



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Economic Development Advisory Board

Friday, December 11, 2015

3:30 PM

2nd Floor Conference Room

Regular Meeting

1. CALL TO ORDER:

The meeting was called to order at 3:34 pm Chairperson Tanya Boggs presiding.

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

Present: 5 - Chair Tanya Boggs
Vice Chair Eric Alexander
Member Rick Demeter
Member George Voll
Member Jerry Yaris

Excused: 1 - Member Roy Braddy

Absent: 1 - Member Jean Armstrong

Alternate Members Valderrama, Peacock and Woodley were also present.

3. APPROVAL OF MINUTES & AGENDA:

Adoption of Minutes – November 13, 2015

Motion by Member Yaris and Seconded by Member Voll to approve the November 13, 2015 minutes as written.

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

4. PRESENTATIONS/AWARDS/REPORTS:

OED Report Review by Members (written report submitted)

Mr. Mayes reviewed the OED report with the members based on the 3rd and 4th quarter.

Chairperson Boggs asked on the timeline of item #9, the Assisted Living Facility and on Honest 1 Auto Repair. Mr. Mayes replied the Assisted Living facility is in the process and moving forward. Honest 1 has not closed on the land but are in the process.

Vice Chairperson Alexander asked the location for Halifax Crossings. Mr. Mayes replied it is the 30 acres next to I-4. Discussion ensued with members on the two Halifax locations at I-4 and Bella Vista, across from the Walmart Super Center at Howland and SR 415.

Mr. Mayes stated Bill Griffin of Halifax Health is the guest speaker today and he will address why they selected Deltona. Monday evening, December 14th, Mr. Griffin will be doing a presentation to the Commission on their plans for both properties. Mr. Mayes highly recommends the DEDAB members attending. Five years ago Deltona's major industry was a grocery store. Now there is a medical and healthcare industry.

Vice Chairperson Alexander asked about Lake Sydney residential development going dormant. Mr. Mayes stated he would need to check with Planning and Development Services and Vice Chairperson Alexander could address this with Chris Bowley or Ron Paradise.

Vice Chairperson Alexander asked about the Public Notice across from the Car Wash. Mr. Mayes replied it is a rezoning for commercial business professional (BP) on Gary Cole's property.

5. PUBLIC FORUM:

6. OLD BUSINESS:

Update by Chairperson Tanya Boggs on upcoming workforce targeted assignment

Chairperson Boggs discussed the document in their packets and the breakdown of workforce development including the categories and focus: Element A, the Accelerator Concept and Element B, the War for Talent. She asked the members to look it over between now and the next meeting to see if any revisions are needed.

Member Demeter asked if there is a continuation of the sentence on the last bullet under War for Talent. Chairperson Boggs replied "at local learning institutions."

Alternate Member Woodley asked if the Accelerator Concept would be one or the other or a combination of the two. Chairperson Boggs replied that is what DEDAB needs to decide and recommend.

Alternate Member Valderrama asked if there is an interest in partnering up with other institutional organizations in regards to workforce development. Chairperson Boggs replied it is open for discussion.

Member Demeter agreed everything is open for discussion to see what is the best fit for the City.

Mr. Griffin discussed workforce development and Halifax Health's plans over the next two to three years. Each of their projects will have a minimum of 12 months lead time from design to operation. He stated, "I think it would behoove us and hopefully help the City if we could develop the inventory of the jobs that we are going to be creating and the skills that are going to be required for those people to be successful and thrive in those particular jobs." Then determine where and how the residents of Deltona would obtain those skills during that time frame. Medical secretaries, coders, and medical assistant type positions can get certifications within a twelve month period. He stated as a partner, we should help you with that process by developing that list.

Members discussed the certifications and filling the need with residents of Deltona and the focus of DEDAB.

Member Voll discussed medical care, Deltona's population, and the chance for the City explode based on demographics and the change in the way Deltona is being viewed.

Vice Chairperson Alexander stated the biggest thing about Deltona is so many people leave to go work. Restaurants will not build here because there is not enough day business. More industry and more people staying here to work then the other businesses will come.

7. NEW BUSINESS:

Presentation by Halifax Health: "Why Deltona?"

Chairperson Boggs introduced Bill Griffin and Rafael Ramirez with Halifax Health and stated they will be discussing "Why Deltona".

Mr. Griffin stated he has been with Halifax for 34 years and their interest began in 2012. He stated the City leadership has been very supportive. With an investment in excess over 100 million dollars time was spent studying the healthcare utilization of the residents, the demographics, the geography, the travel patterns for the best sites for care and the type of care for the City. Low volumes and really intense levels of specialty will not be provided. Arnold Palmer and University of Florida draw from around the southeastern United States for those really high end specialties.

Mr. Griffin discussion continued with a slide presentation to the members on why Halifax looked at Deltona including:

- New in-patient and out-patient revenue streams
- Local access to full time physicians in Deltona
- Health patient services
- Future access to in-patient care (i.e. hospital)
- Partnering on complimentary health care services such as Brooks Rehab in Jacksonville

- Expand choice for the residents of Deltona
- Demographics as a younger age than any other City in Volusia County, longer term growth and workforce
- Highest percentage of household income over \$60,000 - a community where people are working. Higher percentage of insured population and less medicare.
- Looked at where Deltona residents went when admitted to a hospital. 38% went to Florida Hospital Fish Memorial in Orange City which is too low.
- Too many residents are leaving the proximity of where they live for care. Establishing a hospital is a gold mine due to convenience. Limited obstetrics, pediatrics, limited service at Florida Hospital Fish Memorial. Cardiovascular arena is within the Florida Hospital Network or Central Florida Regional.

Mr. Griffin displayed a map and discussed the 3 convenient access points Halifax acquired that will provide a 10 minute drive time for residents within Deltona:

- Bella Vista site, 12.5 acres across from the Walmart at 415 and Howland Blvd. which will include a physician office building, urgent care, pediatrics and possibly obstetrics.
- Halifax Crossings at 472 and I-4 - 30 acres and where the future hospital will go. The first phase will be a free standing Emergency Department, Imaging, and some physician offices. The second phase for the hospital is dependent on the certificate of need from the State of Florida.
- The former Hollywood Video converted into a physician office and imaging center and has been operational for over a year with Dr. Bloom.

Mr. Griffin stated "to summarize, Why Deltona from a healthcare standpoint, you are a gold mine."

Chairperson Boggs asked if Halifax considers Deltona's workforce a deficiency or a pro. Mr. Griffin replied there is likely a good supply of skills in the City. The hardest to recruit are nurses, respiratory therapists and imaging technologists. Many of those three skills live in Deltona and are working at Halifax, Florida Hospital, Central Florida Regional, or Florida Altamonte and they may not want to drive 45 minutes or an hour.

Discussion continued with the members on services and skills, training, and the impact of Halifax and revenue that will be generated, Florida Hospital's approach with employed physicians versus the independent physician, quality care, the economic impact and how quickly businesses will follow.

Mr. Mayes stated Halifax Health is a teaching hospital and the only one in the area. Orlando, Shands in Gainesville, and Jacksonville are a long distance away. The owners of the property have expressed an interest on a medical village overlay.

Members and Mr. Griffin discussed the campus environment for the area, and master plan for best uses, the cost for building a hospital, the balance for competition in the area and the benefit of a teaching hospital.

Mr. Griffin stated the types of training for a residency program include internal medicine, fellowships in cardiology and neurology, emergency room physicians and psychiatry.

Discussion ensued on the need for full time physician practice locations in Deltona, the idea of changing the "barrier of the bridge" where people will come over the bridge into Deltona and offering Baccalaureate programs in Deltona and Pine Ridge High School.

Chairperson Boggs thanked the guests.

8. STAFF COMMENTS:

Discussion towards the January 8, 2016 DEDAB meeting

Members discussed potential speakers for the next meeting from:

- Florida Hospital Fish Memorial
- Learning institutions/Volusia County School District health care academies
- Daytona State and Bethune-Cookman
- University of Central Florida.

9. BOARD/COMMITTEE MEMBERS COMMENTS:

Vice Chairperson Alexander stated "really good job, Jerry."

Member Yaris stated he is glad Jerry is sticking with us and thanked Jerry.

10. ADJOURNMENT:

Motion by Vice Chairperson Alexander and seconded by Alternate Member Woodley to adjourn the meeting.

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

Meeting adjourned at 4:45 pm.

Tanya Boggs, Chairperson

ATTEST:

Sandi Jackson, Executive Assistant