that Monty, a new team member, joined him at ConX in Lake Nona last week.

They highlighted a strong year of ribbon-cuttings, with major companies such as Amazon, Aura Aero, and Boeing bringing significant activity to Daytona Beach. Monty Fletcher, originally from Lake County, has already proven to be a valuable asset to the team.

c) Daytona Regional Chamber of Commerce:

Ms. Keefer announced that the Market Launch Economic Forecast Brunch will be held on December 12th. The event is co-sponsored with Team Volusia and brings together a panel to discuss trends in several sectors. This year's topics include aviation, aerospace, and manufacturing. The featured economist is Dwayne Carroll from Bank of America, who holds degrees from Harvard and Yale. His presentation helps attendees plan for the year ahead. The brunch will take place at the Shores Community Center in Daytona Beach Shores.

She also shared the Chamber's legislative priorities for 2026. The top concern for the business community is flooding, stormwater, and coastal resiliency. They will be monitoring and advocating on these issues with the state legislative delegation. The second priority—unexpectedly—was insurance affordability, including business, home, auto, and other types of insurance. Infrastructure and road improvements ranked third, followed by workforce availability and training. Property taxes also made the priority list. Ms. Keefer said they are considering a program to explain what these issues mean for local government and residents. Education funding continues to be a concern, and comments from the community also mentioned tourism and the importance of local control, especially as property taxes rise.

Ms. Keefer said they are still reviewing Senate Bill 180 and are attending all Charter Commission meetings, with plans to provide updates. She also noted that the legislative session begins early. Volusia Days is scheduled for February 23rd–24th, when chambers of commerce across Volusia County, along with economic development groups and members, will travel to Tallahassee. They expect 60–80 participants to attend.

Finally, Ms. Keefer announced her retirement and introduced Kristen Weiss, who will be taking her place. She said they are excited to have Kristen join the board.

d) Economics and Strategic Opportunities Report

Jeff Brown reviewed the CO report, noting that a multifamily project is still under development. He explained that a related search wrapped up sometime over the summer. He added that single-family numbers are slightly down this month, and next month he will present the full year's CO report so the board can look back at 2025 and compare it with the previous three years on record. He also discussed the TRT report.

Mr. Brown asked the board to consider the goals they want to set and reminded them to begin working on those goals. He pointed out that the city is running out of available space for large projects, which he described as a positive sign of growth.

Ms. Kilian spoke about the vision plan the city has used in past years and suggested revisiting it. Mr. Lloyd agreed, noting that a refreshed vision statement would help bring everyone's focus back on the city's long-term direction.

5. Old Business:

None.

6. New Business

Dennis Mrozek provided an update on Avalon Park, noting that there has not been much recent activity. He explained that both the PD (Planned Development) and the preliminary plat have been approved and remain active and valid. He also reminded the board about the transportation improvement agreement he shared last year, stating that the developer installs the transportation infrastructure as the project progresses. This agreement has been approved by both the city and the county.

He reported that the updated PD rezoning was submitted about six months ago. It has gone through two rounds of staff review, and they are now waiting for the applicant to resubmit. The new PD rezoning aligns with the transportation improvement plan already approved by the city and county. Once all staff comments are resolved, the project will move forward to public hearings.

Mr. Mrozek also discussed another project: the Florida Logistics Center. This site is located between Williamson Boulevard and I-95, just south of the I-4 interchange. It covers 277 acres, and both the rezoning and land use have been approved. The project is mixed-use, including light industrial, office, and retail uses—though no residential development is allowed. It is approved for up to 6 million square feet of floor area, which is large but typical for industrial warehouse development.

7. Public Comment Period:

None.

8. Scheduled Next Meeting: The next EDAB meeting is scheduled for December 17th, 2025.

9. Adjournment:

The meeting was adjourned at 9:20 a.m.

Transcribed by: Chernecia Stuart