

ECONOMIC DEVELOPMENT ADVISORY BOARD
[April 20, 2011 - MINUTES](#)

1. Call to Order

Ms. Kilian, Chair called the meeting to order at 8:00 A.M.

2. Roll Call

Present: Thomas Blawn Tim Davis Carol Kilian
Ruth Trager Carl Lentz

Absent: Bishop Derek Triplett Larry McDermott

Ex Officio: Robert Ehrhardt for Phillip Ehlinger, Volusia County Economic Development

Guests: Helen Cauthen, Team Volusia Economic Development Corporation President
Ted Doran, Team Volusia Economic Development Corporation Board Chair

Staff: Emory Counts, Economic and Community Development Director

3. Approval of Minutes – March 16, 2011

A motion to approve the Minutes of March 16, 2011 was made by Ms. Trager, seconded by Mr. Davis, and approved unanimously.

4. Team Volusia Economic Development Corporation (TVEDC)– Helen Cauthen, President & CEO

Ms. Cauthen provided a brief report regarding the organization. TVEDC is a new public-private partnership formed in August 2010 with the vision to take Volusia County economic development to the next level based on “best practices” to become a “best in class” organization. It is funded through \$250,000 from the County, .50 per capita dues from its member cities, and a number of private investors. Currently, the ratio of private to public support is less than 50%-50% but her personal goal is to move the private sector investment to at least 51% and the public sector to 49%. In Greensboro, NC where she comes from the percentage investment was around 70% for private sector and 30% for the public sector.

Another key charge of TVEDC is development of a website that will strengthen Volusia County’s presence on the web by catching the attention of business investors. Site selectors will be able to search area properties more easily to see if there is a match for their plans and hopefully we’ll get more companies. Economic development is a “team” sport and we will need help from all of us to make it successful. She then introduced Ted Doran, Chair of the TVEDC Board of Directors.

Mr. Doran reported that Helen Cauthen had moved the TVEDC forward in the relatively short period of time she has been here and had already selected Ms. Kerry Symolan as her second-in-command. Ms. Symolan was the Business Intelligence Director for the Economic Development Corporation over in Orlando, FL and brings all that experience over here to us. He approved of the 70% goal Ms. Cauthen set for the percentage of private investment and commented that we’re growing and announced that NASCAR had recently joined as an

investor and will serve on the Executive Board. He added that the CEO Business Alliance comprised of five (5) members invitation-only, at \$100,000 each annually for a 3-year commitment had been established. The members include Hyatt Brown, Brown and Brown Insurance; Lisa France, International Speedway Corporation; Brian France NASCAR; Mark Larose, Florida Hospital; and Bill McMunn of the Consolidated Tomoka Land Development Company. A sixth Alliance member is expected to join and the name would be announced afterwards. Except for Brown & Brown, each of the five members in the Alliance is also a member of the TVEDC Executive Board which requires an additional \$25,000 dues contribution. We are very encouraged by the support received so far.

In response to a question from Ms. Trager about countering negative statements made about the area including Daytona Beach Ms. Cauthen said that having the website would present an opportunity to put out more positive statements about the area. Hopefully, if someone is “googling” Daytona Beach or Volusia County they would get the TVEDC site which would be complimentary of the area. Pulling together the right information about schools, income, properties and other, and having it available to people can go a long way helping the perception. Mr. Doran said our area income impacts the percentage of our tax dollars returned to us because of the “school equalization formula”. That is, for each tax dollar raised here for education 4 cents is sent somewhere else since our per capita income is lower and presumably it cost more to hire a teacher somewhere else. If we had those dollars it would be easier to help our schools.

Ms. Cauthen said her goals for the year include just putting systems in place: (a) establishing strong private industry funding (b) getting the website up and operational, and (3) doing an industry cluster analysis. We will research local companies and the workforce needed to support each cluster, and then decide what sub-sectors to focus on under those clusters showing promise.

Mr. Doran said he had just been appointed to the Halifax Area Advertising Authority (HAAA) and expected a lot of positive changes to happen that would assist tourism, hotel development, and the Ocean Center. The last hotel to be built on the A1A corridor was about 25 years ago and adding new lodging facilities is a critical part of the formula for our area’s success.

Additionally, Mr. Doran said that Emory Counts is an extraordinary person but before had fewer tools to make economic development happen. Now he, as well as other practitioners, have all these new entities including the TVEDC, County, and CEO Business Alliance that can help economic development. “My focus is Volusia County and if it happens here it is helpful to all of us”, said Doran.

Mr. Counts reported that both Ms. Cauthen and Mr. Doran appeared at the 3-16-11 City Commission meeting and few things had resulted including (1) the TVEDC Agreement was approved at \$30,000 (2) Florida Hi-Tech Corridor would be a TVEDC focus, and (3) Commission requested was granted TVEDC ex-officio representation on this Board. Ms. Cauthen clarified that Ms. Symolan would be that ex-officio Board member and that she and the County are already on the conference calls about the Hi-Tech Corridor.

5. Reports

A. Volusia County Economic Development –*Phillip Ehlinger*

Mr. Ehrhardt said that in terms of collaboration between the County and TVEDC are being worked out to come up with a system of protocols to ensure the work that needs to get done gets done and to reduce unnecessary duplication. Another group that is integrally involved is the Economic Practitioners Council of which Mr. Counts is a member and our Department regularly works with Mr. Counts on business recruitment, and visitations. Visitations are a good opportunity to find out what topics are on the minds businesses and what keeps them up at night. If we have this sort of information early enough maybe we can save a business or enhance it.

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

Ms. Kilian reported that Pat Drago who used to be with the school system is joining the Foundation. They are looking at strategies from the six sub-committees of the Vision Plan and are interested in finding an Executive Director to push the Foundation agenda even if the position were only part-time.

6. Daytona Beach Market Study Research Program – *Carol Kilian*

Ms. Kilian asked the Board what they thought about moving this program to January.

7. Old Business

A letter thanking Sam Goodwin for his service to the Board will be prepared for signature.

8. New Business

Mr. Davis asked what does the information submitted to us today by TVEDC mean and what are we to do with it? Mr. Lentz commented that he started to ask the same question but after hearing the presentation did not ask it because Helen is just getting her feet “wet” and this first year is almost over. Perhaps we could have them to come back before this Board again in a few months.

Ms. Kilian commented that perhaps TVEDC might be able to help with the topic brought up by Bishop Triplett recently regarding “*protecting our community assets and developing the economic asset map*”.

Mr. Davis said we need to give TVEDC one thing that we want to work on; however, we must remember we are only leveraging \$30,000 of an \$800,000 budget. We should not spread them around so thin that they are not able to be successful.

9. Citizens’ Comments

There were no citizen’s comments.

10. Adjourn

The meeting adjourned at 9:07 A.M.