

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
MONDAY, NOVEMBER 14, 2011**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, November 14, in the City Hall 1st Floor Conference Room, 2345 Providence Boulevard, Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 6:31 p.m. by Jerry Mayes.

2. ROLL CALL:

Due to the resignation of the Chairman, Vice Chairman Desmond, will assume the position of Chairman at this meeting.

Chairman	Robert Desmond	Present
Voting Member	Joseph Cerrato	Present
Voting Member	Karl Brown	Present
Voting Member	Manuel Chavez	Absent (Excused)
Voting Member	Franklin Welch	Present
Voting Member	Harry Wilkins	Present
Voting Member	Rick Demeter	Present

Also present: Business Development Administrator Jerry Mayes.

3. APPROVAL OF MINUTES:

A. Minutes:

1. Meeting – September 12, 2011.

Motion by Member Cerrato, seconded by Member Wilkins, to adopt the minutes of the Regular Economic Development Advisory Board Meeting of September 12, 2011, as presented.

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

4. PUBLIC COMMENT: None

5. OLD BUSINESS:

A. City Liaison Staff Report (Jerry Mayes).

Mr. Mayes stated that Chairman Desmond presented the 3rd quarterly DEDAB report to the City

Commission and that hopefully by the next quarter there will be recommendations to be made to the Commissioners.

Mr. Mayes asked Members to distribute flyers and posters for the November 30th Deltona Business Forum II. Over 3,100 postcard invitations have been mailed to Deltona businesses.

B. Review revised DEDAB By-laws

Mr. Mayes said he has explained the changes to the by-laws at the various sub-committee meetings.

6. NEW BUSINESS:

A. Elect new DEDAB Chairman and Vice Chairman.

Chair Desmond asked for nominations for chairman.

Motion by Member Brown, seconded by Member Cerrato, to nominate Bob Desmond for Chairman.

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

Chair Desmond asked for nominations for vice chairman.

Motion by Member Brown, seconded by Member Welch, to nominate Joe Cerrato for Vice Chairman.

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

Mr. Mayes stated that Chairman Desmond and Vice Chairman Cerrato will serve until the end of terms. Per the revised by-laws, elections of 2012 officers will be held midyear 2012.

B. Discussion with City Clerk regarding adding DEDAB activities to the web.

Mr. Mayes said he approached City Clerk Joyce Kent about this issue. He said every time there is a change in the *DeltonaMeansBusiness.com* webpage it costs the City money and funds are taken out of the Economic Development budget. If the City Commission wants to have DEDAB located on the webpage, the Commission will so task DEDAB. The City Commission has given very specific tasks to DEDAB and has asked DEDAB to fulfill those tasks. Chairman Desmond asked whether the City would save money by possibly eliminating the *DeltonaMeansBusiness.com* website and make it part of the City's website. Mr. Mayes said the City Commission did not task

DEDAB to alter the City's website. If DEDAB wishes to be located on the City website, DEDAB will need to place that request in its next quarterly report as an item for the Commission to consider. Until the Commission approves this item, DEDAB will not be on the City website. Mr. Mayes said DEDAB, as an advisory board, may petition the City Commission to approve being on the web on the next quarterly report. DEDAB may request this if they want to move forward with this issue.

Member Brown said he will not support such an effort to petition the Commission about this item. Member Cerrato agreed with Member Brown stating that if DEDAB was not tasked to do this, there are other more important issues to accomplish.

Mr. Mayes requested if DEDAB at this time wanted to table this item. It was the consensus of Chairman Desmond and the Members to table this item until the January DEDAB meeting.

C. Discussion with Lee Lopez regarding DEDAB article format in City Newsletter.

Mr. Mayes handed out a form from the City Clerk's Office entitled "City of Deltona Seeking Members to the City's Economic Development Advisory Board Sub-Committees." He said it is the basic template form that the City uses and is not open to any major changes since it has been approved by the City's Attorney's Office and the PIO Office. If there are no questions, staff will accept a motion from DEDAB that it be posted on the City's DTV, a news release sent out to the local press, Email-blast, and all the regular ways the City communicates to the local area.

Motion by Member Demeter, seconded by Member Welch, to accept the form as written in order to allow the City to move forward.

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

Member Wilkins asked about a mailer like Deltona Water uses for advertising for sub-committee members. Mr. Mayes said both sub-committees have decided on a joint mailer utilizing the January Deltona Water bill as the medium of communication to the community. Further discussion ensued.

7. MEMBER COMMENTS:

- a) Member Wilkins asked if there needs to be a motion regarding the frequency of the 2012 DEDAB meetings. Member Wilkins said that since there are numerous sub-committee meetings where most of the work is done, he would like to revisit quarterly meetings.

Mr. Mayes said that if the DEDAB members are considering quarterly meetings, it would be imperative that they meet at least two weeks prior to the date that the quarterly report is due to be submitted to the City Clerk's Office. Mr. Mayes furnished a handout with proposed dates.

Member Welch said he is for quarterly meetings. Member Cerrato said he likes the monthly meetings, but would not object to quarterly meetings. Member Demeter asked if there was a need for additional meetings would that be a possibility. Mr. Mayes answered that according to the by-laws there is no provision for DEDAB to call special meetings; however, sub-committee meetings are held more frequently and if members need for something to be discussed they could contact the City liaison. Sub-committees' and DEDAB meetings' purpose and roles were discussed. Mr. Mayes said DEDAB's role would be to elect officers and gather sub-committee reports in order for the quarterly report to be provided to the Chairman to present to the City Commission.

Chairman Desmond said he sees the value of quarterly meetings and would support it provided there is a reporting mechanism in place for sub-committees to report to the DEDAB board. Mr. Mayes said staff would be willing to help prepare the sub-committee reports.

Motion by Member Brown, seconded by Member Welch, to change DEDAB monthly meetings to quarterly meetings, to be held two weeks prior to the date that the quarterly report is due to be submitted to the City Clerk's Office.

Motion carried with members voting as follows:

**Member Cerrato, for;
Member Brown, for;
Member Welch, for;
Member Wilkins, for;
Member Demeter, for; and
Chairman Desmond, for.**

- b) Member Wilkins is working with Team Volusia who is looking into the education park and has provided 32 leads. John Wanamaker, from Coldwell Banker, is looking at the Deltona Plaza, the former Winn Dixie plaza, figuring out the timing of getting from point A to point B. They are looking at the Anna G. Mendez University. Fish Memorial Hospital opened a medical clinic at the Courtland/Publix plaza. There was a ribbon cutting at Quest Diagnostics, and El Pilon will open next week. He is optimistic the educational park will be up and running, but it will take time. His sub-committee also talked about property located at Elkcam and Howland (Dupont Lakes Park), about moving the two softball fields, and having a medical complex at that location. Discussion ensued regarding relocation possibilities and the floodplain area at DuPont Lakes Park.
- c) Member Cerrato discussed the SunRail sub-committee, looking at a possible park and ride established facility. On the Commerce sub-committee side they will be discussing the City Commission Workshop regarding an infrastructure system as a first step to get development moving forward. John Wanamaker and George Voll are advisors and are being very helpful. By the next quarterly meeting they will have a good report with a few recommendations.

Chairman Desmond asked whether a survey by Votran or SunRail of Deltona ridership was being considered or in progress. Member Cerrato said there does not seem to be any numbers or information on where the people of Deltona work. He and Mr. Mayes discussed placing a

survey on the Deltona Water bill about this issue, possibly asking for a destination zip code.

- d) Member Brown congratulated Chairman Desmond on moving the meeting along smoothly.
- e) Chairman Desmond said he is a member of the Martin Luther King, City of Deltona, Celebration Committee. A portion of the celebration has an economic impact. There will be an open vendor event at Campbell Park. He was wondering if there is anything DEDAB could do to advertise this event. Mr. Mayes said if the City Commission wants DEDAB to advertise any event in the City, the City Commission will task DEDAB with that. The City has a Public Information Office that will be handling the advertising for that event. Member Brown said if the Committee does that we will be going outside of our mandate.

8. ADJOURNMENT:

There being no further business, the meeting adjourned at 7:27 p.m.

ATTEST:

Robert Desmond, CHAIRMAN

Jerry Mayes, RECORDING SECRETARY