



Minutes
Economic Development Advisory
Board

Friday, July 10, 2015

3:30 PM

2nd Floor Conference Room

Regular Meeting

1. CALL TO ORDER:

The meeting was called to order at 3:42 pm by City Liaison, Jerry Mayes.

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

Mr. Mayes stated Member Cerrato has resigned the position in DEDAB to take a new position on the Commission Ordinance Review Board.

Present: 4 - Member Jean Armstrong
Member Roy Braddy
Alternate Carlos Valderrama
Vice Chair Eric Alexander

Excused: 4 - Member Rick Demeter
Member George Voll
Chair Tanya Boggs
Alternate Glenn Woodley

Absent: 1 - Alternate Eduardo Moscarella

Alternate member Christine Peacock was also present. Mr. Mayes stated Alternate member Carlos Valderrama will be replacing a regular DEDAB member for Quorum as Alternate #1 and will be able to vote. Alternate #2 Christine Peacock has full speaking rights but will not be able to vote.

3. APPROVAL OF MINUTES & AGENDA:

Adoption of Minutes:

1. DEDAB Special meeting February 10, 2015

2. DEDAB meeting June 12, 2015.

Motion by Member Armstrong and Seconded by Member Braddy to approve the June 12, 2015 minutes as written.

For: 4 - Member Armstrong, Member Braddy, Alternate Valderrama
and Vice Chair Alexander

Mr. Mayes stated the DEDAB Special meeting minutes for February 10, 2015 were adopted but have to be signed by Rick Demeter and Tanya Boggs. This will be moved to the next meeting since they are absent today.

4. PRESENTATIONS/AWARDS/REPORTS:

OED Report - written report submitted and discussed.

Mr. Mayes stated the awards for Rick Demeter and George Voll will be carried to the next meeting since they are absent.

Mr. Mayes asked if there were any questions on the OED report.

Member Armstrong asked if the RaceTrac at Finland is hung up. Mr. Mayes replied it has been approved by the City DRC and RaceTrac is working with issues with the County.

Vice Chairperson Alexander asked if sewer and water is a precursor. Mr. Mayes replied RaceTrac can open with septic tank and switch to sewer once installed. The City sewer project will work together with FDOT's plans to widen Saxon Blvd.

Member Braddy asked about the ADHOC meeting on June 18th. Mr. Mayes stated Tanya Boggs, as Chair of DEDAB, is on the ADHOC committee and was scheduled to give the report. He stated there was a good turn out and he reviewed the members present, the locations discussed within the City, the type of industrial park discussed including private, public/private or public and financing opportunities. The next meeting will be set up in early August and will be a minimum of three meetings.

Member Armstrong asked if it is feasible for the members to attend as spectators. Mr. Mayes replied since one of the members is a DEDAB member, two members from this committee could not attend.

Discussion ensued with the members regarding locations, large new development and/or small new development and multiple sites.

Vice Chairperson Alexander asked if City staff is looking at widening Normandy Blvd. between Graves Ave. and Deltona Blvd. Mr. Mayes replied staff is looking at an internal corridor from Dirksen to Saxon Blvd. and to Graves Ave. The benefit would be when I-4 is under construction or I-4 is closed due to an emergency.

Discussion ensued with Mr. Mayes and members regarding widening Normandy Blvd., frontage roads and future issues.

Mr. Mayes discussed the CRA resolution will be presented for approval to the Commission on July 20th.

Alternate member Peacock asked about the Thornby Park redevelopment. Mr. Mayes replied the team consists of himself, Vice Mayor Schleicher and Lee Lopez and he discussed the status. He stated they are working on a documentary and the Vice Mayor will present it to the Commission in August.

Member Armstrong asked where Fernanda Place is located. Mr. Mayes replied he is not sure but will check with Planning and Development Services. Discussion continued regarding the residential developments.

Vice Chairperson Alexander stated the project at SR 415 and Doyle Rd. will be back on the market and that is potentially an additional 275 lots.

Member Armstrong asked where the Honest-1 Auto Repair is located and Mr. Mayes replied it is adjoining the Top Shelf Car Wash.

5. PUBLIC FORUM: (four minute limit)

6. OLD BUSINESS:

1. Review of elections from the June 12, 2015 DEDAB meeting

2. DEDAB had requested a copy of the "Deltona: 'Flex-Themed Accelerator', draft 8", in agenda package.

Vice Chairperson Alexander and Mr. Mayes reviewed the selection of Vice Chairperson Eric Alexander and Chairperson Tanya Boggs.

Vice Chairperson Alexander stated "I know Tanya appreciates that and so do I." DEDAB requested a copy of the "Deltona: 'Flex-Themed Accelerator', draft 8". Vice Chairperson Alexander stated he has not had the chance to go through it all and asked if there were any comments.

7. NEW BUSINESS:

1. With sunset of DEDAB Sub-committees there is only DEDAB. Discussion of using the 'Second Friday of each Month Meeting' as the DEDAB meeting and deletion of the quarterly meetings

2. Report from Tanya Boggs: Progress of the initial 'Deltona Business Park Study Group' meeting

3. Discussion of the "Deltona: 'Flex-Themed Accelerator', draft 8".

Mr. Mayes discussed the monthly DEDAB meetings and stated staff does not feel it is necessary for another quarterly meeting at 6:30 in the evening. Member Armstrong agreed and stated the only reason would be a if a special task was assigned to a sub-committee.

Stop Quarterly Meetings

Motion by Member Armstrong and seconded by Alternate Member Valderrama to stop the Quarterly Meetings since there is a monthly meeting schedule.

For: 4 - Member Armstrong, Member Braddy, Alternate Valderrama and Vice Chair Alexander

Mr. Mayes stated Item #2 was discussed in Tanya Bogg's absence during the OED report but she may want to give a second report in the August meeting.

Vice Chairperson Alexander stated they just discussed Item #3 in Old Business.

Alternate Member Peacock asked if this is the same type of thing the Committee had tried before.

Mr. Mayes replied yes it is. He discussed in depth the mini-incubator idea versus the DEDAB idea of an accelerator and he gave examples of the need for businesses. He asked members who are realtors how much Flex Space is in this area. Member Alexander and Vice Chairperson Alexander replied not much at all.

Discussion ensued with members regarding office/warehouses, executive suites and the need for this type of space for the small businesses in Deltona.

Alternated Member Valderrama asked if this accelerator concept could be integrated with the business park. Mr. Mayes replied yes. The small business park proposed around Pine Ridge High School would be Flex Buildings.

Member Braddy asked if the Commission is going to assign DEDAB this project. Mr. Mayes explained they already have and discussed DEDAB's choice of the themed accelerator as Workforce. Members discussed how to proceed forward and Mr. Mayes stated the motion was made last meeting.

Mr. Mayes stated this is an ongoing assignment. He asked the members if they would like the Vice Mayor to give a report on the Botanical Garden project in September. Member Armstrong replied that is a really good idea. She suggested the members go through the accelerator report and bring questions for the next meeting.

Discussion ensued on the Flex Space program and incentives for Workforce Development. Vice Chairperson Alexander suggested ideas to help streamline the process for a developer. Mr. Mayes stated this might be the direction rather than the

accelerator itself. DEDAB may need to look at how to get a developer interested. Alternate Member Peacock suggested multiple locations.

Vice Chairperson Alexander stated most Flex Space involves multiple units and could be completed in phases.

Alternate Member Peacock asked isn't that what happened before and stated there was one building and when that fell through, the whole project went out the window.

Alternate Member Valderrama agreed with Vice Chairperson Alexander and stated DEDAB needs to research the idea to sell it to developers, "it is not that we need to build it, we need to sell it."

Alternate Member Peacock stated it is not a matter of selling it to developers but putting together incentives to make it easy to get the process done.

Mr. Mayes stated "you are correct and so is Carlos (Valderamma). You are talking about the tools to sell it, he is talking about presenting the tools to the developer."

Vice Chairperson Alexander continued with ideas the committee needs to recommend to the City and the Commission.

Discussion ensued with the members on getting developers interested.

Mr. Mayes suggested the members talk to developers or self-storage developers and ask them for ideas. He stated the City is not going to give money away, it is performance based. The City could be incentivized to help a developer and help companies grow. He stated blue collar jobs are paying \$30,000 a year and paying better than a lot of young people coming out of college are able to get right now. Volusia County School District, Daytona State College and Bethune-Cookman will set up courses to teach students and develop apprenticeships such as electrical and plumbing. He stated "there are a lot of working parts for DEDAB to play with."

Alternate Member Peacock stated this has been discussed for a couple of years and has not progressed, "it would be nice to see it all come together."

Vice Chairperson Alexander replied it is timing and now small businesses are growing. He stated this is a great focus for this committee.

8. STAFF COMMENTS:

Mr. Mayes stated in August they will continue to work on the accelerator program and he will send out another copy of the Flex-Themed Accelerator. In September he will invite the Vice Mayor to speak on her project for Thornby Park.

9. BOARD MEMBERS COMMENTS:

Member Braddy stated he called the VMA to see if they are looking at Deltona High

School. The VMA is concentrating on finishing up Pine Ridge and Mainland High Schools. He stated Deltona High School needs to show some interest and they do not have the funds. The suggestion is to get Pine Ridge up and running then there is a benchmark for success and funding will follow.

Vice Chairperson asked if funding was cut by the State for Pine Ridge.

Mr. Mayes replied it was not Pine Ridge.

10. ADJOURNMENT:

Motion by Member Armstrong and seconded by Member Braddy to adjourn the meeting.

For: 4 - Member Armstrong, Member Braddy, Alternate Valderrama and Vice Chair Alexander

Meeting adjourned at 4:40 pm.

NOTE: If any person decides to appeal any decision made by the Deltona Board/Committee with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk, Joyce Raftery 48 hours in advance of the meeting date and time at (386) 878-8500.