

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, December 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, December 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
Carol Kilian

Ex-officio: Lou Paris, Volusia County Economic Development
Monty Fletcher, Team Volusia Economic Development Corporation
Kristin Weiss, 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 November 19th 2025 by Mr. Harris and seconded by Ms. Kilian. The motion was carried 5-0.

4. Reports

a) Volusia County Economic Development:

Lou Paris reported that his team helped a metal blading company called Insertech relocate from Titusville to Edgewater in Volusia County. Insertech purchased a building that had sewage problems, and by working with the city, those issues were successfully resolved. The county also activated a water quality grant to support the project. This relocation is a major win for the county, as Insertech will become either the first- or second-largest company of its kind in the country. Because their services are critical to the aerospace and aviation industries, having Insertech in the county is expected to attract related and supporting industries.

Mr. Paris also shared updates on county business programs. Volusia County is preparing for the second round of the Innovation Challenge under the County Evolution Business Resources program. The challenge has existed for 12–13 years and was previously limited to higher education students in Volusia County, but this year it is open to everyone in the county. Applications are currently being accepted, and past competitions have led to successful outcomes.

In addition, Launchpad Volusia is now operating at the new Volusia Innovation Hub. This program is open to anyone with a business idea who wants to grow it. The first cohort concluded about a month ago with 25 participating businesses. Four cohorts are planned each year. Recruitment is underway for the second cohort, which begins at the end of January, and enrollment is nearly full, with 17 of 25 seats already taken.

b) Team Volusia Economic Development Corporation:

Monty Fletcher said that Team Volusia is currently working on several projects in the area. Most recently this month, they have been handling inquiries related to aerospace, aviation, and life sciences. He expects several announcements in the near future, including press releases in coordination with Insertech to share details about that project. Additional announcements are also expected for advanced manufacturing, aerospace, and logistics companies locating in the region.

Team Volusia continues to work closely with property owners and brokers to promote available industrial land. They are tracking site readiness and progress and are hosting events for stakeholders to showcase local properties ahead of the new year.

Mr. Fletcher shared that Keith Norden is currently attending an area development conference. He also noted that Mr. Norden recently participated in several key events, including the Southern Economic Development Council strategic planning meetings, the British American Business Council luncheon, and a Select Florida board meeting.

Mr. Fletcher added that Frank is preparing to attend the Consumer Electronics Show in early January, where he will exhibit alongside Florida Commerce and Select Florida in Las Vegas. He also represented Team Volusia on behalf of Keith Norden at a memorandum of understanding signing reception between Florida Commerce and the Federation of Baden-Württemberg, Germany. Additionally, Team Volusia recently continued its eight-year partnership by hosting the Market Watch Forecast event at the Daytona Regional Chamber.

c) Daytona Regional Chamber of Commerce:

Kristin Weiss shared several upcoming events planned for January and February. The first Eggs & Issues event of the year will focus on the future of aviation and aerospace, with Dr. Butler from Embry-Riddle serving as the keynote speaker. This event will take place on January 8th at 7:30

a.m. at the Halifax Yacht Club.

She also noted that Volusia Days, which marks the start of the legislative season, is scheduled for February 23rd and 24th, with more details to be shared as the new year approaches.

In addition, Ms. Weiss announced that the annual meeting will be held on February 2 at the News-Journal Center.

d) Economics and Strategic Opportunities Report

Jeff Brown discussed the CO report for November. He said that next month he will present the full 2025 report, along with a comparison to 2023. This will allow them to review how many COs have been issued for residential housing.

Mr. Brown also spoke about the TRT report. In addition, he explained that his team responded to Mr. Fletcher's request for information for Team Volusia. However, they found that the county does not currently have the amount of warehouse space or the distribution of warehouse-type buildings that Team Volusia was seeking.

5. Old Business:

None.

6. New Business

Mike Sznajstajler from Cobb Cole presented an update on the Brownfield Advisory Board. He began by reminding everyone of the purpose of the board and explained key brownfield terms. A brownfield is a property where expansion, redevelopment, or reuse may be complicated by actual or suspected environmental contamination and that has not yet entered into a brownfield site rehabilitation agreement. A brownfield area is a group of one or more brownfield properties, some of which may not be contaminated, that is designated by a local government through a resolution. A brownfield site is a specific property that is part of a signed brownfield site rehabilitation agreement between the responsible party and the appropriate state or local environmental agency.

Mr. Sznajstajler explained what happens after a brownfield area is designated and what occurs once a brownfield site rehabilitation agreement is signed. He also reviewed the incentives available for brownfield sites, including how tax credits work. In addition, he discussed recent changes to the brownfield program that support community benefits and environmental cleanup. These changes include House Bill 733, which was approved during the 2025 Florida Legislative Session, signed into law as Chapter 2025-116, and became effective on July 1st. The legislation revises local government eligibility to participate in brownfield programs, updates requirements for solid waste removal, expands tax credit options, allows the Florida Department of Environmental Protection (FDEP) and local programs to issue site rehabilitation completion orders or "no further action" determinations for portions of larger contaminated sites, allows sites under U.S. EPA jurisdiction to participate in the program, and clarifies optional program

requirements such as application timing and survey or mapping standards.

Ms. Gow then presented brownfield program statistics using data from the Florida Department of Environmental Protection's August 2025 annual report, including both statewide data and information specific to Volusia County. She also reviewed current brownfield sites in the county. The first site is 833 West International Speedway Boulevard, a Bethune-Cookman University property that was formerly used as an automotive and auto repair facility. The planned future land use includes commercial transitional retail, personal services, office, and multifamily development. The zoning is Midtown Redevelopment, which allows neighborhood transitional mixed-use development, residential, institutional, and small-scale, low-intensity retail and service uses.

Additional brownfield sites include 218 West International Speedway Boulevard, known as the Delta West downtown apartment project, with construction expected to begin in the first quarter of 2026; 141 Bay Street, the former Burgoyne properties; 645 North Atlantic Avenue; and the former Clyde Morris Landfill brownfield site.

Discussion on proposed 2026 goals

The board discussed proposed goals for 2026. One major focus is addressing long-standing challenges along A1A by understanding why businesses fail and how to improve the oceanfront investment climate. The board will also evaluate whether Daytona Beach's image and beach driving discourage investment. Mr. Brown noted that beach driving is a top priority for the City Commission and that many discussions are already underway about how to improve and enhance A1A. Mr. Bowler suggested studying the economic cost of beach driving on the community, specifically along A1A, Main Street, and International Speedway Boulevard.

Another proposed goal is to improve city gateways, such as LPGA Boulevard, by enhancing medians and improving traffic routing. These changes are intended to strengthen the city's visual identity and improve the visitor experience.

The board also discussed expanding economic development efforts by participating in Opportunity Zone updates, considering industrial zoning north of LPGA, and involving the advisory board earlier in reviewing requests. Mr. Brown said there is already an initial draft identifying potential sites that meet the criteria.

Addressing blight was another key goal. This includes tackling homelessness, enforcing demolition of condemned structures, and creating grants and tax incentives to encourage redevelopment of vacant or neglected commercial properties. Mr. Lloyd suggested that grant and incentive programs could serve as a catalyst to support these broader efforts.

Additional discussion focused on implementing beach-area reforms, such as managing vacation rentals in marginal zones, seeking co-management of beaches with the county, and providing

off-beach parking with shuttle service where beach parking is reduced. Mr. Bowler recommended adding a goal focused on educating the business community. Mr. Rand suggested that the board communicate directly with Mr. Brown on these issues and meet after the first of the year to determine a clear and meaningful path forward before bringing recommendations back to the board.

7. Public Comment Period:

Mr. Harris announced that his church will host a Martin Luther King Jr. celebration on January 18th, 2026, at 4:00 p.m. at Master's Domain Church of God in Christ.

He also shared that on February 3rd, the church will hold Operation Safe Surrender again. This event will help individuals address legal record issues, including expungements, and provide support for entrepreneurship and related resources

8. Scheduled Next Meeting: The next EDAB meeting is scheduled for January 21st, 2026

9. Adjournment:

The meeting was adjourned at 10:08 a.m.

Transcribed by: Chernecia Stuart