

ECONOMIC DEVELOPMENT ADVISORY BOARD  
August 17, 2011 - MINUTES

**1. Call to Order**

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

**2. Roll Call**

Present: Tim Davis Carol Kilian Larry McDermott

Carl Lentz Ruth Trager

Absent: Thomas Blawn Bishop Derek Triplett

Ex Officio: Phillip Ehlinger, County of Volusia  
Economic Development Director

Kerry Symolan, Team Volusia Economic Development Corporation  
Director of Recruitment and Expansion

Staff: Emory Counts, City of Daytona Beach  
Economic and Community Development Director

**3. Approval of Minutes April 20; July 20; and May 18, 2011**

*-A motion to approve the Minutes of April 20, 2011 was made by Mr. McDermott, seconded by Ms. Trager, and approved unanimously.*

*-A motion to approve the Minutes of July 20, 2011 was made by Mr. Lentz, seconded by Mr. McDermott, and approved unanimously.*

*-A motion to approve the Minutes of May 18, 2011 was made by Mr. McDermott, seconded by Ms. Trager, and approved unanimously.*

**4. Reports**

**A. Volusia County Economic Development –Phillip Ehlinger**

Mr. Ehlinger reported on the Futures Golf Tour held recently in Syracuse, NY that was used as an economic development recruitment tool. The City, County, and business community put together monies to help support this strategy and the effort has already yielded two good prospects. The next occasion is the Closing Tour golf event in Albany, NY where more economic development recruitment appointments have been scheduled. The LPGA staff is working well with us on this effort and next year the Closing Tour golf event where the “Player Cards” will be given out will be televised from Daytona Beach. The cost-benefit for this strategy is very high and as an added benefit the LPGA really appreciates the showing of community support. A presentation to the County Council is to be made about continuing to support this strategy again in 2012. Mr. Ehlinger ended stating that the recent *Quarterly Economic Briefing* report supports that statistically the local economy has maintained at about the same level as last year but the long-range prognosis “...nobody knows.” Business permits are up slightly and about a third of our area businesses feel like they will be hiring this year with the rest staying at about the same employment level. Our unemployment rate is at 9.6% which better than the state average.

B. Team Volusia Economic Development Corporation (TVEDC) – Kerry Symolan

Ms. Symolan reported that in its first year the TVEDC Program of Work focused on just getting laying the foundation for this start-up but they are close to completing some goals including launching the website and the GIS property review system. When viewing properties there will be overlay data so viewers can see where the property is located and whether it is near a hospital, Brownfield, CRA or other. She also reported they are doing some joint lead generation work with the CEO Business Alliance and those efforts are working well too. She noted that in the coming months they will participate in a “cluster analysis” to determine the industries and operations that work best for our area. TVEDC will use that data to help focus their economic development efforts.

Mr. Lentz asked, “How will the commercial real estate property database work and how would persons get their properties in front of the larger audience?” Ms. Symolan responded that real estate professionals, Economic Developer Council members, and partners will be able to view and submit properties to the website. Although challenges like compatibility and cost may have to be overcome these should be worked out in the near term. There will also be a national campaign to announce this new resource to Site Selectors. Mr. Ehlinger added that real estate professionals have the ability now to list properties on the County website and that data can be picked up in the TVEDC website.

C. Vision Foundation – Larry McDermott, Vision Foundation Chair

Mr. McDermott reported that he is continuing to recruit new members to the Foundation including Dan Webster, Al Smith and Dan Bolerjack. A meeting is scheduled next week to talk about developing a website and other issues. Another project the Foundation is looking at addressing is the provision of medical care for working persons. This issue has become more acute since some employers are paying a lesser percentage of or have stopped altogether their contributions toward employee healthcare costs. The *Jesus Clinic* is providing some limited medical care and *Volunteers in Medicine* is another group the Foundation hopes to work with to address this need. Ms. Kilian added that the goals were not just picked out of the air but were all included in the Vision Plan.

5. 2012 Board Meeting Schedule – Emory Counts

A. Proposed 2012 Board Meeting Schedule

After discussion it was the Board consensus to keep the meeting schedule as proposed.

B. Proposed Dates for Daytona Beach Area Market Trends Report

After discussion it was the consensus of the Board to keep the program at the Police Headquarters for now. Mr. Counts will confirm the availability.

6. Old Business

Mr. Counts passed out the draft rewrite of Module 2 of the Land Development Code (LDC). All members can attend the meeting with Clarion Consultants to discuss the LDC.

7. New Business

A. Teledyne Oil & Gas – Mr. Counts explained that this request for exemption of ad valorem tax will be on the next agenda. Mr. Dick McNerney, a local realtor, came forward to speak in favor of approving the request. He explained that we are competing with New Hampshire for this proposed 50,000 square foot business expansion.

Currently, the New Hampshire facility manufactures cabling for submarines under the Department of Defense. Oceans Design, Inc. now a part of Teledyne Oil & Gas, previously received a tax exemption and created about 300 jobs and this would create another 100 jobs. Mr. McNerney added that he appreciated Mr. Counts' work on this project and commented that this location could grow into the company's world headquarters. The City, County, and state are cooperating on putting together an incentive package.

- B. Benedict Advertising – Mr. Counts explained that this request for tax exemption was given to him earlier but not presented to the Board because some of the information had to be clarified. He needs documentation from the company about parking, average annual wage, and creation of only about 7 jobs and when we typically want to see at least 10 jobs created. The application information does not yet match our *standard tax exemption request*, however, since this application had been “in waiting” for a while, he wanted to share it with the Board. Mr. Counts clarified that he would talk further with company, contact the Property Appraiser's Office to explore what the exemption amount might be if we might chose to “*show this type company some love*”, as in helping smaller businesses remain/sustain in the City. Mr. Davis commented that this company has been a strong leader, contributor, and positive community presence for a long time. He added that economic development items that obviously create jobs and are good for the community should move forward reasonably quickly when they appear on the Board agenda. Such action would signal businesses that the City supports business and economic development rather than keeping them in limbo waiting for an answer.

Mr. Lentz requested information on the guidelines used to recommend tax exemption schedules. Any tax exemption applies only to that portion which is new construction or added, and not to any of the existing building/property. Mr. McDermott commented that it would have saved time if Mr. Counts had gone forward with the application and subsequently made a recommendation to the Board about the exemption schedule.

Mr. Counts posed a question in the interest of saving the company further time since we do not have a scheduled meeting in September. If when he talks to the company all the questions are answered and there is a real need to move quickly should he “...*try to place this request on the Commission agenda or call a special Board meeting to review the application again?*” The consensus of the Board was to call a special meeting.

The proposed tax exemption schedule is: year one at 100%, year two at 90%, years three and four at 75%, year, years five and six at 50%, and year seven at 25%.

*A motion to continue with the Application process including contacting the company and Property Appraiser's Office using the proposed exemption schedule, was made by Mr. McDermott, seconded by Mr. Davis, and approved unanimously.*

## 8. Citizens' Comments

There were no citizen comments brought before the Board.

## 9. Adjourn

The meeting adjourned at 9:14 A.M.