



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Economic Development Advisory Board

Friday, January 8, 2016

3:30 PM

2nd Floor Conference Room

Regular Meeting

1. CALL TO ORDER:

The meeting was called to order at 3:35 pm Chairperson Tanya Boggs presiding.

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

Present: 4 - Chair Tanya Boggs
Vice Chair Eric Alexander
Member Rick Demeter
Member Jerry Yaris

Excused: 2 - Member George Voll
Alternate Glenn Woodley

Absent: 2 - Member Jean Armstrong
Alternate Carlos Valderrama

Mr. Mayes informed the members that Roy Braddy has resigned. Alternate Member Peacock was also present.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of Minutes – December 11, 2015

Motion by Member Yaris and Seconded by Member Alexander to approve the December 11, 2015 minutes as written.

For: 4 - Chair Boggs, Vice Chair Alexander, Member Demeter and Member Yaris

4. PRESENTATIONS/AWARDS/REPORTS:

A. OED Report Review by Members (written report submitted)

Mr. Mayes thanked Mayor Masiarczyk for giving each member and guest of DEDAB the City of Deltona 1995 to 2005 token coin and stand.

Mr. Mayes reviewed the OED report and reviewed the Medical Village Overlay. He stated "we are hoping over the next 10 years to attract about 6,000 jobs in the medical field."

Chairperson Boggs asked if specific names like VA or the Ronald McDonald House are ideas of targets or specific targets.

Mr. Mayes replied Halifax Health is willing to support the Ronald McDonald House and he will be talking to the owners of the property. This could be down the road after the hospital. Mr. Mayes stated he has talked to John Mica's office and the VA about the Veteran's Administration Clinic. The population of Orange City where the VA Clinic is now located is roughly 11,000 and Deltona has roughly 17,000 veterans within the City.

Mr. Mayes and members discussed the draft Medical Village overlay and items on the list:

- The aspects of a teaching hospital and medical programs
- Emergency dental for the emergency room
- Assisted living facilities
- Skilled nursing home
- VA clinic
- Rehabilitation - Brooks Rehabilitation
- Non-medical items could be brought in to the general area once Halifax Health is in place
- Size and acreage of the medical village overlay
- Central Florida Hospital's free standing emergency room

Mr. Mayes stated there will be a ribbon cutting for GNC on January 14th at the Publix, Lowes Shopping Center.

5. PUBLIC FORUM:

6. OLD BUSINESS:

A. Review of DEDAB Quarterly Report by Tanya Boggs, Chair

Chairperson Boggs instructed the members to the Quarterly report that will go before the Commission in February. She stated the Workforce assignment is the focus of DEDAB at this point because staff is handling the Historical assignment.

7. NEW BUSINESS:

A. Presentation by Kelly Amy, Volusia School District, on Academies

Chairperson Boggs welcomed Kelly Amy from Volusia County Schools and stated she will talk about some of the academies which may be able to support DEDAB in Workforce Development.

Kelly Amy distributed literature to the members and discussed Career Technical Education (previously known as Vocational Education). She discussed what Volusia County offers including:

- Courses in Middle Schools and High Schools
- Career Academies - teachers come together and create project based lessons that incorporate their academics into a project. For examples, learning math and measurement in a Culinary class or physics through robotics
- Field studies
- Connect with mentors in businesses
- Paid and unpaid internships for high school credit
- A development of partnerships - they have been working with the Ford Foundation since 2007 which has 26 next generation learning communities around the country

Mr. Mayes asked Ms. Amy to give the two graduation rates between regular school and the academies.

Ms. Amy stated new graduation rates just came out. The academies graduation rate is up to 71% in the district. Mr. Russell, the Superintendent addressed this at the Principals meeting yesterday. She stated "our data that we collect on students who are part of Career Academies that graduation rate is sitting at 94%." She discussed the positive outcomes and the charge in the district to continue to expand the opportunities. Right now 19% of students in grades 9 through 12 are part of Career Academy which is about 5,000 students. She stated they would like it to be up in the 30% range or higher and that is one of their goals in the next five years.

Ms. Amy discussion continued on the Academies:

- Mainland High School is developing a Wall to Wall Career Academy approach where all students will have a choice to choose a career area that interests them and she discussed this approach in Nashville Tennessee and their success
- High School showcase booklet which is an overview of what is happening in the District

- Deltona's Career Academies - the Manufacturing Program at Pine Ridge High School and Health Services Academy at Deltona High School
- Evaluation of the Career Academies on a yearly basis
- The Gold Level Academy Tour of 12 Academies that are having great success
- Director's backgrounds
- Local post-secondary connections
- Industry certifications provided at no cost in High School, the increased number of certifications to 1600 students, and bonus funding from the state in the amount of 1 million dollars
- The medical side of expertise with two Health Academies in Deltona at Deltona High and Pine Ridge High and the Bio-medical program at University High

Vice Chairperson Alexander asked who determines the specific programs for the schools.

Ms. Amy replied it is an application process by the student. An Academy is based on personnel.

Discussion ensued on the process, the curriculum that is created and the classes needed for graduation, experiences learned in the Academies; such as, volunteer hours and internships, learning and a career path, and the technology and equipment expense of the Academies.

Alternate member Peacock stated "it is just so easy to see that the investment is going to pay off."

Discussion continued on the Academy movement for the last 20 years.

Member Yaris asked how upcoming career opportunities are identified.

Ms. Amy replied we have a steering committee, and are always looking at business and industry. This does not work unless we have business partnerships. She discussed the Career Connection Cadre that is about 100 local businesses and elected officials who help support the Academies. They look at a forecast of careers that are on the horizon both locally, at a state or national level and even globally. Different committees are on the Cadre and Mr. Mayes works on Workforce Development. They make recommendations for the new Academies. A couple of years ago engineering (specifically in aerospace and drone technology) was recommended and health care would be an area of growth. She stated Pine Ridge is a good example of that partnership. She discussed the manufacturing.

Chairperson Boggs asked if the various academies integrate with dual enrollment.

Ms. Amy replied “absolutely.”

Discussion ensued on Deltona’s Health Academies:

- Curriculum of students
- Potential in two to five years and the direction of the medical services in Deltona
- Influence the direction of the Health Services Academies and the opportunities for the entire operation of the facility
- Wall to wall discussion in a Deltona school

Ms. Amy encouraged a tour of an Academy to listen to what students have to say. She discussed the experience of students in their internships.

Alternate member Peacock stated “you are not graduating students, you are graduating young business people.”

Ms. Amy replied “the hope is that every student will have some kind of an idea of what they are good at and what they have a passion for.” Trying to connect those two in some kind of career path is what the academies are all about.

Members discussed electricians being at the college level, past relationships with Flagler and Volusia, Daytona State, and the Advanced Technology Center and possible re-negotiations with the school system. Dual enrollment is possible but with transportation it is more complicated.

Ms. Amy stated electrical is taught through the construction program and she discussed building construction. In a new program started last year, the Academy of Construction Technology, students have the ability to work in paid internships on construction sites. Giles Electric is one of their big partners and they hired students last summer.

Discussion continued on the construction programs with Members Yaris and Demeter.

Ms. Amy discussed the programs being self-sufficient since they do not have a funding stream. In the construction program they make their own furniture and sell it, the culinary students cater in the community and students in IT fix computers on campus. She stated students are learning through experience.

Chairperson Boggs thanked Ms. Amy for the presentation.

8. STAFF COMMENTS:

A. Discussion towards the February 12, 2016 DEDAB meeting

Chairperson Boggs asked if they have a speaker for the February 12th meeting.

Mr. Mayes replied DEDAB agreed one business then one education. The invitation is out and tentatively accepted by Florida Hospital Fish Memorial to discuss "Why did you decide to develop in Deltona." Then he suggested either Daytona State College or Bethune-Cookman.

Chairperson Boggs recommended Daytona State based on location and she would like to know what programs are available to support the future workforce of the City. Member Demeter stated a representative from Daytona State had talked to the committee and he would like an update to see the progress of the campus in Deltona.

Member Yaris stated Fish Memorial recently hired a new CEO.

Mr. Mayes stated the invitation has been sent out and it would be an excellent opportunity for the new President, CEO to meet Deltona but he does not know who they will send as the presenter.

Alternate member Peacock asked if Florida Hospital has future plans to build something in Deltona.

Mr. Mayes discussed the 10 acres Fish Memorial owns on SR 415 and potential in the future. He stated at this point DEDAB had agreed it is not so much as what are you going to develop in Deltona as why did you decide to come to Deltona so the members could get an understanding on why companies are coming to Deltona.

9. BOARD/COMMITTEE MEMBERS COMMENTS:

Vice Chairperson Alexander thanked Kelly Amy for coming and giving a wealth of information. He had no idea on things going on in the schools and stated "good job" and "thank you for doing your part."

Chairperson Boggs thanked Kelly Amy and stated most of us have not been in school since the Academy approach was implemented in Volusia County.

Alternate member Peacock stated she is blown away how sensible and functional this is. "It is very exciting."

10. ADJOURNMENT:

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

For: 4 - Chair Boggs, Vice Chair Alexander, Member Demeter and Member Yaris

Meeting adjourned at 4:34 pm.

Tanya Boggs, Chairperson

ATTEST:

Sandi Jackson, Executive Assistant