

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, May 18, 2016 - MINUTES

1. Call to Order:

Mr. Kilian, Chair called the meeting to order at 8:38 A.M.

2. Roll Call:

Present: Larry McDermott; Carol Kilian; Colleen Calnan; James Zeisler;

Excused: Thomas Blawn; Bishop Derek Triplett;

Ex-officio: Rob Erhardt, Economic Development Director, Volusia County
Nancy Keefer, President/CEO, Daytona Regional Chamber of Commerce

Excused: Keith Norden, President/CEO, Team Volusia Economic Development Corporation

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

3. Approval of Minutes –Wednesday, March 16, 2016:

A motion to approve the Minutes of Wednesday, December 16, 2015 was made by Mr. McDermott, seconded by Mr. Blawn, and approved unanimously.

4. Reports:

A. Volusia County Division of Economic Development – Rob Erhardt

Mr. Erhardt began by referencing the press release from Gov. Scott's he had earlier distributed to the Board that detailed *B. Braun Inc.*, the German held company now slated to make a substantial local investment and begin operations here in Daytona Beach. He thanked Mr. Counts for his work related to bringing this significant project to the area which is projected to create 175 jobs and result in a \$100 million capital investment. Next, Mr. Erhardt referred to page 11 of the latest *Volusia County Q-Report* where Daytona Beach was leading the rest of the Volusia County municipalities by its report of 36 new construction permits with a value of over \$70 million. He commented also about the *new traffic signal* being constructed on Beville Road near the east entrance of the Pelican Bay housing development. Plans to add a signal at this intersection have been in the planning stages for several years. The signal would not only help traffic at the Pelican Bay development but will also create an entry way into County owned land to the north. Although there are no specific plans for businesses to move onto the County-owned the improvement at the entry-way might pave the way for some sort of corporate center to be built that would be complementary to City plans, International Speedway Corporation (ISC), and other development efforts. Next he mentioned there would be a 4:00 p.m. ribbon-cutting today for the *new Houligan's Restaurant* being opened near the Speedway on International Speedway Boulevard (ISB). Mr. Erhardt went on to highlight the upcoming *VCARD Real Estate Value Forum* scheduled for June 3, 2016, at the Halifax Plantation Meeting Center. Mr. Erhardt concluded his report by referencing the new *\$40 million bridge replacement* project scheduled to begin shortly.

Ms. Kilian asked Mr. Erhardt if he had any update on proposed *traffic improvements at the PGA/I-95 interchange* because it's getting very congested in that area. Mr. Erhardt commented that perhaps Lois Bollenback from Florida DOT would be the better person

to have talk about those improvements. She observed that there are a number of large projects planned in a relatively small area and the time to start construction of those traffic improvements is now...not later.

B. Team Volusia Economic Development Corporation (TVEDC)-Keith Norden

Mr. Norden reported that since the last report TVEDC staff representatives had been on three *Outreach Event Activities* including the: *Quebec/Florida Chamber Mission* held in south Florida where they presented information and data regarding Volusia County and had identified three projects from that effort with which they are currently working; the *Business Facilities "Live Exchange"* event held in Ft. Lauderdale, FL which featured some of the top consultants from some very large and very well-known companies from around the United States. As a result of this effort TVEDC is working with several leads from this meeting as well. Finally, he was asked by Enterprise Florida to participate at the *Hannover Messe Trade-Show* which is the world' largest regarding manufacturing. This outreach activity was particularly valuable this year because the U.S. was a "partner country" and President Obama actually opened the proceedings. The event featured over 6500 exhibitors from 90 countries, with 90 official delegations from around the world. Mr. Norden managed to get *fifteen face-to-face meetings* and three of those companies plan to visit our area. Also, very interesting is that two of these planned visitations ...one from California and another from northern Virginia could result relocations to our area.

Mr. Norden added that there are *forty-five projects/leads in the pipeline* representing hundreds of potential jobs. Of note is that only three of these projects came from Enterprise Florida and the rest came from TVEDC outreach efforts ...so it's good to see that the outreach efforts are indeed working. Next he reported that invitations are going out to the top 255 site selectors and consultants for the upcoming *Coke Zero 400* race where TVEDC is planning to host a number of these representatives. The representatives are scheduled to come in the day before the Race so as to provide quality opportunities to visit local potential business sites and talk with various local officials. Finally, Mr. Norden concluded his report by noting that *The Florida Economic Developers Council* with some 200 representatives had recently gathered in Palm Coast, FL. Intercostal Bank, and Mr. McDermott helped sponsor the meeting.

C. Daytona Regional Chamber of Commerce (DRCC) -Nancy Keefer

Ms. Keefer reported that construction on replacement of the *Tom Staed Veterans Memorial Bridge* project referenced earlier by Mr. Erhardt is scheduled to start on June 6, 2016 and last about 36 months. Today, representatives of this project are coming to "tag" her office building to get baseline data since it is near the bridge construction site and might be impacted by the intense drilling and other associated with the bridge replacement. The Regional Chamber building will also lose one of its entrances to the new bridge but will expand its parking lot. Ms. Keefer reported further that this weekend representatives of *Tanger Outlet Mall* are at a major retail show in Las Vegas recruiting retailers for the Outlet Mall here in Daytona Beach, as well as, other locations and appear to be on pace to be open by "Black Friday" 2016. She commented that she brought her *State Chamber Executives Conference* here and right now there are 120 chamber representatives here this week at the Plaza Resort Hotel and Spa. Ms. Keefer next reported on a new program called "*Elevate Daytona*" that showcased last week at the

News Journal Center in downtown Daytona Beach. The program was intended to stimulate entrepreneurial thinking and was a tremendous success! There were 14 speakers, and each had up to 5 minutes and up to 20 slides to provide information and explain their unique perspective, and if they were not done when the time ran out...they got the “hook” and had to come off the stage. It was a lot of fun and the event sold-out all 250 tickets. Now the plan is to have this type of event here about twice each year. Members of the Chamber’s Economic Committee have been meeting about the “Gateway” project so named because one of its goals is to enhance the route on ISB going toward the beach and she hopes to come back to the Board very soon with more information on the discussions. Finally, Ms. Keefer concluded her report by referencing the upcoming *Inter-City trip* planned to visit Virginia Beach, VA October 17-19, 2016. The target focuses include their Boardwalk, business parks, and research parks, private and public partnerships.

D. Volusia Volunteers in Medicine (VVIM) – Carol Kilian

Ms. Kilian reported that requests by clients to be seen at the Clinic have gone up as word about the *VVIM Clinic* has spread but there is still capacity to see more clients. *More PSAs* are to be run on local radio stations to help get the “word” out. Mr. McDermott added that Robin King, Executive Director/CEO of *Career Source Flagler/Volusia* has asked that they make a *presentation* for that group which could also help get the word out. Finally, the Clinic is still expecting monies from the “Jeep” fundraiser.

5. Old Business:

-Mr. Zeisler gave an update about the improvements at the *Clock Tower*. The protective fencing has been removed and the Clock tells the right time and everything. Mark Lane, Daytona Beach News Journal did a fine story on the Clock Tower improvements and even climbed up the Tower.

-Keith Norden noted that the *B. Braun announcement* was very positive in his meetings with other German companies. When a company like B. Braun makes such a significant investment locally it gets others to look at this area for investment opportunities as well.

6. New Business:

-Ms. Calnan announced that she and some of her fellow downtown merchants have formed the *Halifax Merchants Association* and are now working on getting their non-profit status. They will be collaborating with others to help fill up the buildings downtown. The territory they’re concentrating on is from the Chart House-to the Seabreeze Bridge, and over to the railroad tracks. There is a lot of good energy in the group which could lead to accomplishing great things. Ms. Kilian suggested that we might include a report from this group at our meetings.

-Ms. Keefer added that there has been significant discussion about homelessness recently and Sam Willets, who is intimately involved with the effort might be willing to come to one of the meetings to report.

-Mr. Counts announced that location of the EDAB meeting would be *moving to room 149-B* sometime in the future. He also announced that he would making a presentation at the *Civic League* on tomorrow. Finally, he added that the City had launched a new television show on

its government television station called “*Daytona TV*”. It will feature in-depth information about various City activities. The first show features Economic Development.

-Ms. Killian announced that Larry Volenac, FPL has agreed to be one of our speakers.

7. Public Comments:

There were public comments brought before the Board.

8. Schedule Next Meeting:

2016 Schedule – (Additional meetings may be scheduled to accommodate business needs. See meeting changes below in purple)

January 6;	April 6;	July (no meeting);	October 19;
February 11 (Eggs & Issues);	May 18;	August 17;	November 16;
March 16;	June (no meeting);	September 21;	December 21;

9. Adjourn

The meeting adjourned at 9:40 A.M.

Emory M. Counts

Emory M. Counts, Economic/Community Development Director