

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, September 21, 2016 - MINUTES

1. Call to Order:

Mr. Kilian, Chair called the meeting to order at 8:34 A.M.

2. Roll Call:

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

Excused: Bishop Derek Triplett;

Ex-officio: Rob Erhardt, Economic Development Director, Volusia County

Chris Wimsatt for Keith Norden, President/CEO, Team Volusia Economic Development Corporation

Nancy Keefer, President/CEO, Daytona Regional Chamber of Commerce

Excused:

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, August, 2016 was made by Mr. McDermott, seconded by Mr. Zeisler, and approved unanimously.

4. Team Volusia Economic Development Corporation (TVEDC) Cooperative Agreement -Counts

A motion to approve the Team Volusia Economic Development Corporation (TVEDC) Cooperative Agreement was made by Mr. McDermott, seconded by Mr. Blawn, and approved unanimously.

5. Traffic Planning – Lois Bollenback, River to Sea Transportation Planning Organization (TPO) –

Ms. Bollenback explained that a TPO is established under federal and state law and acts as an umbrella organization to help coordinate and improve communication and planning activities among the various entities involved in making our transportation system function. Another important role of this group is to prioritize which projects are moved along to get funding. The TPO is comprised of a board of elected official with representation from each city, county, school board, and emergency management entities involved in transportation and planning for the respective area. The representative for the City of Daytona Beach is Commissioner Robert Gilliland. Activities under the purview of the TPO include development of the Long Range Transportation Plan; Transportation Improvement Plan; and Annual Development of Project Priority Lists. Projects move from long range to consideration for funding priority as they receive support for implementation.

The TPO does not normally deal with smaller projects with relatively nominal costs but rather it would do the advance planning for larger projects especially those that cross jurisdictional boundaries. Some of those projects include the US-1 Corridor Improvement Plan; Sea Level Rise Study; and the SRA1A Pedestrian Safety & Mobility Study.

Some projects under construction within our area include the I-4 Widening from SR 44 to I-96; I-95 Widening from SR-44 to Beville Road & Systems Interchange; Veterans Memorial Bridge; Eastern sections of the St. Johns River to Sea Loop Trail; Traffic operations

improvements, Mast Arms and ITS Technology on ISB; and LPGA Blvd. – Widening from Jimmy Ann Drive to Nova Road and interchange improvements.

Some of the Planning Studies underway include the East ISB Corridor Study; Votran Development Plan; Sate A1A Pedestrian Safety and Mobility Study; US-92 Connectivity Study; and the Volusia Connector Study for Sun-Rail.

Projects awaiting funding include the Clyde-Morris Widening from Beville Road to ISB; US-92 Widening from I-4 ramp to Tomoka Farms Road; the LPGA Interchange which is a key focus of this Board; Nova Road Trail from Bellevue to South Street; Mason Avenue Study from Us-1 to Williamson Blvd.; and SUN Trail projects.

City Manager, James Chisholm responded to a question from Mr. McDermott, “Has the City ever considered its own gasoline tax?” Mr. Chisholm commented that taxing authority comes from the state which would include any gasoline tax...the only option the City is looking at currently is a local option sales tax and even that authority would need to be approved by the state. The City already receives gas tax revenue which we used last year to put about \$8M into needed infrastructure improvements. There are other opportunities to take advantage of available funds if you have a “shovel ready” projects. If a project drops out or there are funds left at the end of the state budget year ...we have been able to get some of our projects funded if the planning and engineering is done and the project is “shovel-ready”.

Ms. Keefer asked, “How often does the TPO review its priorities? Ms. Bollenback responded that it is an annual prioritization process. However, if there is significant community support for a particular project an amendment can be made to the long range plan but project has to be “cost feasible”...perhaps a project can become feasible if a new revenue stream is approved such as an increase in a local sales tax. She added that the gas tax had been a good way to garner revenue to pay for projects but as cars are getting more fuel efficient and more electric cars are going on the road...the gas tax has become less and less reliable as a funding source.

6. Reports:

A. Volusia County Division of Economic Development –Rob Erhardt

Mr. Erhardt reported that *Score 87 and Bethune Cookman University hosted “Biz-Fest”*, their first targeted approach to reach out to the entrepreneurial community. The event was very successful but there could have been more numbers in attendance. However, as a first effort it showed tremendous promise. Dr. Aubrey Long was the premier contact for the University and the cooperation couldn’t have been better. The *Business Retention and Expansion Workshop* was held which explored ways to take our collaborations to the next level and work with existing businesses. Existing businesses particularly small businesses are the backbone of our local business offerings and key to maintaining and expanding jobs. Eighty percent of our businesses have 10 employees or less. *Enterprise Orlando board meeting*, Thursday, November 29, 2016. This organization has worked through a list of about 100 applicants for their Executive Director/CEO position down to a listing of 5 applicants. It’s their hope to be able to announce the name of their new leader at the board meeting. Mr. Erhardt expects to attend that meeting and report back

any updated news to this Board. The *VMA Showcase* will occur this coming Friday, September 30, 2016. The *CareerSource Flagler/Volusia Regional Summit* for Flagler, Volusia, Brevard and Central Florida is being hosted at the Speedway on October 5, 2016. Finally, Powering Florida meeting is being hosted by FPL in October and we hope that one of these days this event will be hosted here in Volusia County.

B. Team Volusia Economic Development Corporation (TVEDC)-*Chris Wimsatt*

Mr. Wimsatt introduced himself to the Board since this was his first appearance explaining that he was relatively new having joined TVEDC in January. TVEDC acts as the business recruitment arm for the County ...basically your sales and marketing team. Right now we have 122 projects in the pipeline...and last year and the year before that we had about 40 projects in the pipeline at this time of the year. Although we get some leads from Enterprise Florida, about 90 percent of the leads in our pipeline come from going to trade shows, marketing, and etcetera. We just know where Enterprise Florida is going to be in the future in terms of state funding and as a state legislative priority. Most of the leads coming in are manufacturing projects. This year Team Volusia has hired a number of new staff members and added some new tools to help us be more competitive. Our competition is very well prepared and so we have to be even better prepared to stay in the game long enough for prospects to see our special advantages and ultimately choose to locate in our area. TVEDC is developing and will be working off a new marketing plan this year. Also, there is a renewed focus on community and business outreach ...so much so that they may need to hire additional persons to reach into the various areas. We want to increase the return on investment for our investors and there is a whole strategy to help this to happen.

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

Ms. Keefer started her noting that *Dave Castagnacci* of VCARD has announced his retirement after 31 years at the Chamber. There will be a void but *Kerry Karl* has been hired as his replacement and brings with her a wealth of economic development experience and contacts in the community. The flyer for the *Hob-Nob* was distributed earlier and the Board was invited to come out and view the candidates various political positions. A group of 22 representatives are planning to go on the *Virginia Beach Inter-City Tour* is scheduled for October 17-19. Next Ms. Keefer described the “*Evolve*” quarterly magazine which had been placed at each Board members’ place on the dais. The magazine provides information about tips and tools about how to run businesses more efficiently, show the quality labor force and quality of the businesses here.

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

Ms. Kilian reported that VVIM is growing by leaps and bounds and she promised to give a more in-depth report at a future meetings.

E. Halifax Merchants Association – *Colleen Calnan*

This report was tabled.

7. **Old Business:**

There was no old business was brought before the Board.

8. New Business:

Mr. Counts noted the date for the Eggs & Issues program has not been set.

9. Public Comments:

There were no public comments brought before the Board.

10. 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;

11. Adjourn

The meeting adjourned at 9:32 A.M.

Emory M. Counts

Emory M. Counts, Economic/Community Development Director
