



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Economic Development Advisory Board

Friday, February 12, 2016

3:30 PM

2nd Floor Conference Room

Regular Meeting

1. CALL TO ORDER:

The meeting was called to order at 3:30 pm Chairperson Tanya Boggs presiding. Ron Paradise serving as City Liaison in Jerry Mayes absence.

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

Present: 4 - Chair Tanya Boggs
Vice Chair Eric Alexander
Member Jean Armstrong
Member Jerry Yaris

Excused: 3 - Member Rick Demeter
Member George Voll
Alternate Christine Peacock

Absent: 1 - Alternate Carlos Valderrama

Alternate Member Woodley was also present.

3. APPROVAL OF MINUTES & AGENDA:

Adoption of Minutes – January 8, 2016

Motion by Member Yaris and Seconded by Member Armstrong to approve the January 8, 2016 minutes as written.

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

4. PRESENTATIONS/AWARDS/REPORTS:

OED Report Review by Members (written report submitted)

Mr. Paradise reviewed the OED report with the members.

Chairperson Boggs asked if item #8 Central Florida Regional Hospital announced a location is new information.

Mr. Paradise replied this was a press release that came out in the News Journal.

Chairperson Boggs asked if the Community Redevelopment Area is the Deltona Blvd./Normandy area.

Mr. Paradise replied "that is correct" and he discussed the submission for delegation on December 18th. He stated the County requested additional information the last week in January. There will be a meeting between City and County officials on Monday (February 15th).

Vice Chairperson Alexander asked about the Saxon Commercial Sewer Study and stated he thought that would have to be done before RaceTrac.

Mr. Paradise discussed the requirements and the construction for a lift station on the north side of Saxon Blvd. and a sewer line along Apache Cir.

Vice Chairperson Alexander asked to define dormant in item #16 Residential Development Lake Sydney lots in review dormant.

Mr. Paradise discussed the residential project application and the package sewer plant off the Fort Smith and Normandy intersection.

5. PUBLIC FORUM:

Chairperson Boggs recognized a member of the public, Victor Ramos.

6. OLD BUSINESS: None

7. NEW BUSINESS:

A. Presentation by Mr. Robert Deininger, President & CEO of Florida Hospital Fish Memorial: "Speaking on why FHFH expanded into Deltona."

Chairperson Boggs introduced Robert Deininger to share why Florida Hospital Fish Memorial decided to have initiatives in Deltona.

Mr. Deininger introduced himself and stated he is the CEO of Florida Hospital Fish Memorial as of January 11th. He discussed his background with Florida Hospital and the hospital's mission to extend the healing ministry of Christ working daily to deliver outstanding healthcare, improve the access to that care, and develop healthier communities. He stated Fish has been a proud provider of healthcare for over 20 years in West Volusia County.

Mr. Deininger discussed:

- Deltona residents are employees - over a third of the hospital's workforce comes from Deltona which translates into about \$15 million of payroll revenue that comes into Deltona through Fish Memorial Hospital
- Focus on taking healthcare close to home with an increase of physician practice presence. Since 2012 there are now five Deltona based practice groups, most recently Dr. Moreno opened as part of the Health Park
- CentraCare brand after hours/expanded hours model
- The focus on health care not sick care and facilities with a multi-use purpose health and education as well as care. The Health Park has imaging service both diagnostic and preventive
- Health Park is a success to date
- After hours pediatric services will be added in the Health Park space within the next two to three months

Member Yaris asked about sub-specialties and if perinatology would be provided.

Mr. Deininger replied they will have Pediatric GI and Pediatric Neonatology the second half of the year and not perinatology at this point.

Mr. Deininger discussed:

- Involvement in community events
- Community Care Network (CCN) program pairing life coaches from Bethune-Cookman and Stetson with a population that has no insurance. This group is in the 45 to 60 range, homeless or mostly homeless, with some mental health challenge and/or drug addiction challenge.
- Classes at the hospital and Health Park
- Breast care services for women in need
- Economic commitment of Fish and growing the relationship with the City of Deltona - how the hospital can be a partner to bring in other businesses and other groups

Chairperson Boggs asked questions related to workforce: what kind of growth in workforce over the next three to ten years and what education needs will need to be provided.

Mr. Deininger replied the hospital continues to see admissions grow at a rate of 3 to 5% per year and he expects the workforce will grow at the same pace. He discussed the transient population in Florida, the biggest need for nurses and a two year versus four

year nursing programs.

Member Yaris asked if they provide tuition reimbursement. Mr. Deininger replied once employees are hired they have a tuition assistance program.

Discussion ensued with members and Mr. Deininger:

- Education and specialties
- Relocating physicians to live in the County
- Pediatrics and women's services
- Programs in the academies and recommendations for education: imaging and radiology needs, physical therapists, rehab with the aging population
- CentraCare, competition and their commitment to deliver outstanding healthcare in the community and their vision

Member Yaris asked when and where the CentraCare facility will be built. Mr. Deininger replied the where is the challenge. There has been some difficulty finding the right location based on the retail model. The money is allocated, so once a location is found it takes about 6 months to open.

Chairperson Boggs thanked Mr. Deininger for the information and coming out today. Chairperson Boggs discussed the committee's accelerator focus and handed out course offerings from Bethune-Cookman for new businesses. Members decided to invite Victor Ramos to speak to the committee.

Discussion ensued with the members on the accelerator.

Member Yaris stated there is a great need to help businesses develop a business plan. Member Armstrong stated education is the basis for everything. Member Woodley asked if the hospitals are going to work with the local schools. Discussion continued on the academies and the recommendation for change.

Victor Ramos stated Bethune-Cookman is currently working on providing a Pharmaceutical Tech Program at Saxon Blvd. They are offering dual enrollment with Deltona and Pine Ridge High School and working in collaboration with Walgreens. Discussion continued on the certificate program and financial aid. Mr. Ramos discussed the business courses offered through collaboration with SBA, SCORES and the entrepreneur program at the university.

Discussion continued with members regarding the Pharmaceutical Tech certificate program.

8. STAFF COMMENTS:

Discussion towards the March 11, 2016 DEDAB meeting

9. BOARD/COMMITTEE MEMBERS COMMENTS:

No comments from members.

Chairperson Boggs stated it was a productive meeting and the plan is over the next couple of months that the committee comes to some recommendations.

10. ADJOURNMENT:

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

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

Meeting adjourned at 4:22 pm.

Tanya Boggs, Chairperson

ATTEST:

Sandi Jackson, Executive Assistant