



# City of Deltona

2345 Providence Blvd.  
Deltona, FL 32725

## Minutes

### Economic Development Advisory Board

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Friday, April 8, 2016

3:30 PM

2nd Floor Conference Room

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#### 1. CALL TO ORDER:

The meeting was called to order at 3:30 pm Chairperson Tanya Boggs presiding. City Liaison Jerry Mayes.

#### 2. ROLL CALL: (Roll Call, Determination of Quorum & Pledge of Allegiance)

**Present:** 4 - Chair Tanya Boggs  
Member Jean Armstrong  
Member Rick Demeter  
Member Phyllis Stauffenberg

**Excused:** 4 - Vice Chair Eric Alexander  
Member George Voll  
Alternate Carlos Valderrama  
Alternate Glenn Woodley

**Absent:** 2 - Member Jerry Yaris  
Alternate Christine Peacock

Alternate Member Victor Ramos was also present. Chairperson Boggs welcomed Member Ramos to the Board.

#### 3. APPROVAL OF MINUTES & AGENDA:

##### A. Adoption of Minutes - March 11, 2016

**Motion by Member Armstrong and Seconded by Member Demeter to approve the March 11, 2016 minutes as written.**

**For:** 4 - Chair Boggs, Member Armstrong, Member Demeter and Member Stauffenberg

#### 4. PRESENTATIONS/AWARDS/REPORTS:

##### A. OED Report Review by Members (written report submitted)

Mr. Mayes reviewed the OED report with members. He stated five projects are not listed on the report that are in the works but they have not come through Planning and

Development Services. He pointed out item #13, last line, do you know a business that plans to expand. He stated as members are talking to any business in the area find out if they are planning to expand and please let him know. Right now he is working with five or six businesses that are looking to expand or relocate.

Member Armstrong stated all she knows at the present time are two businesses that are looking to sell.

Chairperson Boggs stated that could present an expansion opportunity for some of the smaller businesses and would be good information to have.

City Manager of Deltona, Jane Shang, stated it may be worthwhile to find out why they want to sell and move out. It would be helpful to know why people are exiting.

Chairperson Boggs asked if they should have a conversation with them first or just tell him the information.

Mr. Mayes replied "talk to them briefly and see whether or not they would be willing to have a short interview with me."

## **5. PUBLIC FORUM:**

## **6. OLD BUSINESS:**

### **A. Commission Report and Recommendation, "Accelerator, Flex versus Virtual"**

Chairperson Boggs summarized the report in the members' packet - Accelerator Flex versus Virtual. She stated this is to come to a conclusion and make a recommendation to the Commission. Chairperson Boggs discussed:

- The summary and various types of businesses.
- How small businesses impact the community.
- Micro-businesses.
- Large group of businesses that are strictly home based.
- Smaller group of businesses more experienced, more established but are ready to expand.
- Virtual Accelerator Program -focused on smaller home based business and the idea of partnering with specific organizations to provide ways to learn how to expand and stimulate growth. Online courses, classroom, mentors, and certificate of completion.
- Flex Space Accelerator - businesses that are ready to move into a brick and mortar location and need help expanding their business and adding jobs. This would require more input, more involvement and potentially funds from the City; such as, subsidizing lease expense, completion of certificates, or help to move into a flex space facility.

Member Stauffenberg recommended the possibility of doing a Virtual Program in order

to get Flex Space. She stated if the City is going to give appropriate funds to expand a business, the business would take courses to get a certificate to be eligible for the Flex portion. If all alternatives are given to the Commission with a recommendation, it would be more viable for them to make a decision. She likes the idea that a course is used for a certificate as an incentive from the City.

Chairperson Boggs directed members to the bottom of page 2 on the report and stated as part of the agreement with the City the businesses would have to complete the bulleted items. She stated the most successful plans have performance measures and if measures are not met a business would repay all or a portion of what was given.

Member Stauffenberg stated she is really big on incentives. It draws in business and encourages growth in the cities. She stated we have to find a way to bring business to Deltona as a bedroom community.

Members continued to discuss possibilities:

- Member Armstrong stated pulling them together to offer a big package is a good idea.
- Member Ramos stated with Bethune-Cookman's CEED Program - Center for Entrepreneurship & Economic Development can collaborate to put a package together and offer it at the Deltona campus.
- Chairperson Boggs stated some of the courses in both programs are at no cost and some there is a cost involved. When business owners see the benefit of what this package can do for them, they are more than happy to take them. "People are looking for the resources, they don't know where to go to get it."

Members discussed implementation and details for recommendation to the Commission.

Member Stauffenberg stated this package should look inviting to business owners.

Members discussed the benefits for different types of businesses, the economic development and job growth perspective, the management of job growth, SBDC, SCORE and certification courses that are available to businesses.

Member Armstrong suggested the possibility of putting together one package instead of two different packages, an a la carte situation for business growth if they want to stay at home and also help to find space if they want brick and mortar.

Chairperson Boggs replied an a la carte versus a certificate of completion program to choose which way to go.

Member Demeter stated there could still be that same certification program with an option for the business owner to decide which path he or she wants to go.

City Manager Shang stated from what she is hearing, businesses just do not know

where to go to go about expanding. This is a similar problem the City had with Social Services. Various entities involved were brought together and they realized there is a lot out there so it was more of a networking. Rather than duplicating and starting to have competition with one another the City put them all together. She suggested maybe that is something that needs to occur, an Economic Development forum where people are invited here to introduce them to the various entities that are out there that could provide some assistance. The other issue is Bethune-Cookman is offering free business classes. She discussed the different type of classes for different levels to help businesses expand.

Discussion continued with the members and Ms. Shang on tailoring a package that includes public and private partners, courses, SBDC, SCORE, BCU, Daytona State, Workforce Development groups, educational components and finding the outlet to get the word out and packets for new business and existing business.

Chairperson Boggs stated as a banker, half the people that come to her, she cannot really help yet, "I can guide them, I can advise them, but I can't do anything for them." Every banker in town would happy to distribute a folder that says City of Deltona with a list of resources or courses that are recommended to grow a business.

Member Armstrong agreed.

Chairperson Boggs stated she has written down notes on bringing them into one proposal and recommended a little more discussion about the Flex theme part and asked the members to read this before the next meeting and make motion to put this to rest or move forward by the next meeting.

Mr. Mayes stated the City is working on a tri-fold that lists a lot of the sources such as Career Source, SCORE, SBDC, GrowFL and asked the members if they would like him to bring in the working copy next time.

Members agreed.

## **7. NEW BUSINESS:**

### **A. B-CU presentation on Entrepreneur Degree and "Incubator"**

Chairperson Boggs introduced Alternate Member Ramos to talk about the Program in Deltona at Bethune-Cookman University.

Alternate Member Ramos discussed the Entrepreneurship Courses and provided a handout to the members. He stated 26 students graduated with certificates, it was successful, The Beacon did a nice story and there has been good feedback. Alternate Member Ramos discussed the program:

- Incubator - Accelerator space to meet the need in Deltona.
- 34 folks began, 26 finished - 60% thinking about getting into business but did not know the resources, 40% in business but wanted to see what they need to do to

- grow, i.e. something as simple as a spreadsheet.
- In collaboration with SCORE and SBA.
  - SEED program at the main campus, lean signal - white belt course is free, other belts there is a charge as you move on.
  - Provide coaching and mentoring to meet the challenge of entrepreneurship.
  - Certificate program at the main campus picked up 11 businesses and helped those businesses for two (2) years.
  - Office management and advance business management courses working with computers and programs will be introduced on campus.
  - Most courses will have to be in the evening, online courses.
  - Meet with VP of Hispanic Business Initiative fund and the Chamber of Commerce.
  - Pharmacy Tech program with Walgreens.

Alternate Member Ramos recommended a tour to the members. Mr. Mayes suggested a field trip of the campus for DEDAB members due to Sunshine Law.

Members discussed scheduling a tour and meeting.

**Motion by Member Stauffenberg, seconded by Member Armstrong to hold a meeting at Bethune-Cookman. Members discussed meeting times and decided the DEDAB May meeting will be held at the Bethune-Cookman Deltona campus and the New Business on the Agenda will be a tour.**

**For: 4 - Chair Boggs, Member Armstrong, Member Demeter and Member Stauffenberg**

Chairperson Boggs asked what kind of businesses, industries attended.

Alternate Member Ramos replied a few for online businesses, a carpenter, two IT, the hot dog lady, the food truck that is on Deltona Blvd. who is thinking of another food truck and a space, decorations and a wedding planner. He stated they work with Career Source and most students were from the Deltona area.

Chairperson Boggs asked if he anticipates repeating the courses or expanding the courses.

Alternate Member Ramos replied yes and he discussed the West and East side

campus.

Discussion continued on business, financial, and marketing including social media and the personal financial situation of business owners.

## 8. STAFF COMMENTS:

### A. Discussion by CM Shang on Deltona Strategic Plan: 'Rebranding'

City Manager Jane Shang introduced herself. She discussed rebranding of the City:

- Economic Development and the appearance of the City and how others perceive our City.
- Beautification campaign for the gateways and City Hall.
- Trash initiative beginning June 1st.
- Demolition program for vacant, boarded up homes.
- Sign ordinance.
- Transportation Capital Improvement Program - 7 million dollars in street repaving and sidewalks.
- Location of the Senior Community Center - an 8.9 million dollar facility is not only for our Senior citizens but allows for weddings and banquets. The facility will hold 500 with tables seated and 700 without tables, including an outdoor area for tents to hold 1,000.
- Creation of a City Center is being looked at by the Commission.
- At one of the Strategic Planning sessions "Deltona - A City on the Move" and she stated it is going to move in the right direction.
- Positive news about Deltona.

Member Armstrong stated it is really sad this is being called the Senior Community Center instead of the Community Center.

Ms. Shang replied The Center at Deltona is being considered because it is a facility for everyone. She discussed the commitment to our Seniors and the private donation in the amount of \$365,000.

Chairperson Boggs agreed and stated the perception that Deltona is a Senior area is not real anymore and is not our demographic.

Members continued to discuss the encouraging news on Deltona:

- Member Stauffenberg stated Deltona is hot right now in the real estate market.
- Chairperson Boggs discussed the focus on West Volusia and overcoming perception of Deltona. She discussed the City Center of Port Orange.
- Signage in Deltona and a new sign ordinance.

## 9. BOARD/COMMITTEE MEMBERS COMMENTS:

Member Stauffenberg asked what is happening with the buildings by the WalMart on Saxon, is there any prospect and are they being marketed.

Mr. Mayes replied there is a Dentist and nail salon in, there is supposed to be a mobile telephone store and an approved site for a Boston Coffeehouse looking for a franchisee and another restaurant type (Italian Ices) looking. He assists the company SRS out of South Carolina. It is a privately owned building.

Member Stauffenberg asked if there is a chance of getting a traffic count on Graves and Howland Blvd.

Mr. Mayes replied both Graves and Howland Blvd. are county thoroughfares and he discussed the traffic count using an independent third party. The last one by the City was about two years ago.

Mr. Mayes introduced Commissioner Brian Soukup.

Commissioner Soukup thanked the members for serving on the committee. He stated "to most of us on the Commission this is probably the most important committee that we have." He would like to see this room full to see some ideas. He was curious as to what DEDAB is working on, where the focus is and what they are doing. Commissioner Soukup discussed:

- Changing the image of the City.
- Car count numbers from 2008.
- The goal as a Commission should have an economic impact.
- The Center and that area generating car counts.
- Buildings that are not filled, why businesses are not thriving.
- Team Volusia.

Absences were discussed. Commissioner Soukup thanked the Board and stated it is nice to have a Board to give us facts and give us a direction.

Chairperson Boggs asked if the Quarterly Report is sufficient or does the Commission prefer a more comprehensive report.

Commissioner Soukup replied he wishes they would come to the meeting and give a more verbal report.

Discussion ensued regarding the report, the topics for DEDAB and board policy.

## 10. ADJOURNMENT:

**Motion by Member Armstrong and seconded by Member Demeter to adjourn the meeting.**

**For:** 4 - Chair Boggs, Member Armstrong, Member Demeter and Member Stauffenberg

Meeting adjourned at 4:45 pm.

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Tanya Boggs, Chairperson

ATTEST:

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Sandi Jackson, Executive Assistant