



# City of Deltona

2345 Providence Blvd.  
Deltona, FL 32725

## Minutes

### Economic Development Advisory Board

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Friday, November 13, 2015

3:30 PM

2nd Floor Conference Room

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#### Regular Meeting

#### 1. CALL TO ORDER:

The meeting was called to order at 3:30 pm by Tanya Boggs, Chairperson.

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

**Present:** 5 - Chair Tanya Boggs  
Vice Chair Eric Alexander  
Member Jean Armstrong  
Member Roy Braddy  
Member Jerry Yaris

**Excused:** 3 - Member Rick Demeter  
Member George Voll  
Alternate Glenn Woodley

Alternate Member Christine Peacock was also present. Vice Chairperson Alexander arrived at 3:35.  
Alternate Member Carlos Valderrama arrived at 3:50.

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

##### **Adoption of Minutes – October 9, 2015.**

Vice-Chairperson Alexander not present at this time.

**Motion by Member Armstrong and Seconded by Member Armstrong to approve the October 9, 2015 minutes as written.**

**For:** 4 - Chair Boggs, Member Armstrong, Member Braddy and Member Yaris

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

##### **OED Report Review by Members (written report submitted)**

Mr. Mayes reviewed the OED report with the members and stated the Walmart Grand Opening and the Florida Hospital Grand Opening have happened. Item #5 was

announced yesterday afternoon. Central Florida Regional Hospital, part of Hospital Corporation of America, will be developing a 10,000 square free standing Emergency Room with approximately 40 jobs, average wage \$68,000. They are a taxpayer so the City will be getting tax revenue.

Mr. Mayes stated December 9th is the DBA meeting and this will conflict with the Eastern Waste Water Treatment Facility ribbon cutting. He was hoping DBA and

Member Armstrong stated she will try to push the DBA meeting later.

Vice Chairperson Alexander arrived at 3:35.

Chairperson Boggs asked where in the Activity Center the Central Florida Regional Hospital will be located.

Mr. Mayes replied it is called the ICI property and is owned by Frank DeMarsh. It is the triangular piece of property where the concrete plant sits. They are looking at the far east corner approximately 4.1 acres before the stormwater retention area at Graves Ave. and Howland Blvd. on the north side.

## 5. PUBLIC FORUM:

## 6. OLD BUSINESS:

### **Update on potential speaker, Wayne Hardy, Executive Director, SCC Incubator at the Port of Sanford.**

Mr. Mayes gave an update on Wayne Hardy, the Executive Director for the Incubator at Seminole State College. He will not make today's meeting due to some heart issues and hunting season. Mr. Mayes stated there will be a program of general discussion.

Chairperson Boggs stated the next item is not listed because it was added at the last minute and has to do with the meeting date and time. Members discussed the day and time.

Member Braddy stated Friday at 3:30 is the only day and time he can make it. Remaining members agreed to the date and time.

Chairperson Boggs stated the assignment by the Commission of a Historical Facility has been taken over by staff and elected officials. It is not DEDAB's focus but there is plenty to work on with regard to Workforce.

Members discussed the Historical Facility at Thornby Park which includes a Botanical Garden, Fort Kingsbury and the Children's Fantasy Playground.

Member Braddy stated he did get the drawings and a company wants to build it.

Mr. Mayes stated the drawings have been shared and is being supported. A meeting with the County is scheduled for next week because the County and the City own the property but this has not been formally approved. A formal acceptance will hopefully be scheduled for the December 14th Commission meeting.

Member Armstrong stated the Historical implementation was a favorable item at the Visioning and Planning Session.

Discussion continued with the members regarding trails, shell mounds, walkways and staff meeting with Daytona State College archeologic departments.

Chairperson Boggs stated the next item is to refocus DEDAB's efforts on workforce development. She stated Mr. Mayes has a good term when it comes to workforce and that is "the War for Talent." How do we attain the talent in the City to attract the right kind of economic development. Chairperson Boggs referenced the "GroLocal" White Paper and started the discussion on the Eight Initiatives listed.

Member Braddy discussed Accelerator vs. Incubator and the small "Mom and Pop" businesses common in Deltona. He suggested they try and tailor something for education and assistance to help businesses grow.

Mr. Mayes explained the project for DEDAB is to work on a report to put before the Commission to assign to staff. Companies cannot be solicited.

Members continued to discuss the focus of DEDAB and a virtual accelerator.

Chairperson Boggs stated our strengths are the sheer volume of small businesses in the City of Deltona and she asked why do we have to think so big - blocks of 200, 400 or 1,000 jobs. Why not 10 jobs at a time.

Alternate member Peacock stated she still has pieces of a business plan for an enterprise portal that was the predecessor for Lucent, BrightHouse Warner a hospitality portal that goes out in three or four tiers and she will gather the information.

Chairperson Boggs stated the group would still like to invite Wayne Hardy when he is available. In the War for Talent part B she asked what information DEDAB would like to obtain from local learning institutions and listed the Manufacturing program at Pine Ridge, Engineering program at Deltona High, Cosmetology at Daytona State and Bethune-Cookman.

Discussion ensued with the members on creating a skilled workforce, medical and technical jobs.

Mr. Mayes stated Medical is big for the City of Deltona because there is no industrial

park. Manufacturing will be a major job creator. Concepts for the Activity Center are being discussed with the County and Institutions of higher learning. Once Halifax buys 30 acres the owners of the property want to put a medical village overlay on it. Feelers are out to recruit University of Florida or University of Central Florida, which both have Medical Schools since Halifax Health is a teaching hospital. A medical village overlay could also be R&D for medical, light manufacturing for white rooms, clean rooms, etc. but this could be five to seven years out. Halifax Health is planning on making their presentation about their two properties at the Commission meeting on Monday, December 14th. He stated Florida Hospital Fish Memorial is what put Orange City in the position it is now and this gives us a big boost of employer based to build around.

Vice Chairperson Alexander discussed DEDAB's Step 1 to present to the Commission involving education and resources for small businesses.

Chairperson Boggs stated the other part (B) is whether DEDAB wants to bring in Bethune-Cookman, Volusia County School Board, Daytona State to talk about what they are offering.

Members discussed the options that are already available and the need for other trades for the residents.

Member Braddy asked if Mr. Mayes counterpart in Deland would come in and talk on how Deland developed the process. Mr. Mayes replied he would be glad to invite Steve Burley, Economic Developer for Deland and Bob Turk, Economic Developer of Sanford.

Vice Chairperson Alexander and Member Armstrong agreed with guest speakers.

Mr. Mayes stated he needs an idea on how DEDAB wants to schedule speakers from three areas: education, support (SCORE, SBDC, Career Source), historical learning from (Bob Turk, Wayne Hardy).

Members discussed a direction. Member Armstrong recommended a longer meeting with two guest speakers instead of dragging it out. Chairperson Boggs recommended Mr. Hardy first regarding a virtual accelerator and SBDC at the same time. Vice Chairperson recommended Dr. Michael Bowers and Mr. Mayes recommended Dr. Aubrey Long.

Mr. Mayes stated this time DEDAB will be writing a report. Member Armstrong asked if Mr. Mayes would fine tune the report.

Members discussed potential speakers and Mr. Mayes explained the benefits of education of the workforce and a skilled workforce.

Alternate member Peacock and Mr. Mayes discussed the growth industry and what industry to focus on, such as, medical or technology.

Discussion ensued on the decision for a guest speaker.

Member Yaris stated Halifax Health and Central Florida Hospital did a lot of research and DEDAB should "tap into them. What are they needing, what do they foresee in a workforce and what can we as a community provide to them."

Members agreed.

Vice Chairperson Alexander asked if there are demographics on the type of small businesses in Deltona from BTR's. He discussed lists from CityData.com.

Members discussed the focus of small business vs. big business, developing resources for the small businesses to grow.

Chairperson Boggs stated there are two initiatives as part of workforce development. One is business, one is workforce. She discussed building small business to create a workforce and workforce development with the members.

Mr. Mayes asked who to invite first. Member Braddy suggested using the December meeting to define DEDAB's objectives and goals.

Alternate member Peacock suggested looking into a list on their own.

Member Yaris suggested asking a VP of Planning from Halifax or somewhere to give a presentation on why they chose Deltona and what they foresee as their needs for the future.

Member Braddy asked if they are deciding to go after medical. Chairperson Boggs replied it is a large component.

Member Yaris discussed friends who work for FedEx and UPS who state the amount of assembly work being done in Deltona but they are not paying taxes.

Chairperson Boggs stated DEDAB may have a struggle getting someone in December and if they cannot she discussed getting element A and element B down on paper.

Discussion continued on the choices for a speaker. Mr. Mayes recommended ranking the three health care facilities per DEDAB and invite them. Chairperson Boggs recommended Halifax Health because the amount of investment and multiple sites.

Members agreed with Halifax Health as one, Central Florida Regional/Health Care Association (HCA) as number two and Florida Hospital as three from a knowledge standpoint for the December or January meeting. Questions to ask: why did you pick Deltona to expand into and what resources do you see in the future and see if they have Demographic information to share.

Alternate member Peacock stated Deltona's big workforce is a plus.

Member Yaris stated you would be surprised at the number of people who use SunRail from Florida Hospital at Princeton to DeBary (at least 70 on the 3:00 train). When a facility is built here people will request to work here.

Mr. Mayes stated Halifax and Central Florida both stated a large part of their workforce comes from Deltona. We are not creating jobs for people in Deltona, we are creating jobs in the City for people who already have jobs and want to work close to home.

Discussion ensued on questions to ask, what they can do to expand medical allied business, and clarifying DEDAB's focus by pinpointing elements in workforce development.

## 7. NEW BUSINESS:

### **Presentation of the Walmart Neighborhood Market Grand Opening event video.**

There was not time so it will be at the next meeting.

## 8. STAFF COMMENTS:

### **Discussion towards the December 11, 2015 DEDAB meeting. Does DEDAB meet in December?**

Chairperson Boggs stated yes, we are having a meeting December 11th.

## 9. BOARD/COMMITTEE MEMBERS COMMENTS:

Vice Chairperson Alexander stated he is good and looking forward to moving ahead.

Member Yaris stated "it is my pleasure being here." He has lived here for 18 years and just in the last year or so the City is starting to see life. He appreciates being here to witness it and stated "good job, young man." Mr. Mayes replied thank you sir.

Member Braddy stated he is glad to get his head back in the game to help.

Alternate member Peacock welcomed Member Yaris.

Member Armstrong stated she is looking forward to seeing the breakdown and hearing from speakers and hoping we can move forward.

Chairperson Boggs welcomed Member Yaris. She stated "it sounds like you will be able to bring some great value to the group." She is a big fan of healthy conflict and it is important the group has the ability to do that.

**10. ADJOURNMENT:**

**Motion by Member Armstrong and seconded by Vice Chairperson Alexander to adjourn the meeting.**

Meeting adjourned at 4:52 pm.

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Tanya Boggs, Chairperson

ATTEST:

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Sandi Jackson, Executive Assistant