

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**January 5, 2011 - MINUTES**

**1. Call to Order**

Mr. Blawn, Chair called the meeting to order at 8:05 A.M.

**2. Roll Call**

Present: Thomas Blawn Tim Davis Carl Lentz  
Larry McDermott Ruth Trager

Absent: Carol Kilian Bishop Derek Triplett

Ex Officio: Phillip Ehlinger, Volusia County Economic Development  
Samuel Goodwin, Team Volusia Economic Development Corporation

Staff: Emory Counts, Economic/Community Development Director

**3. Approval of Minutes – November 18, 2010**

*A motion to approve the Minutes of November 18, 2010 was made by Mr. Lentz, seconded by Mr. McDermott, and approved unanimously.*

**4. Reports -**

**A. Team Volusia Economic Development Corporation – Samuel Goodwin.**

Mr. Goodwin reported that Ms. Helen Cauthen, the new President of Team Volusia EDC started as of January 3, 2011 and has an ambitious calendar to meet many of the persons in leadership around the County. Her calendar reveals she has about 45 visits to make in the month of January. The more “*user friendly*” website, one of the key advantages promised by Team Volusia, is coming along and Ms. Cauthen has reviewed the two top vendors and hopefully a decision will be made about this soon. TVEDC should be moving into their new offices at the International Speedway Headquarters around the 3<sup>rd</sup> week of January. He reviewed the VA Stress Clinic that will be opening at 1620 Mason and employing about 15 jobs.

**B. Volusia County Economic Development - Phillip Ehlinger**

Mr. Ehlinger commented that Crane Performance Products dba Crane Cams planning to grow but has not decided exactly what they will do as it relates to their business expansion. Mr. Counts confirmed they had narrowed their choices to 3 possible models. Mr. McDermott asked if this would be a purchase or rental and Mr. Ehlinger responded, “We don’t know yet.” The only thing that seems solid is that they will expand.

**C. Visioning Foundation – Larry McDermott for Carol Kilian**

Mr. McDermott reported the Foundation met yesterday and received a report about the Yvonne Scarlett-Golden Center and it is going to be quite a nice building. It’s near the old YMCA on Derbyshire Road and the building includes about 18,000 square feet.

Mr. McDermott also commented about the efforts to keep the US Post Office from moving out the City. There were over 8,000 letters supporting keeping the facility here but he has not received a letter updating the situation from the officials there. The Mayor had asked Mr. McDermott to put together a cost analysis describing how much money

the postal system would save in gas, maintenance, or other, by keeping the facility here. He commented further that the instances he has observed where facilities have been kept seem to be where it is someone's political/congressional jurisdiction and they got involved to keep it there. He asked Mr. Ehlinger for help putting together the cost analysis.

## 5. Old Business

### A. Update on Train Station (this report is summarized below) – *Emory Counts*

In December 2010, FDOT and Amtrak signed an agreement regarding liability which was a major obstacle to moving forward. Legislation to address liability for passenger rail is anticipated to be adopted this spring. Several elected officials along the corridor have scheduled meetings with state legislators to call attention to the project, need for the legislation to be adopted, and request support for the FDOT recommended budget \$118M in project funding. Cities along the corridor, along with many of the chambers, tourist development councils, economic councils, and others are being asked to include similar language in their legislative packages. Perhaps similar language could be incorporated in the legislative agendas for the City of Daytona Beach, Volusia County, Chamber of Commerce, and other relevant groups.

Mr. Ehlinger asked that Hardy Smith who handles the City's legislative agenda talk with Arlene Smith who is the legislative person at the County so any Resolutions of support might be coordinated. He asked if other cities might be able to establish a train stations in their cities/counties. Mr. Counts responded that it was his understanding that the eight station cities/locations that were chosen are the only eight that could included in this first round and there is no way to expand that number.

*A motion to approve support set-aside of \$118 Million in the FDOT 5-year work plan for Amtrak train project funding; and that Daytona Beach should include support for the project in its legislative agenda, was made by Mr. Lentz, seconded by Mr. McDermott, and approved unanimously.*

### B. Electronic Sign Requirements-*Dan Francati*

Mr. Francati was not present at the last meeting and this item was tabled and continued on this agenda, however, he was not in attendance at this meeting either. Mr. McKittrick commented that this matter had gone before the Planning Board and per Code was presented to the Commission within 60 days which happened on December 15, 2010. However, discussion was deferred until around March 2, 2011. Additionally, there is some background material from Richard Walton, Planning Director that will be made available to the Board when this item comes back at the next meeting. Treatment of the "Sign Code" is very important to business people and any changes to it should not be taken lightly. It's the "third rail" and in most instances should not be touched.

### C. Train Station Location Added to Brownfield Assessment Sites – *Emory Counts*

Mr. Counts reported that the "proposed best alternative train station location had been added to the listing of sites to be assessed using the Brownfield Assessment grant. This feedback was provided in response to the Board's request.

**6. New Business**

**A. Long Range Planning to support Community Assets – Bishop Triplett (tabled)**

Mr. Counts explained this was to the agenda because of the discussion at the last meeting about keeping key assets within our community that we cannot afford to lose because our “brand” is tied to them, for example, the USTA, NASCAR, Daytona Cubs, and the PGA. There was further discussion on just how the City and the County might get together because these assets are important to Volusia County too. Mr. Blawn commented that it is not popular right now to bring things before government that are not “core” government responsibilities because of the recent music festival that is shrouded in controversy.

Mr. Ehlinger added that there are “sports marketing” opportunities out there that we have not even tapped into. Mr. Blawn added that because of the limitations of the HAAA Board and where the monies can be spent another resource may be needed that could be more flexible.

**B. Consider New Meeting Schedule**

Mr. McDermott said that he may have a conflict with the time because of work. Mr. Lentz said he has a conflict as well and Mr. Davis said that he has another meeting on the first Wednesday of the month. Mr. Counts responded that he would check the availability of the room and staff recording the meetings and advise the Board. Mr. Blawn summarized by saying the next meeting would be scheduled on February 2, 2011 and that we would check on the future availability at that time.

**7. Citizens’ Comments**

John Nicholson, 413 N. Grandview – Over the holidays there were a number of young people in town because of several sporting events. We don’t do sporting events and I don’t know why! We have a stadium with faux grass that could be used all year round, a swimming pool that could host events, baseball stadium, USTA, NASCAR stadium that could be used up to 30 days per year. We need to support sporting events as way to drive up our tourism. He suggested that a new Board dedicated to Daytona Beach could be established to push sports events and marketing!

**8. Adjourn**

The meeting adjourned at 9:25 A.M.

## **City of Daytona Beach**

### **Team Volusia Economic Development Corporation (TVEDC) Practitioner Council**

## **Economic Development Goals**

### **SHARED TVEDC Member Economic Development FY 2010-2011 Goals**

(TVEDC will provide these services to all Member Community Partners)

1. Recruit and attract domestic and international business prospects, including industrial, office and retail companies, to Volusia County communities.
2. Create accountability and measurement of the TVEDC economic development programs including monthly reports of the TVEDC activities and quarterly publications.
3. Create a communication program that includes establishing a county-wide web-based commercial property inventory that provides for uniform prospect tracking and reporting to community partners.

### **SPECIFIC Daytona Beach Economic Development FY 2010-2011 Goals**

**Economic Development Initiative 1:** To identify how much retail, industrial, manufacturing and professional services space is within Daytona Beach and the respective vacancy rates, and recruit businesses and business expansions to locate retail, industrial, manufacturing and professional services businesses in legally designated areas within Daytona Beach including the CRAs, Brownfield Areas, and the Enterprise Zone to reduce those respective vacancy rates by 3%.

**Economic Development Initiative 2:** To work with the E-Zone Committee to identify and make contact with the top 100 hotels chains to assess their interest and

learn about any obstacles to their locating in Daytona Beach. Secondly, to evaluate the responses from the hotel survey and provide recommendations to overcome any identified the obstacles.

**Economic Development Initiative 3:** To put together a business recognition program during the year; develop a clean database of jobs and businesses in Daytona Beach particularly for the hospitality, retail, service, and industrial categories and the health of each. Further, in the second year make at least 150 visits to businesses within these categories.