



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Economic Development Advisory Board

Friday, October 9, 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. Mr. Mayes made note Former Chair Roy Braddy presiding.

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

Present: 4 - Member Jean Armstrong
Member Roy Braddy
Member George Voll
Alternate Glenn Woodley

Excused: 4 - Chair Tanya Boggs
Vice Chair Eric Alexander
Member Rick Demeter
Alternate Carlos Valderrama

Absent: 1 - Alternate Christine Peacock

Mr. Mayes made note there is a new member, Jerry Yaris, that has an excused absence. He is replacing Joe Cerrato, Commissioner Smith's appointee.

3. APPROVAL OF MINUTES & AGENDA:

Adoption of Minutes – August 14, 2015

Motion by Member Voll and Seconded by Member Armstrong to approve the August 14, 2015 minutes as written.

For: 4 - Member Armstrong, Member Braddy, Member Voll and Alternate Woodley

4. PRESENTATIONS/AWARDS/REPORTS:

OED Report Review by Members (written report submitted)

Mr. Mayes reviewed the OED report with the members and advised there is a change in the agenda. Guest speaker, Wayne Hardy, will not be able to make the meeting. Lee

Lopez, Public Information Officer and Executive Director of Deltona Television, has produced the Walmart Grand Opening/Ribbon Cutting and that will be the presentation today.

5. PUBLIC FORUM:

Member Braddy welcomed Joshua Alves with J&J Security.

6. OLD BUSINESS:

Discussion of the “Deltona: ‘Flex-Themed Accelerator’, draft 8”

Member Braddy asked if there is a physical location for the Flex-Themed Accelerator or if this is still a theory.

Mr. Mayes replied it is still a theory and handed out the flyer for the upcoming Community Visioning Strategic Workshop for Saturday, October 17th. He stated this is a chance to identify where the City will go and what the City needs to grow (parks, sidewalks, business parks, etc.) He stated members can come as a citizen or a business of Deltona but not as a member of DEDAB or a representative of the City.

Mr. Mayes stated the last visioning session was in 2008. The number one, highest topic then, was a business park.

Member Voll asked if businesses will be co-sponsoring this session or is it strictly by the City.

Mr. Mayes replied strictly done by the City. The flyer will be sent out on Monday to all the Chambers, DEDAB, and the Deltona Business Alliance.

Member Braddy asked about plural workshops on the flyer.

Mr. Mayes discussed the two workshops for October 17th for residents and November 7th with the Commission.

Member Voll asked if this is being shown on public TV and Mr. Mayes replied he believes it is being run now.

Alternate Member Woodley asked if the Commission is working on Downtown Deltona, the mall by I-4.

Mr. Mayes replied that is not under the Commission.

Member Armstrong explained that one of the Sub-committees was working on that general area but people need to be on board with actual things happening.

Member Voll stated we still have to figure out how to create jobs to keep people here during the day. He believes the industrial park, the medical center and things like that

are critical to support everything else around them like restaurants. Everyone restaurant related feels Deltona has the population and the people here in the evening but they understand what is happening during the day.

Mr. Mayes stated a restaurant has to have two different cycles of trade minimum. Breakfast, lunch or lunch, supper unless they specialize in dinner only. We just do not have the lunch crowd in this City. Too many people leave the City every day. We need the medical parks and the industrial parks to get jobs in the City. Once you have that, the restaurants will beat down your door to get in.

7. NEW BUSINESS:

Presentation and Q&A with Wayne Hardy, SSC Incubator

Members watched the video of the Walmart Grand Opening/Ribbon Cutting which included a tour of the new Walmart Neighborhood Market and Pharmacy.

Member Braddy asked if the members had anything to add.

Member Armstrong asked where the video is for the hospital opening.

Mr. Mayes replied the Grand Opening for Florida Hospital Fish Memorial is on the editing table now.

8. STAFF COMMENTS:

Discussion towards the November 13, 2015 DEDAB meeting

9. BOARD/COMMITTEE MEMBERS COMMENTS:

Member Armstrong stated she was sorry she could not make either grand opening but is pleased to see there was a decent turn out. The Community Visioning & Strategic Planning flyer is being passed out to Deltona Business Alliance and she will be there.

Member Voll stated he is very pleased to see the activity that is being created in the City. "Jerry you are doing an awesome job." Looking at our OED says a lot. Seeing everything moving forward is all positive.

Alternate member Woodley stated he is happy to see there is actual positive movement in the community and we are getting new businesses open. Some residents are complaining about the Racetrac on Doyle and Deltona Blvd. because they will affect the Citgo gas station next to it. He stated Citgo is putting itself up for sale and will be closing because it has sub-standard tanks and is really old, so that will not be an issue.

Member Braddy apologized to the team for not making the last few meetings. He stated "Jerry, you did a great job" with the interview with Walmart "this speaks well for us and

you do a lot to really market Deltona."

10. ADJOURNMENT:

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

For: 4 - Member Armstrong, Member Braddy, Member Voll and Alternate Woodley

Meeting adjourned at 4:10 pm.

Tanya Boggs, Chairperson

ATTEST:

Sandi Jackson, Executive Assistant