

**CITY OF DELTONA, FLORIDA**  
**DELTONA ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Monday, May 9, 2011**  
**Regular Meeting Minutes**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, May 9, 2011, at Deltona City Hall, 1<sup>st</sup> Floor Kitchen Meeting Room, located at 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER**

The meeting was called to order by Chairman Conte at 6:30 p.m.

**2. ROLL CALL**

Nick Conte	Chairman	<b>Present</b>
Robert Desmond	Vice Chairman	<b>Present</b>
John Augustin	Voting Member	<b>Present</b>
Fernando Bonilla	Voting Member	<b>Present</b>
Karl Brown	Voting member	<b>Present</b>
Joseph Cerrato	Voting Member	<b>Present</b>
Harry Wilkins	Voting Member	<b>Present</b>

**City Staff:**

Jerry Mayes, Business Development Administrator

**3. APPROVAL OF MINUTES**

Member Cerrato made a motion to approve the March 14, 2011, meeting minutes with a change of the August meeting date from 8/15 to 8/8. Member Brown seconded the motion. The motion carried unanimously, 7:0.

**4. ANNOUNCEMENTS**

Chairman Conte welcomed new DEDAB Members Fernando Bonilla & Harry Wilkins. DEDAB Members introduced themselves and gave a synopsis of their backgrounds and their involvement in DEDAB.

**5. OLD BUSINESS**

Mr. Mayes invited Board members to the Deltona Business Forum on May 12th. Mr. Mayes talked about the two forum sessions and asked Members to meet with the businessmen who will be attending.

**6. NEW BUSINESS**

**A. Address unexcused absences of Member (Vice Chair) Robert Desmond.**

Chairman Conte explained that members need to notify staff when they are unable to attend a meeting. He asked Mr. Mayes to explain the charter rules concerning absences. Mr. Mayes read the Advisory Board By-Laws regarding attendance, stating that three unexcused absences could cause the member to be dropped from the Board and another person be appointed by their respective City Commissioner. Members are to notify the Chairman (Nick Conte) or his designate (Mr. Mayes) when they are unable to attend the meeting.

Member Desmond apologized to the Board, explaining a new job takes him out of state and he does not always have access to a phone or email. He said he loved working on the Board and would be active in the future. Chairman Conte warned Member Desmond about future unexplained absences.

Chairman Conte made a motion to retain Member Desmond as DEDAB Member and Vice Chairman. The motion passed by a unanimous voice vote of 7:0.

**B. Formation of DEDAB Sub-Committees.**

Chairman Conte said Sub-Committees would facilitate getting DEDAB Goals/mission statements accomplished.

Mr. Mayes read Article XII from the by-laws:

Section 1: The Economic Advisory Board shall select Sub-Committee chairpersons from among its members to serve as chairperson of each Sub-Committee, where applicable. The Sub-Committee chairperson shall select volunteers from among residents of the City to serve on each Sub-Committee. Section 2: All individuals considered by the Sub-Committee shall complete a City of Deltona citizen board committee application form kept on file in the City Clerk's office. Section 5: The chairperson on each Sub-Committee shall ensure that all members of the Sub-Committee are informed of all applicable rules, regulations and policies and procedures. Neither DEDAB nor Sub-Committees, are able to obligate the City, raise money, etc. By-laws state that DEDAB Sub-Committees can be chaired by a member of DEDAB, and that person is the chair of that Sub-Committee. Chairman Conte put together six Sub-Committees for the Board's review and discussion.

Chairman Conte explained the process of working with Members' respective Sub-Committees. Each Sub-Committee chair is to work with two or three volunteers on their Sub-Committee and report to the DEDAB. DEDAB, as part of the review process on the 5-year Strategic Economic Development plan, needs to set goals for the next 5 years. All the selected goals should be worked on simultaneously, since there are goals that are reached immediately, goals that are long term, and goals that may never be reached. DEDAB needs to be able to advise and report to the Deltona City Commissioners on both an advisory and a successful accomplishment basis.

Member Brown asked who would be responsible for getting volunteers for the sub-committees. Mr. Mayes said the sub-committee chairperson is responsible. Mr. Mayes said he already has volunteers for the manufacturing and the multi-advisory board sub-committees.

Mr. Mayes introduced Michael Richards, Deltona Beautification Advisory Board Chairperson. Mr. Richards said the Advisory Board met with the Mayor and is trying to find new ideas and become more involved. The Board would like to partner with DEDAB to help beautify certain areas of the City that are targeted for economic development. Discussion ensued about marketing the City to attract businesses.

Mr. Mayes read the six goals and mission statements and explained the intent of each one, including suggestions of how to proceed.

Member Brown moved to combine mission statements one and four and to accept the five sub-committee goals. Member Cerrato seconded the motion. Motion passed unanimously, 7:0

Following are the revised mission statements and Chairmen/Co-Chairmen for each Sub-Committee:

**I. MISSION STATEMENT: Determine what businesses will have an “all day” employee presence in Deltona (ALFs, Walk-in Clinics, offices, etc.) and how to attract those targeted businesses to Deltona. GOAL: Establish three (3) new businesses in Deltona in 2011-2012. Determine types of businesses: (A) Restaurant, (B) Walk-In Clinic, and (C) ALF.**

Form a Support Subcommittee and align that Sub-Committee with Deltona’s Chambers of Commerce and the SBA’s Small Business Development Center. Determine locations that are acceptable (P&Z Board), businesses that will conform to the needs that the Sub-Committee determines, and progress to determine the businesses that need to be solicited (work with Deltona Office of Economic Development) and initiate that solicitation. Reports to DEDAB membership. DEDAB reports to City of Deltona Commissioners. **Nick Conte & Fernando Bonilla, Sub-Committee Co-Chairs.**

**II. MISSION STATEMENT: Determine City of Deltona’s commercial infrastructure deficiencies (water/sewer/industrial park area) and ways and means to overcome these deficiencies.**

Form an Infrastructure Sub-Committee and align it with the City of Deltona’s professional residents for input, research, etc. Work in conjunction with Dave Denny, Deputy City Manager and Glenn Whitcomb, Public Works Department to expand areas of infrastructure for commercial development and economic development. Reports to DEDAB membership. DEDAB reports to City of Deltona Commissioners. **Robert Desmond, Sub-Committee Chair.**

**III. MISSION STATEMENT: Bring a manufacturing business to Deltona.**

Form a Manufacturer Sub-Committee to (a) determine a location site that could support a manufacturer, (b) work with landowner and developer to develop a site, (c) work with a manufacturer's representative and manufacturers to solicit move to Deltona. Reports to DEDAB membership. DEDAB reports to City of Deltona Commissioners. **Joe Cerrato, Sub-Committee Chair.**

**IV. MISSION STATEMENT: Determine what lots and parcels of commercial property are available and what retail center store fronts are empty and available. Gather realtor/owner information. Construct an e-book of these sites for use in business solicitations.**

Form an Availability Sub-Committee that will divide sections of the City of Deltona, locate and record the described sites, and catalog the described sites. The e-Book will need to be kept current. Reports to DEDAB membership. DEDAB reports to City of Deltona Commissioners. **Karl Brown, Sub-Committee Chair.**

**V. MISSION STATEMENT: Determine a single multi-advisory board project to begin working on and utilize City staff to assist in completing that selected task.**

DEDAB works with the Planning & Zoning Board and the Deltona Beautification Advisory Board on projects that can benefit all three boards and the City of Deltona. A unified consensus of advisory board members can accomplish much more than a single advisory board can accomplish. Once the initial task is completed, Sub-Committees report to their advisory board membership. Then Sub-Committee, working with other advisory boards, selects a second task. DEDAB reports to City of Deltona Commissioners. **Nick Conte, Harry Wilkins, & John Augustin, Sub-Committee Co-Chairs.**

Mr. Mayes said he would contact Deltona's City Clerk about whether sub-committees need to have recorded minutes. Chairman Conte said he believed they are public meetings and because of Florida's Sunshine Law, minutes would need to be recorded. Mr. Mayes asked Board Members to e-mail him individually about their progress and he would get the Clerk's input and distribute the information to the Members.

**C. 5-year Business Plan**

Member Cerrato asked to defer the 5-year Business Plan to the June DEDAB meeting to enable new members to become familiar with the Plan.

Member Cerrato made a motion to reschedule the 5-year Business Plan discussion to the June DEDAB meeting. The motion was seconded by Member Desmond. The motion carried unanimously, 7:0.

**7. OTHER BUSINESS**

None

**8. TRAINING**

None

**9. DISCUSSION**

In closing, Chairman Conte thanked Mr. Michaels and Ann Plock, Federal Trust Bank, for attending the meeting. Both Mr. Michaels and Ms. Plock said they looked forward to working with the Board.

**10. ADJOURNMENT**

Chairman Conte motioned to adjourn the meeting. The motion was seconded by Member Desmond. The motion carried unanimously, 7:0.

The meeting adjourned at 7:53 p.m.

Approved this 13<sup>th</sup> day of June, 2011.

**ATTEST:**

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**Jerry Mayes, RECORDING SECRETARY**

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**Nick Conte, Jr., CHAIRMAN**