



City of Deltona

2345 Providence Blvd.
Deltona, FL 32725

Minutes

Economic Development Advisory Board

Friday, June 10, 2016

3:30 PM

Bethune-Cookman University,
Deltona Campus: 1555 Saxon
Blvd., Deltona, FL 32725

1. CALL TO ORDER:

The meeting at Bethune-Cookman University Deltona campus was called to order at 3:30 pm Chairperson Tanya Boggs presiding. City Liaison Jerry Mayes.

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

Present: 6 - Chair Tanya Boggs
Vice Chair Eric Alexander
Member Jean Armstrong
Member Phyllis Stauffenberg
Member George Voll
Member Jerry Yaris

Excused: 2 - Member Rick Demeter
Alternate Carlos Valderrama

Alternate members Peacock, Ramos, and Woodley were also present.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of Minutes – May 13, 2016

Motion by Member Armstrong and Seconded by Member Voll to approve the May 13, 2016 minutes as written.

For: 6 - Chair Boggs, Vice Chair Alexander, Member Armstrong, Member Stauffenberg, Member Voll and Member Yaris

4. PRESENTATIONS/AWARDS/REPORTS:

Mr. Mayes presented the members with certificates and pins for Vounteer Appreciation.

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

Mr. Mayes reviewed the OED report with the members:

- Number 6 - Central Florida Regional Hospital adjusted employment figures down to 30 instead of 40 to 45.
- Golden Choice Assisted Living adjusted the number of rooms and beds for the third time which is a state process.
- Number 10 - the CRA went before the Volusia County Council. Six (6) voting members were present, Pat Patterson was not there. The recommendation was to draft a resolution toward approval of the CRA for the first meeting in July. The vote was 5-1, with Jason Day opposing.

Chairperson Boggs asked why there was opposition.

Mr. Mayes replied, Jason Davis said he has never voted for nor will he ever vote for a CRA.

Chairperson Boggs asked if a franchisee has been located for item #9 - Honest-1 Auto.

Mr. Mayes replied Chip Burton stated there is a franchisee over in the Ormond area that is looking at the property now.

Chairperson Boggs asked if Halifax did get approval for their ED.

Mr. Mayes replied Halifax did get state approval for their Certificate of Need.

Member Yaris stated there is not much construction going on and asked if Halifax is waiting on approvals.

Mr. Mayes replied Graves Ave. has just been finished and they are looking at July 22nd at 9:30 am for a ceremonial ground breaking.

Member Yaris asked if everything is in permitting now and Mr. Mayes replied, yes.

Member Ramos stated Halifax Board also approved.

5. PUBLIC FORUM:

6. OLD BUSINESS:

A. Updates and discussion of Commission Report and Recommendation, "Accelerator: Flex versus Virtual"

Chairperson Boggs stated responses are in their package with one or two more coming. She was surprised that some comments were never brought up at the meetings and stated to please communicate your opposition to anything and share your opinions. Chairperson Boggs asked Mr. Mayes to review the vote process.

Mr. Mayes reviewed the guidelines for a formal vote of DEDAB members.

Discussion continued with the members:

Vice Chairperson Alexander mentioned phases and resources.

Chairperson Boggs discussed her interpretations:

- A website and the resources
- Recommendation for the City by DEDAB
- Flex space - office and warehouse space.

Member Voll believes a virtual side needs to be created. "People need resources to be able to go to." Flex space is a need in Deltona and something DEDAB needs to look at. The best demographics to do this within needs to be determined. Trades are important and he sees a lot of opportunity here.

Vice Chairperson Alexander stated we need to start with resources and flex space later.

Alternate member Peacock stated we still need to focus on the big three industries: medical, manufacturing and technology, even in the flex space.

Chairperson Boggs stated from this perspective this is a light industrial focus, the medical manufacturing and the medical technology was more focused on a commerce park. The accelerator is more of a small established business in a growth pattern. She gave the example of a home business that is now acquiring three trucks and where that business would park the trucks.

Member Stauffenberg stated she is not opposed to a virtual plan or an educational plan if there is a demand for it, whether established by a database or mailers to existing businesses. She does not think Deltona should get into a development, management business.

Discussion continued with the members:

- Development of a space and different options for the City
- Recommendation process by DEDAB
- Member Armstrong discussed the accelerator plan that gives people resources, locations and educational resources
- Chairperson Boggs discussed the viewpoint from a business owner, subsidizing by the City and the contract between the facility and business owner
- Alternate member Peacock discussed discounts like the medical community
- Member Yaris discussed the quasi relationship of the County with Daytona Beach and the airport and he does not have a problem with the City getting financially involved
- Chairperson Boggs discussed a grant model, goals to be met, a performance element and how to create jobs.

Member Ramos suggested a motion be made to bring this to the Commission to move it forward and appoint staff to make decisions.

Motion by Member Voll to move forward with looking at the feasibility of having the City involved with a Virtual and future Accelerator program that is going to help businesses grow within the City.

Virtual is defined as creating a resource that is available for local businesses to go to have other services available to them.

For: 6 - Chair Boggs, Vice Chair Alexander, Member Armstrong, Member Stauffenberg, Member Voll and Member Yaris

Additional discussion ensued with Mr. Mayes and members before the final vote on the motion by Member Voll.

Mr. Mayes stated Victor Ramos will be showing DEDAB members under New Business what Bethune-Cookman University is looking at doing as a shared space, quasi, virtual facility. The City has approved a new Economic Development website in the budget and the first meeting was today with the developer. This site will be a virtual online source with resources and Bethune-Cookman will be a physical space for shared ideas. He stated "Virtual is on our doorstep."

Chairperson Boggs stated we really do not need a recommendation with regard to Virtual.

Member Stauffenberg asked if the City is compensating Bethune-Cookman.

Mr. Mayes replied they will be listed on the City website but so will Daytona State, Stetson University, Embry Riddle with a brief synopsis of what they offer.

Discussion continued on the website as a resource.

Member Yaris stated business owners are actually looking for a physical space.

Member Voll suggested moving forward with the motion.

Discussion continued with the members following the motion:

- Flex Accelerator space
- The next steps to revise the written portion
- Draft 11 of the flex themed accelerator and the options to write
- Updates on recent items
- Commissioner Soukup's suggestions

- Developer involvement
- Options of a recommendation to the Commission
- ROI on options and City staff involvement.

Member Stauffenberg stated it should have been a two-part vote, "I would have voted for the Virtual, but not for the flex."

Chairperson Boggs replied, but you did not oppose.

Member Ramos stated if she voted opposed, she could bring back reference to one or two or the motion could have been amended but at this point in time we are moving forward.

Chairperson Boggs stated the reality is we had six (6) votes.

Anita Bradford stated as a small business moving from Mount Dora and looking for office space in District 2 there is nothing available except outside her district. Downtown Deltona needs to be defined and once it is defined developers will want to go to that area. A definition of a central hub might help DEDAB's package and people will want to come.

Alternate member Peacock stated that makes more sense than anything she has heard in months. "We are putting the cart before the horse."

Chairperson Boggs stated she does not agree with that and they are two different things. A downtown is completely different from a flex business accelerator. We are not trying to create a downtown with an accelerator, we are trying to create a place for light industrial to get jobs done. That is why we are here to debate things out and those are things DEDAB can focus on when a specific topic is assigned.

Member Yaris stated your concerns are the concerns of the City council and the City itself. That is not our role right now. Our role is to get small businesses places to expand their businesses.

Chairperson Boggs thanked everyone and stated it is okay for us to disagree.

7. NEW BUSINESS:

A. DEDAB Alternate Member Victor Ramos will give a tour of the B-CU Deltona Campus and B-CU's plans for the campus

Chairperson Boggs thanked Member Ramos and Member Ramos began the tour of the campus of Bethune-Cookman Deltona campus.

8. STAFF COMMENTS:

9. BOARD/COMMITTEE MEMBERS COMMENTS:

Member Armstrong stated at a meeting she attended today, the Mayor of Orange City talked about the widening of I-4, a pay lane and the extension of Rhode Island across I-4 which will be more opportunities.

10. ADJOURNMENT:

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

For: 6 - Chair Boggs, Vice Chair Alexander, Member Armstrong, Member Stauffenberg, Member Voll and Member Yaris

Meeting adjourned at 4:35 pm.

Tanya Boggs, Chairperson

ATTEST:

Sandi Jackson, Executive Assistant