



# City of Deltona

**ECONOMIC DEVELOPMENT ADVISORY  
BOARD MEETING  
TUESDAY, JANUARY 8, 2013  
6:30 P.M.  
2nd FLOOR CONFERENCE ROOM  
2345 PROVIDENCE BOULEVARD  
DELTONA, FLORIDA 32725**

*Chairman*  
Joseph R. Cerrato

*Vice-Chairman*  
Rick Demeter

*Members*  
Robert Desmond  
Karl Brown  
Harry Wilkins  
Roy Braddy  
Dustin Oehler

*Staff Liaison*  
Jerry Mayes

## AGENDA

1. CALL TO ORDER:
2. ROLL CALL:
3. PLEDGE OF ALLEGIANCE:
4. APPROVAL OF MINUTES: October 9, 2012 and October 19, 2012
5. PUBLIC COMMENTS:
6. OLD BUSINESS:
  - A. City Liaison Staff Report
7. NEW BUSINESS:
  - A. Installation of new DEDAB officers for 2013
  - B. Sub-Committee Reports to DEDAB
  - C. Acceptance of Sub-Committee Reports to DEDAB by DEDAB membership
8. MEMBER COMMENTS:
9. ADJOURNMENT:

**NOTE:** If any person decides to appeal any decision made by the Economic Development Advisory Board with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk at least three (3) working days in advance of the meeting date and time at (386) 878-8100.

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**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
TUESDAY, OCTOBER 9, 2012**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Tuesday, October 9, 2012, in the City Hall 2<sup>nd</sup> Floor Conference Room, 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 6:30 p.m. by Jerry Mayes.

**2. ROLL CALL:**

Chairman	Robert Desmond	Present
Vice-Chairman	Joseph Cerrato	Present
Member	Karl Brown	Present
Member	Harry Wilkins	Excused
Member	Richard Demeter	Present
Member	Roy Braddy	Excused
Member	Dustin Oehler	Excused

Also present: DEDAB City Liaison, Jerry Mayes.

**3. PLEDGE OF ALLEGIANCE:**

**4. APPROVAL OF MINUTES:**

**A. Minutes:**

**1. Meeting – July 10, 2012.**

**Motion by Member Cerrato, seconded by Member Brown, to adopt the minutes of the Economic Development Advisory Board Meeting of July 10, 2012, as presented.**

**Motion carried with members voting as follows: Member Cerrato, for; Member Brown, for; Member Demeter, for; and Chairman Desmond, for.**

**5. PUBLIC COMMENTS: None**

**6. OLD BUSINESS:**

1 **A. City Liaison Staff Report**

2  
3 Mr. Mayes announced that Dustin Oehler is a new DEDAB Member. He is unable to attend tonight's  
4 meeting due to a new job and traveling out of State. Member Oehler is working on locating a  
5 restaurant for Deltona.

6  
7 Mr. Mayes said the DEDAB Sub-committees have finalized the 3<sup>rd</sup> quarter reports; the reports have  
8 been reviewed and approved by the Chairmen. Both Sub-committee Chairmen are ill and unable to  
9 attend tonight's meeting.

10  
11 **7. NEW BUSINESS:**

12  
13 **A. 3<sup>rd</sup> Quarter Sub-Committee Reports to DEDAB and Approval of Same**

14  
15 Mr. Mayes gave an overview of the Medical Facilities & Educational Campus Sub-committee  
16 report. He said there are two new members of the Sub-committee: Mel Levendorf, a retired  
17 doctor, and Lori Burbank, Assistant Director, Webster University. A new medical business  
18 opened in Deltona: Tuberoso Family Dental, located at 1200 Deltona Boulevard. Much of the 3<sup>rd</sup>  
19 quarter was spent on revitalizing and carrying forward research projects with Webster University,  
20 Daytona State College, and Bethune-Cookman University. The President/General Manager of  
21 Bethune-Cookman University gave his commitment to open a retail storefront to begin holding  
22 classes and is looking forward to opening a campus in the City. Progress has been made in the  
23 medical field with several parties showing interest in developing medical facilities in Deltona.

24  
25 Mr. Mayes said per DEDAB Sub-committee request, the City Commission put the Commerce  
26 Park task in abeyance for 18 months and assigned a new task: Lakeshore Eco-Economic Research  
27 project. Giving an overview of the Micro-incubator & Lakeshore Eco Economic Sub-committee  
28 report, Mr. Mayes said Jean Guida has joined the Sub-committee. A potential site for a four unit  
29 micro-incubator has been located at the Storaway Self Storage on Howland Boulevard which has a  
30 parking bay for lease. Mr. Mayes credited Member Cerrato for coming up with this idea. The  
31 first meeting of the Lakeshore Eco-Economic research project was with Progress Energy/Duke  
32 Energy. Mr. Mayes said he met with Marc Hoenstine, Economic Development Manager, Progress  
33 Energy, Florida. Meetings will be held with all stakeholders in the project, which encompasses  
34 both the Lakeshore area and the River-2-Sea Trail.

35  
36 **Motion by Member Brown, seconded by Member Demeter, to accept the DEDAB 3rd Quarter**  
37 **Reports, as presented.**

38  
39 **Motion carried with members voting as follows: Member Cerrato, for; Member Brown, for;**  
40 **Member Demeter, for; and Chairman Desmond, for.**

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2 **B. Approve 2013 DEDAB Meeting Dates: Jan. 8, April 9, July 9, and Oct. 8, 2013**

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4 Discussion ensued regarding quarterly meetings and the accomplishments of the sub-committees  
5 and the DEDAB meetings.

6  
7 **Motion by Member Demeter, seconded by Member Cerrato, to approve the 2013 DEDAB**  
8 **meeting dates of January 8, April 9, July 9, and October 8, 2013.**

9  
10 **Motion carried with members voting as follows: Member Cerrato, for; Member Brown, for;**  
11 **Member Demeter, for; and Chairman Desmond, for.**

12  
13 **C. Election of Chairperson & Vice-Chairperson 2013. New officers installed January 8,**  
14 **2013.**

15  
16 Mr. Mayes asked Members to mark their selections for chairperson and vice-chairperson.

17  
18 Chairman Desmond read a statement certifying that Member Cerrato was selected as Chairperson  
19 and Member Demeter was selected as Vice-Chairperson for 2013.

20  
21 Chairman Desmond said he enjoyed being the chairman of DEDAB. He thanked Mr. Mayes and  
22 City staff for all their hard work. Mr. Mayes thanked the administrative assistants for processing  
23 the meeting minutes. The Board Members thanked Chairman Desmond for doing a great job as  
24 Chairperson.

25  
26 **8. MEMBER COMMENTS:**

27  
28 a) Member Cerrato said there is a ribbon cutting tomorrow for the Cockey Rooster Café, and  
29 asked Members to attend. Chairman Desmond welcomed the new business and said he heard  
30 they will hire ten people

31  
32 **9. ADJOURNMENT:**

33  
34 There being no further business, the meeting adjourned at 6:54 p.m.

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38 **ATTEST:**

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**Joseph R. Cerrato, CHAIRMAN**

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41 **\_\_\_\_\_  
Jerry Mayes, RECORDING SECRETARY**

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**CITY OF DELTONA, FLORIDA  
COMMISSIONER DENIZAC TOWN HALL MEETING WITH  
THE ECONOMIC DEVELOPMENT ADVISORY BOARD  
FRIDAY, OCTOBER 19, 2012**

Commissioner Denizac's Town Hall Meeting with the Deltona Economic Development Advisory Board was held on Friday, October 19, 2012, at the Harris M. Saxon Community Center, 2329 California Street, Deltona, Florida.

**1. WELCOME:**

Commissioner Denizac welcomed everyone to the presentation. She said it was a privilege opening the Town Hall meeting to all citizens, not only citizens within her District. It is important that the community is informed at all times of what is going on in the City. Commissioner Denizac thanked everyone for taking the time to attend, despite other events happening in various areas.

**2. INTRODUCTION OF CITY STAFF:**

Commissioner Denizac said she looked back to previous years and all of the development that has been accomplished since then. She said she is proud to be part of that process. She thanked City Manager, Faith Miller, for her support. Commissioner Denizac introduced and thanked the following people: Mr. Chris Bowley, Director of Planning and Development Services; Mr. Jerry Mayes, Economic Development Manager. She said that there was a lot of work going on behind the scenes by staff and thanked the following staff members: Wendi Jackson, Community Information Specialist; Terri Connelly, IT Support Specialist; Steve Moore, Director of Parks and Recreation; and Steve Narvaez, IT Manager.

**3. INTRODUCTION OF ECONOMIC DEVELOPMENT ADVISORY BOARD MEMBERS:**

Commissioner Denizac thanked the members of the Deltona Economic Development Advisory Board, who were introduced by Mr. Mayes: Robert Desmond, Chairperson; Joseph Cerrato, Vice-Chairperson; and Members Karl Brown, Harry Wilkins, Rick Demeter, and Roy Braddy. Member Dustin Oehler is working in New Mexico and sends his apologies. Mr. Mayes said DEDAB is a citizen's forum. The members also serve on the two DEDAB sub-committees.

Commissioner Denizac said the number one question that will be addressed is, "What is the City of Deltona doing for economic development to help the City grow, become economically sustainable, attract businesses, and provide economic opportunities?"

1 **4. PRESENTATIONS:**

2  
3 **A. Presentation by Jerry Mayes, Economic Development Manager: Economic**  
4 **Development efforts throughout the City including the Deltona Boulevard Economic**  
5 **Development Zone.**  
6

7 Mr. Mayes gave the following presentation: The Mackle Brothers built Deltona as a residential  
8 community; we could have remained a residential community with barely enough commercial to  
9 meet the neighborhood needs. Instead, Deltona decided to compete to bring jobs to the City so  
10 residents could stay in the City and not commute outside of Deltona. This is an ongoing project,  
11 which takes many years. We assembled resources, such as working with Enterprise Florida, Volusia  
12 County, Team Volusia, and the Center for Business Excellence. He thanked Commissioner Denizac  
13 for hosting a very successful Job Fair that helped residents connect with potential employers. Over  
14 1,200 people attended.  
15

16 Projects were promised at the last Town Hall meeting in 2010, and those promises have been met.  
17 Deltona has a new Epic Theater and residentially-serving retail. There has been much renovation of  
18 existing buildings--such as Larry Kent's Burger King. Deltona led Volusia County in commercial  
19 building permits pulled in the 2<sup>nd</sup> quarter of 2010, for the first time. Five commercial (5) permits  
20 were pulled in that one quarter. In 2011, Deltona focused on business in-filling. In 2011, there were  
21 22 new businesses. In 2012, year-to-date, there have been 25 new businesses. There are 9 businesses  
22 in the inspection process, which will be opening soon. Deltona focused on job creation. There were  
23 133 new jobs in 2011 and 140 new jobs in 2012. In-filling creates jobs, which is our number one  
24 priority.  
25

26 This year, Deltona's focus was on redevelopment with the effort to create a Community  
27 Redevelopment Area (CRA), the creation of the Deltona Blvd. Economic Development Zone, and  
28 administrative Comp Plan Amendments to assist in the process. With the help of the Commission,  
29 senior management, and Planning & Development Services, the Deltona CRA is under way. The  
30 CRA includes Saxon Blvd., to Normandy Blvd., and intersecting Deltona Blvd. south to  
31 DeBary/Dirksen/Doyle Road. The CRA is mostly commercial; we are trying to get this area to come  
32 back to life. Mr. Mayes said Mr. Bowley wrote the assessment of needs and did an excellent job.  
33 The next step is to finalize the process and go to the County to start negotiations for their approval.  
34 Our CRA is based on infrastructure improvements. Deltona is deficient in streets that are wide  
35 enough for commercial traffic--normally a 4-lane road, water lines for commercial fire hydrants and  
36 commercial sewer. This CRA was created in order to get incentives from the State to create jobs;  
37 right now we are looking to attract large companies like call centers, which could possibly create 500  
38 jobs in the old Deltona shopping center.  
39

40 Deltona is looking into getting medical development into the City. There are three hospitals that are  
41 looking at Deltona; one of them is extremely serious. Mr. Mayes said there are five new businesses  
42 that will start development in Deltona in this final quarter of the year: a RaceTrac Gas Station, a  
43 Dunkin Donuts, a Dollar General Store on Howland Blvd., a McDonald's, and another Dollar  
44 General Store on Stratford Commons off of Deltona Blvd.  
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1  
2 Comp Plan Amendments are being created to bring land use changes to major intersections where  
3 there is commercial development to see if it is feasible to expand those areas to commercial to bring  
4 in businesses in the future.

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6  
7 **B. Presentation by Chris Bowley, Planning & Development Services Director: Planning**  
8 **issues facing Deltona and Deltona's planned Community Redevelopment area.**  
9

10 Mr. Bowley said staff has made a concentrated effort to get economic development into the City.  
11 Staff worked on improving the process internally. We have different components in the City that  
12 review plans. When someone comes in with a plan set we make a concentrated effort of getting them  
13 through in the most time efficient and cost saving effort. This includes the Fire Department, Building  
14 Department, Permitting, Planning & Development, Zoning, Public Works, Engineering, and Code  
15 Enforcement reviews. The co-location of that review, and the time savings that it gives to an  
16 applicant is recognized by the number of commercial starts, the number of building permits that are  
17 pulled, and the increase in speed and timing in getting applications through. Also evident are the  
18 numerous simultaneous construction starts, which have not happened in Deltona in recent years.

19  
20 Existing regulations were looked at to retool the process to simplify and to make it easier for  
21 businesses to develop within the City. A streamlined development review process was created that is  
22 designed to minimize the number of Development Review Committee (DRC) meetings. Planning &  
23 Development Services, thanks to City Manager Faith Miller, was able to hire a senior management  
24 team, which allows us to expedite the development review process. So, we reduced the amount of  
25 time and expense to process a development review application. This includes three impact fee  
26 moratoriums. Developers do not pay the sometimes hefty sum to develop, especially if it is raw land.  
27 The good news about the moratorium is that it has made an appreciable difference in bringing in  
28 applications. The Land Development Code was reorganized to make it more user-friendly, and is  
29 also being amended for maximum efficiency and internal consistency. We are modernizing the  
30 Code, specific to Deltona, so that it makes sense; it is a document developers can use as they come  
31 forward.

32  
33 Minor non-substantial plan amendments are being approved through administrative review. This is  
34 important because, in the past, a lot of delays were not major changes to plans; they were minor.  
35 Those minor changes to plans had the same amount of weight in terms of time that a major change  
36 incurred. Now, when the Development Review Committee receives an application with minor  
37 changes, instead of restarting at the beginning, the application is routed by e-mail, the plan-set is  
38 submitted both by hard copy and electronically, the comments come back electronically, we vote  
39 electronically, and this speeds up the clock.

40  
41 We are thinking in strategic planning terms by focusing on redevelopment and use of existing  
42 utilities. We are thinking long-range by positioning property that minimizes potential impacts that  
43 may affect land values. We think in terms of land value enhancement and in terms of enhancing  
44 quality-of-life for the community. The result has been growth and development, even during an  
45 economic downturn.

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2 **5. QUESTIONS AND ANSWERS:**  
3

4 Commissioner Denizac lauded Mr. Mayes and Mr. Bowley for their excellent work and for taking  
5 Deltona to its next level. She said it was exciting to hear what Mr. Mayes said about a hospital being  
6 interested in coming to Deltona. She stated that the current Commission and staff are very business  
7 friendly. She said the Commission has made economic development the number one priority. We  
8 can no longer keep financing our City on the backs of the homeowners. We need to diversify our tax  
9 base, and that is why all of us work collectively together.

10  
11 Mr. Bowley introduced John Kaiser, Volusia County Department of Economic Development, and  
12 thanked him for attending the Town Hall meeting.

13  
14 Commissioner Denizac read the questions from attending citizens. A citizen asked--in addition to the  
15 moratorium on impact fees, what other incentives are you looking to provide to new and existing  
16 businesses? Commission Denizac said besides the impact fees, Mr. Bowley talked about  
17 streamlining the permitting process. It used to be frustrating to go through the application process.  
18 Now it is almost like we are taking you by the hand, walking you through, and making sure you are  
19 successful. Mr. Bowley said we try to get the applications down to one Development Review  
20 Committee (DRC) meeting. Attending only one meeting saves the applicant a lot of time and money.

21  
22 Mr. Mayes said he would like to commend the Commission on giving the Economic Development  
23 office a set aside account from reserved funds in order to compete with other cities on incentives.  
24 Other cities find ways to "buy jobs" by offering companies different tax incentives, etc. Part of this is  
25 the Deltona Economic Development Zone, a Brownfield Area, where the State provides tax incentive  
26 funds per job; the jobs have to be in place over a period of four years before receiving full funding  
27 from the State. Businesses are getting paid for what they have done, not what they promised to do.  
28 The State will pay up to \$2,000 per job; the City has the option of paying \$500 per job. The City  
29 Commission set aside one million dollars toward that type of job creation. Mr. Mayes said we also  
30 have CDBG funds, which is a grant program from the federal government. There is money set aside  
31 for economic development and façade improvements to help existing businesses.

32  
33 Commissioner Denizac said one of her questions was answered regarding what the City does for  
34 existing businesses. We also unofficially promote our Deltona businesses. She asked the citizens to  
35 contact Mr. Mayes or Mr. Bowley to find out what help is available to them.

36  
37 Mr. Bowley said the City is applying for other grants. One of them is a Brownfield Area Grant,  
38 which would allow the City to hire a consultant to come up with a development plan for that area.

39  
40 Mr. Mayes said the City has recently developed a Business Assistance Center. The City has provided  
41 a classroom for small business development. Business owners will be shown how to fill out forms,  
42 how to write a business plan, and training on how to grow and expand their business.

43  
44 Commissioner Denizac read a question written in Spanish regarding what types of incentives are  
45 available through the City for business owners. She answered in Spanish and then translated

1 explaining what had previously been stated regarding eliminating the impact fees, streamlining the  
2 permitting process, revising the Land Development Code, etc.

3  
4 Mr. Bowley read a question asking why not have a shopping center to bring retail to Deltona.  
5 Commissioner Denizac said if somebody tells you that government creates jobs they are lying to you.  
6 Government cannot create jobs. We can only do what we have been telling you about--streamlining  
7 the permitting process, making sure you don't have to come to many DRC meetings, making sure  
8 that with only a couple of meetings we can get you through your development. Making sure we are  
9 concise and precise and making a good faith effort so you can open your business. Those are things  
10 the City can do. We cannot dictate exactly what type of business; we can only make the process  
11 easier. Yes, we will welcome any shopping centers, a mall--anything that will help us to diversify our  
12 tax base. As Mr. Mayes contacts people to recruit economic development, he could possibly contact  
13 people who could bring in a shopping center or a mall.

14  
15 Commissioner Denizac said before she leaves office she will hold another Town Hall meeting. She  
16 said she cannot wait to share the good things that are coming our way because of the work of two  
17 dedicated individuals who are part of our administrative staff and the Commission as a whole. We  
18 want to be successful in terms of economic development. Mr. Mayes said regarding a shopping  
19 center--we have to have retailers that are willing to build. We cannot dictate the price that  
20 homeowners sell their places for or how much they would charge for leasing a building; that is not  
21 government's place. We can only make it as easy as possible for developers to come to Deltona.  
22 There are only a certain limited number of areas retailers are willing to go into. One of the best  
23 commercial clusters is on Elkcam and Howland Blvd. However, it is mainly residential with people  
24 living in these houses. Dupont Lakes Park has been rezoned to commercial. The Commission is  
25 willing to build new softball fields someplace else. Deltona is desperate to build office buildings,  
26 medical buildings, stores, etc. Mr. Bowley said to keep in mind the 800 plus acres that are available  
27 in the Activity Center. We would like to have a smaller shopping center where parking is close to  
28 the stores.

29  
30 Commissioner Denizac read the next question-- what about eminent domain when businesses want to  
31 come in? She said this is a tough question and she personally will not support eminent domain in  
32 order to build a business. She would only support eminent domain if it is for a greater benefit for the  
33 entire community. Mr. Bowley said eminent domain is a public process for capital projects and for  
34 the public's benefit and use. It is not for private business gain. Mr. Mayes said Florida's constitution  
35 forbids eminent domain to take someone's home or property for private gain.

36  
37 Commissioner Denizac said someone asked if the grants mentioned here are federally funded. Mr.  
38 Bowley said the CDBG grant is federally funded through HUD. The CDBG grant has a wide range  
39 of uses, such as for public works projects (i.e. stormwater improvements, pump stations, ponds),  
40 parks and recreational projects. Discussion ensued regarding the types of grants being offered and  
41 their uses. Also, the Neighborhood Stabilization Program (NSP) is federally funded and is used to  
42 buy blighted homes to rehabilitate. Mr. Mayes said we pay taxes and grants are a way of getting  
43 some of that money back for Deltona.

1 **6. ADJOURNMENT:**  
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3 Commissioner Denizac concluded the meeting and thanked staff and everyone who attended. She  
4 said she would continue to lead with integrity and honesty. The meeting adjourned at 8:30 p.m.  
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9 **ATTEST:**

Joseph R. Cerrato, CHAIRMAN

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12 Jerry Mayes, RECORDING SECRETARY  
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