

**CITY OF DELTONA, FLORIDA**  
**DELTONA ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Monday, March 14, 2011**  
**Regular Meeting Minutes**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, March 14, 2011, at Deltona City Hall, Second Floor Conference Room, located at 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER**

The meeting was called to order by Chairman Conte at 6:30 p.m.

**2. ROLL CALL**

Nick Conte	Chairman	<b>Present</b>
Richard Provini	Voting Member	<b>Absent</b>
Karl Brown	Voting member	<b>Present</b>
Robert Desmond	Voting Member	<b>Present</b>
John Augustin	Voting Member	<b>Absent</b>
Dennis Stark	Voting Member	<b>Present</b>
Joseph Cerrato	Voting Member	<b>Present</b>

**City Staff:**

Ron Paradise, Assistant Director, Planning & Development Services  
Jerry Mayes, Business Development Administrator

**3. APPROVAL OF MINUTES**

Member Cerrato made a motion to approve the February 14, 2011, meeting minutes. Member Brown seconded the motion. The motion carried unanimously, 5:0.

**4. ANNOUNCEMENTS**

None

**5. OLD BUSINESS**

**A. Howland/Elkcam future land use change. Request to develop, review and submit to Commission as formal recommendation.**

Mr. Paradise distributed maps of the 260+ acre area that is associated with the Howland/Elkcam intersection, terming the area a business target zone. He explained this area is one of the most viable commercial intersections in Deltona featuring a major grocery store chain, a big box business and outparcel-type of development.

That being part of the reason why this area was chosen as a business target zone. As depicted on the maps, the business target zone includes the existing Commercial node and peripheral areas that range from single family dwelling units to larger parcels of property that range from one to three acres. There is also a large property located further east that is owned by a Catholic Church. He said the City is looking at this area for an administrative comprehensive planning amendment to upgrade the entitlement package to properties that are not already entitled to commercial. Mr. Paradise explained the current land use on these properties, some of which are low and high density residential property. The City is evaluating the most appropriate way of increasing the entitlement package for the properties that are not already designated as Commercial on the City's Future Land Use Map (FLUM). The challenges are the State rules and regulations that establish a process to amend the FLUM. The amendment process may take six to nine months to complete. The City would like for portions of this area to be changed to a Mixed Use designation. This facilitates a mixture of land uses, for example, an office on the bottom floor and apartments on the top floor. Planning and Development Services is asking the Board to make a recommendation to direct staff to continue to investigate this issue and report on its feasibility.

Member Cerrato asked at what stage this issue is as far as actually presenting something to the City Commission, status of feasibility studies, etc. Mr. Paradise said P&DS is at the ground floor and would like to speak with the landowners to make them aware of the future land uses. There is also a Property Appraiser issue.

Member Cerrato asked if there were any other agencies or hurdles to overcome besides the City Commission in the amendment process.

Mr. Paradise said that there is a review agency, the Volusia Growth Management Commission (VGMC), which reviews all County and City proposed plan amendments for consistency. He explained the VGMC process. The next review entity is the Florida Department of Community Affairs (DCA). If the proposed amendment is a large scale amendment, the DCA issues the objections, recommendations, and comments report. The City would respond to any objections stated in that report. Small scale amendments (10 acres or less, featuring a density not greater than 10 dwelling units per acre) typically do not get a response from the DCA.

Chairman Conte asked if there would be additional office space in the map area or family dwellings. Mr. Paradise stated the best case scenario would be that current dwellings would be bought, demolished, and replaced with new buildings. Chair Conte asked if some entities, for example the Pentecostal Church, would be asked to relocate. Mr. Paradise responded in the negative. Mr. Mayes said that it was up to the Board to make those recommendations.

Member Stark asked for the reason for not taking the lower line down to the lake level. Mr. Paradise said the decision was made to cut it off somewhere, and there was concern the area was getting too far away from the main thoroughfare.

Member Desmond asked where the funding for the acquisition would come from. Mr. Paradise said he would anticipate that funding would come from the private sector because the City, at this junction, does not have the resources available to purchase land within this area. He discussed eminent domain.

Member Brown said private companies cannot take over private property. Mr. Paradise answered in the affirmative, that private companies would need to purchase the properties. Member Brown asked about property owners that would be reluctant to sell. Mr. Paradise said there is no City process other than eminent domain.

Member Desmond asked where the City is on other issues such as water distribution, and the septic tank problem possibly forcing residents into a City-wide water and sewer system. He asked where the dollars would come from for that and if there were grant funds available. He said the City could purchase and develop the property around WalMart, take that money and buy as much vacant land as possible in the proposed Mixed Use area. Much would have to happen for the city to attract prime businesses. He cited examples of possibly building an off-site management center for records retention and possibly a court house (a courtroom or two) for small infractions.

Chair Conte said he would be uncomfortable telling land owners what to do. He would also like to see the road become a restaurant center. He asked staff if detailed maps were available for other City hot zones. Mr. Mayes said he could provide the Board with maps of other commercial nodes; however, the Elkcam/Howland intersection is the main commercial node being concentrated on for now.

Member Cerrato said, to clarify for the record, the Board is moving forward on recommendations for land use changes. People would still have to go through rezoning and other processes down the line. The Board is strictly looking at the Comprehensive Plan Future Land Use and changing the designation to allow for more options. It does not mean that the Board can say what can go on the properties; that would have to be accomplished through the rezoning process. Mr. Paradise said, yes, basically, we are throwing the welcome mat out.

Chairman Conte asked if anyone from the public would like to speak.

Ron & Alice Howell stated they own two side-by-side properties, 2266 and 2272 Howland Boulevard. One property is currently for sale and the other will be available later in the year. They recommended that the mixed use designation process proceed because it would benefit the City and also make their properties more valuable.

Member Cerrato moved to recommend to the City Commission to move forward with the feasibility of the Mixed Use Future Land Use amendment process. The motion was seconded by Member Desmond. The motion carried unanimously, 5:0.

## **6. NEW BUSINESS**

### **A. Discuss updating the 5-year Business Plan (circa 2007).**

Mr. Mayes said he has a pdf document of the updated 5-year business plan and will email it to Board Members who ask for it. He will contact the Volusia County Department of Economic Development and Team Volusia to get assistance in updating the figures that are in the 5-year plan. The new census figures will be available this week and this info will be incorporated into the plan. The Board will still need to review the plan, recommend changes, and alterations. The revised plan is due September, 2011, and this project needs to be started as soon as possible.

Chairman Conte said this is a good time to revisit it because of the new entities that did not exist five years ago. Mr. Mayes said this plan needs to be worked on at every meeting and this is will be the Board's accomplishments for the next five years.

Member Brown asked what the difference would be between the two plans. Mr. Mayes said basically Board Members would need to go through the 5-year plan and determine what was accomplished and what still needed to be done. Goals and goal dates need to be set.

Member Cerrato said he had a chance to review the plan and the Board needs to go through it goal by goal, objective by objective. They need to find what worked, what did not work, and so on. The Board needs to approach it step by step.

Chairman Conte felt this item needed to be solely addressed for the next couple of meetings as this is a time consuming process.

Member Desmond said they need to start to develop a process where the Board not only makes recommendations to the city, but also get some action items together and then get follow-up from the City.

Mr. Mayes said that staff will do all it can to meet the Board's expectations on what is requested.

Member Stark made a motion to revise the 5-year Business Plan and that this revision be the sole item to be heard on the April 11, 2011, agenda. The motion was seconded by Member Cerrato. The motion carried unanimously, 5:0.

## **B. Address excessive DEDAB meeting absences.**

Chair Conte addressed Member Provini's absences and asked whether Member Provini had been contacted. Mr. Mayes said Member Provini was notified, as were other Board Members, on February 15, via email about tonight's meeting. The minutes and the agenda were attached. The agenda included the issue that excessive member absences would be discussed.

Mr. Mayes said the by-laws for this Board state no more than three unexcused absences are allowed. In this case Member Provini has had five absences within the past year. He said there is no way to determine if the absences were excused or unexcused, and he heard nothing from other Members about this issue.

Chairman Conte made the comment that Member Stark went through the same process when he was having problems with a new job. The Board followed the letter of the law with Member Stark and he was replaced. He said even though Member Provini was a great Board Member the Board needs to follow the by-laws. He asked for a motion to replace Member Provini.

Member Brown also agreed that the Board needs to go with what the DEDAB by-laws state.

Member Desmond said he supported Chairman Conte's comments about Member Stark. He said Member Stark reapplied and went through the appointment process and he's back as a Board Member.

Member Desmond made a motion to invoke the rules and seek a replacement for Member Provini. The motion was seconded by Member Brown. The motion carried unanimously, 5:0.

Chairman Conte asked Mr. Mayes to explain the replacement process. Mr. Mayes said the Commissioner who appointed Mr. Provini, in this case District 5 Commissioner, and the City Clerk would be notified. The City will advertise the position and Commissioner Lowry will appoint the Board Member. Chairman Conte asked about sending a letter to Mr. Provini thanking him for his service. Mr. Mayes said he would send the letter with the Chair's permission.

Chairman Conte agreed and stated that since Mr. Provini was Vice Chair, he would need a nominee for Vice Chair.

Member Cerrato made the motion to nominate Member Desmond for Vice Chair. Member Brown seconded the motion. The motion carried unanimously.

**C. Address/adopt meetings monthly or quarterly. Discussion, motion, second, and vote needed.**

Mr. Mayes said according to the by-laws the Board could meet monthly or quarterly. It was the Board's decision. Discussion ensued.

Member Desmond made the motion to continue the monthly meetings. The motion was seconded by Member Cerrato. The motion carried unanimously, 5:0.

**D. Set/adopt meeting calendar for remainder of year, monthly on 03/14, 04/11, 05/09, 06/13, 07/11, 08/8, 09/12, 10/10, 11/14, 12/12, or quarterly meetings on 06/13, 09/12 and 12/12.**

Chairman Conte stated that he had checked the dates and that the dates were correct. Member Stark made the motion to adopt holding the meetings on the following dates in 2011: 04/11, 05/09, 06/13, 07/11, 08/15, 09/12, 10/10, 11/14, 12/12/2011. The motion was seconded by Member Cerrato. The motion carried unanimously, 5:0.

**7. OTHER BUSINESS**

None

**8. TRAINING**

None

**9. DISCUSSION**

Member Cerrato asked if the discussion section is the area for member comments. Mr. Mayes replied in the affirmative.

Mr. Mayes asked if the board would like to be provided training on current acronyms; the Board members replied that it would be good to be informed.

Mr. Paradise said staff would be willing to provide training on the comprehensive plan amendment process or details, or general planning type of discussion.

Member Cerrato asked about the Deltona Winn Dixie Plaza business requirements update. Mr. Mayes responded that the Fire Inspector determined that this Winn Dixie has a sprinkler system inside that can be used for any commercial purpose without further adjustments or changes. Any commercial use is allowed. Member Cerrato said that other code issues were to be looked at, not just the sprinkler system. Discussion ensued about fire walls in the building. Mr. Paradise said the City is looking at all its codes, and that fire codes have been problematic with regard to use and conversion of existing commercial buildings that were built long before contemporary codes. The City is trying to find a balance with code compliance and with not being so rigid. Mr. Mayes said he discussed the fire wall with the Fire Marshal. There are some areas where fire walls will

still need to be placed, but the Fire Marshal assured Mr. Mayes, that in many cases, he would accept (especially with small businesses) the use of a roll-on, paint-on, fire retardant which is much less expensive than a new fire wall. There is also a foam product that can be blown into the fire wall, which would serve the same purpose. The foam is not as inexpensive as the roll-on type, but much less expensive than construction of a fire wall. The Fire Marshal is working to promote the idea of small businesses being able to start a business using less expensive ways, and still meet Deltona's fire requirements.

Member Cerrato asked if proactively some of these people can be given options and find ways to help them start their business. Mr. Mayes said the Fire Marshal and the permitting counter have been instructed by the City Manager to notify him when a commercial applicant comes in. Mr. Mayes will then talk to those potential business people. The City is getting together a new check list that includes the items for the Fire Marshal, and this will be part of the initial permit processing. There will also be a pre-application meeting which the new business applicant can ask for. This pre-application meeting will include all the departments that will be dealing with the business prospect. Applicants can ask their questions and be advised on a step-by-step basis beginning with filling out their application, down to the very last step.

Member Brown asked how an applicant would be notified that they could ask for a pre-application meet. Mr. Mayes said the City Manager has ordered department heads to notify him each time any application crosses the counter. City Manager Miller has also asked that she be notified so there is no mistake about notification. It is Mr. Mayes' job to contact those prospective business people and discuss and advise them about the pre-application meeting.

Member Brown asked about meeting with the new City Commission, and if there has been a date set for meeting with them. Mr. Mayes suggested a workshop, which would be placed on the Commission agenda and advertised. If the Board requests so, Mr. Mayes will get the workshop on the agenda; there is a City Commission workshop once a week.

Chairman Conte suggested said he would prefer to first begin working on the 5-year plan and have a workshop in the middle of this project in order to get direction from the Commissioners. Member Cerrato agreed with Chairman Conte's suggestion. Other opinions were discussed along with next month's agenda.

There was discussion about Volusia County's overall strategy and Deltona's position and the future Sun Rail system.

## **10. ADJOURNMENT**

The meeting adjourned at 8:00 p.m.

Approved this 9<sup>th</sup> day of May, 2011.

**ATTEST:**

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**Jerry Mayes, RECORDING SECRETARY**

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**Nick Conte, Jr., CHAIRMAN**