



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Economic Development Advisory Board

Friday, August 14, 2015

3:30 PM

2nd Floor Conference Room

Regular Meeting

1. CALL TO ORDER:

The meeting was called to order at 3:30 pm by City Liaison, Jerry Mayes.

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

Present: 5 - Tanya Boggs
Vice Chair Eric Alexander
Member George Voll
Member Jean Armstrong
Rick Demeter

Excused: 2 - Member Roy Braddy
Alternate Glenn Woodley

Absent: 1 - Alternate Carlos Valderrama

Alternate member Christine Peacock was also present. Vice Chairperson Alexander arrived at 3:35.

3. APPROVAL OF MINUTES & AGENDA:

Adoption of Minutes – July 10, 2015

Motion by Member Voll and Seconded by Member Armstrong to approve the July 10, 2015 minutes as written.

For: 4 - Chair Boggs, Member Voll, Member Armstrong and Demeter

4. PRESENTATIONS/AWARDS/REPORTS:

1. Awards given to attending members, as available

2. Review by Members of OED Report (written report submitted)

Chairperson Boggs presented awards for members who could not make it last month. The first Volunteer Award was presented to Member George Voll and the second Volunteer Award was presented to Member Rick Demeter.

OED report was reviewed. Mr. Mayes stated Item #7 the Golden Choice Assisted Living Facility will be going in on North Normandy Blvd. just North of Firwood Ave. facing I-4 on the left side. #10 Honest 1 Auto Repair, the City's first franchise Auto Repair is going in next to Top Shelf Car Wash.

Mr. Mayes stated Sept. 30th will be the Grand Opening/Ribbon Cutting for Item #1 (Walmart Neighborhood Market) in the morning and Item #3 (Florida Hospital) in the afternoon. Invitations will be going out and that is 65,000 square feet under roof.

At 3:35 Vice Chairperson Eric Alexander arrived.

5. PUBLIC FORUM:

6. OLD BUSINESS:

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

Chairperson Boggs reviewed the Deltona Business Park Study Group meeting held this week. She stated the first part of the meeting was a presentation about commercial real estate in the United States and the group discussed what industries they might target locally. The second half of the meeting they split into two groups. One group focused on new development, either large or small sites, in the City of Deltona and possible uses or challenges they might have. The second group focused on redevelopment. She stated the next meeting will focus on what came out of those two groups.

Vice Chairperson Alexander asked if this is the I-4/Graves area.

Chairperson Boggs replied there is more focus on building commerce. The Activity Center is one of the properties under consideration but a number of properties in the City were discussed.

7. NEW BUSINESS:

1. Discussion of Alternate Member Eduardo Moscarella absences

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

Mr. Mayes stated Eduardo Moscarella has missed three (3) consecutive meetings not counting this one. This would be the fourth consecutive meeting. He has not shown up to any of the meetings since he was appointed as an alternate. Per DEDAB by-laws they are required to dismiss Mr. Moscarella which will take a motion, second and a vote.

Dismissal of Member Eduardo Moscarella

Motion by Member Demeter and seconded by Member Armstrong to follow the By-laws as stated and move accordingly.

For: 5 - Chair Boggs, Vice Chair Alexander, Member Voll, Member Armstrong and Demeter

The Accelerator White Paper was discussed and reviewed by the members and Mr. Mayes. Alternate Member Peacock asked if the White Paper is confidential and Mr. Mayes replied no.

Chairperson Boggs asked if this should be the primary focus of DEDAB and asked if this is something actively being worked on by staff.

Mr. Mayes replied DEDAB had indicated they wanted to work on this as part of Workforce Development. He stated the City does not have any type of accelerator, incubator, or business park. A business park is part of basic infrastructure for a City to grow. The idea of Deltona Flexed Themed Accelerator as part of a business park development had not previously been broached. He discussed the previous idea of a mini incubator.

Mr. Mayes stated a City cannot survive on residential taxes alone. Cities must have commercial properties. He discussed the tax base and millage rates. Mr. Mayes stated Economic Development is pushing for a business park and a business park should incorporate a Flexed Theme Accelerator. The business park is being looked at with the heads of economic development organizations and he named some of the members in the group.

Alternate Member Peacock suggested Bob Getz who runs the incubator in Seminole County and stated he could contribute a lot of information.

Member Demeter asked if DEDAB should be doing this simultaneously with the Deltona Business Park project.

Vice Chairperson Alexander replied it is important to have a set plan and they should work on it simultaneously.

Chairperson Boggs stated you can see the amount of work that has already been put into this and she asked what is it that DEDAB can add to this.

Members continued to discuss promoting the accelerator, the need for a commitment on a location, the industry to determine, and the different levels of small businesses and manufacturing they can help grow.

Mr. Mayes stated the cover sheet discusses a business park with an accelerator in it.

The next three pages are the White Sheet on the Accelerator. He stated the group might want to discuss the lack of commitment.

Chairperson Boggs stated the commitment is not there because no industry has been targeted. She stated cities in the area target high tech and they are focused on what they bring into their accelerator. A narrow focus cannot be identified until the ADHOC group has identified the target industries.

Member Demeter discussed manufacturing and the accelerator. He stated a manufacturer will not commit to build without skilled workers and they will wait until there is trained staff.

Alternate Member Peacock discussed the school at Enterprise and the manufacturing training at Pine Ridge. She discussed different locations and stated we have several different things going on with no commitment.

Chairperson Boggs stated the timing is perfect and discussed the Academy at Pine Ridge, Daytona State and VMA. She stated when students graduate from these courses they will be ready, whether interning during school or a job in Volusia. She stated the location will not make a difference since people in Volusia County are used to traveling to work. A location will need to match the industry as opposed to matching the schooling.

Mr. Mayes discussed the Committee's report to the Elected Officials.

Discussion continued with the members on the focus of the Accelerator program.

Mr. Mayes discussed the surrounding Cities and stated there are 16 Cities in the County and roughly 16 business parks in the County. He stated the only major City in the entire County that has no Business Park is Deltona.

Members continued to discuss the Accelerator program, the focus of the White Paper and the City's role. Mr. Mayes stated the White Paper has not been put in front of the Elected Officials for support.

Chairperson Boggs stated DEDAB needs to decide if this is something for the group to focus on. Alternate Member Peacock asked what else is there. Chairperson Boggs replied the group had discussed the Incubator vs. Accelerator, Additional Academies and Vocational Schools, and Historic Facility.

Vice Chairperson Alexander stated this falls more under Economic Development.

Continue with Research of the Accelerator

Motion by Vice Chairperson Alexander and seconded by Member Voll for

DEDAB to focus on continuing with the research of the Accelerator to get it before the City Commission.

For: 5 - Chair Boggs, Vice Chair Alexander, Member Voll, Member Armstrong and Demeter

Discussion continued with members on the progress of the Accelerator Program, getting the City involved, and commitment from the City Commission.

Chairperson Boggs discussed the process for a recommendation by DEDAB and proposing the benefits of an Accelerator Program. She stated it will actually be City staff will be the one tasked with putting it together.

Alternate member Peacock stated somebody like Eric (Alexander) would be involved in getting developers involved.

Mr. Mayes stated they cannot solicit or recruit on behalf of DEDAB and he discussed the By-laws and roles of DEDAB members. The members agreed.

Vice Chairperson Alexander agreed the outline is very well done and discussed getting it before the Commission to look into funding and getting the City behind this as part of the total development in Deltona.

Chairperson Boggs stated DEDAB's contribution can include researching how other cities have made this successful and what challenges they have had to overcome.

Members discussed the type of guests to invite to come and speak to DEDAB.

Mr. Mayes discussed incubators in the area and suggested someone from UCF or Wayne Hardy, the Director for the Incubator at Seminole State Community College, located at the Port of Sanford.

Members agreed to Wayne Hardy as a guest speaker. They went on to discuss the Incubator vs. the Accelerator and agreed to alternate speakers as Jayne Fifer of VMA or Kelly Amy who is with Career Education of the school district.

Mr. Mayes recommended suggestions on improvements for the White Paper. He is working on draft 9 and if DEDAB has a part in drafting changes, it adds additional credence.

8. STAFF COMMENTS:

No additional comments.

9. BOARD/COMMITTEE MEMBERS COMMENTS:

Alternate Member Peacock discussed Bob teaching an entrepreneurial class and stated it might be a good source for training in an accelerator.

Mr. Mayes stated Bob has offered to put on classes if an accelerator gets going and he works for Wayne Hardy.

Discussion ensued with members and Mr. Mayes regarding businesses giving feedback and being very careful to do research only.

Alternate Member Peacock discussed the outsourcing of jobs and recommended nurturing good jobs in technical field or manufacturing.

Mr. Mayes recommended inviting Kelly Amy to speak on the Manufacturing Academy and the other Academies within Volusia County. He stated that is the the training of Workforce and that is Workforce Development.

Chairperson Boggs stated Economic Development booklet passed out by Mr. Mayes contains comments about Public/Private Partnerships and would be a good read before the next meeting.

10. ADJOURNMENT:

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

For: 5 - Chair Boggs, Vice Chair Alexander, Member Voll, Member Armstrong and Demeter

Meeting adjourned at 4:40 pm.

Tanya Boggs, Chairperson

ATTEST:

Sandi Jackson, Executive Assistant