

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
TUESDAY, FEBRUARY 10, 2015**

A Special Meeting of the Deltona Economic Development Advisory Board was held on Tuesday, February 10, 2015, in the City Hall 2nd Floor Conference Room, 2345 Providence Boulevard, Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 6:30 p.m. by Vice-Chairman George Voll.

2. ROLL CALL:

Chairman	Rick Demeter	Absent (Excused)
Vice-Chairman	George Voll	Present
Member	Eric Alexander	Absent (Excused)
Member	Jean Armstrong	Present
Member	Tanya Boggs	Present
Member	Roy Braddy	Absent (Excused)
Member	Joseph Cerrato	Present

Also present: DEDAB City Liaison, Jerry Mayes.

3. PLEDGE OF ALLEGIANCE:

4. REVIEW AND APPROVAL OF MINUTES:

A. Adoption of Minutes – January 13, 2015:

Motion by Member Boggs, seconded by Member Armstrong, to adopt the minutes of the Economic Development Advisory Board Meeting of January 13, 2015, as presented.

Motion carried with members present voting unanimous.

5. PUBLIC COMMENTS: None

6. CITY LIAISON'S REPORT:

Mr. Mayes referred to the two-page Office of Economic Development (OED) Report. He stated the groundbreaking for the Walmart Neighborhood Market and the Sterling Retail Center located at Sterling Silver Blvd. and Saxon Blvd. is on February 11 at 10 a.m. The ceremonial ribbon cutting for Tractor Supply Co. will be on February 17th at 10 a.m. Florida Hospital is under construction and the ribbon cutting should be in the third or fourth quarter of this year. He stated there are two new transactions in to Planning and Development Services that are not listed on the report. One of these, Honest 1 Automobile Repair, will be the first franchise auto repair in Deltona and will be on the lot adjacent to Top Shelf Car Wash.

Member Cerrato asked if this was moving forward since there were some recent issues.

Mr. Mayes replied yes the issues with communication and confusion of two different applicants have been resolved.

7. OLD BUSINESS:

Member Boggs stated the purpose of this meeting was to discuss Commerce Park and then stated it is in Item 8 New Business.

8. NEW BUSINESS:

A. DEDAB members to discuss progress on Sub-committee topics

Mr. Mayes stated the Chair and a Member of the Commerce Park and Performing Arts/Historical Facility (CPPA) is here to discuss parts of their Sub-committee and then Ed/Med will be discussed.

Member Boggs stated CPPA has several road trips scheduled over several months. The first one is Friday the 13th to the Enterprise Heritage Center. The amount of time to visit the Historical and Art Centers was discussed in order to make any recommendation into the next fiscal year budget. She asked if a deadline is needed for a recommendation for a Performing Arts Center and/or a Historical Site.

Member Cerrato stated since budget items need to be submitted by July, he would like to see a recommendation by the end of May. He asked if the Sub-committee makes a recommendation to the Commission, do they have to wait until the Quarterly Report interval.

Mr. Mayes replied there would be no issue getting a recommendation on the Agenda. The issue is the Sub-committee has to make a report to DEDAB. DEDAB would have to approve it and they do not meet again until July. Member Boggs stated DEDAB meets on April 14th. Mr. Mayes stated that would be in the time frame.

Member Cerrato requested a recommendation to DEDAB from the Sub-committees by the April meeting. He stated that would allow time for DEDAB to have a report or request a workshop with the Commission for early May.

Member Boggs agreed. She stated there is not complete agreement among the Sub-committee on some factors and assumes a decision would be presented to DEDAB based on the majority. She does not know if the factors causing disagreement will bring up additional discussion in DEDAB.

Mr. Mayes replied under by-laws DEDAB does not hear about the disagreement. DEDAB has requested a report from the Sub-committee on one assignment and there are two parts of that assignment. The Sub-committee can choose to report on the Performing Arts and decide to work

further on the Historical facility or report on both. He suggested to Member Boggs, as Chairperson of the Sub-committee, to notify the group a report has been requested by DEDAB and it will need to be addressed by the March meeting.

Member Armstrong asked if a special DEDAB meeting could be called for May. Discussion ensued among the members regarding special meetings and the procedures for review of the minutes.

Motion by Member Cerrato, seconded by Member Armstrong that the minutes will be reviewed at regularly scheduled meetings for both regular meetings and special meetings.

Motion carried with members present voting unanimous.

Mr. Mayes stated Vice-Chairman Voll is here representing the Ed/Med Sub-committee.

Vice-Chairman Voll asked if DEDAB wants to keep the Ed/Med Sub-committee. Mr. Mayes replied it is up to DEDAB to either fold that committee into CPPA, keep it separate as Ed/Med, keep it separate as Ed and another assignment or Med and another assignment and he asked which is best for that Sub-committee.

Member Boggs asked what the Sub-committee's perspective is on contributing to the goals and objectives of the City and has everything been completed when it comes to educational and/or medical.

Mr. Mayes replied at the last Ed/Med meeting, the members did not see where they could positively affect Medical in the City. One new medical facility is under construction, a 12.5 acre lot has been purchased by another medical provider who is also looking at purchasing around a 30 acre lot for a larger medical facility. He stated Medical is coming into the City. The Sub-committee did a good job, starting with bringing Doctors into offices and ending with a possibility of a future hospital. He commented "Bravo."

Mr. Mayes stated Educational should be looked at as workforce. The workforce must be educated and trained to attract businesses. There has been a lot of turmoil in two of the large educational facilities within the County. Daytona State College and Volusia School District have lost their Superintendents/Presidents. The Academies group from the high schools reported to the Educational Sub-committee, Bethune-Cookman is planning a big drive at the Deltona facility and he suggested inviting the facility administrator for an update. Career Education head, Dr. Daniel Cox, will be at the next meeting to discuss apprenticeships and the Academies. The Manufacturing Academy will be started later this year at Pine Ridge High School. He stated the Sub-committee can still contribute a lot toward the education of the workforce of Volusia County and he suggested options for DEDAB's decision for this Sub-committee.

Member Boggs stated she is not in complete agreement and stated Medical is a component of the workforce education piece. If a hospital or medical center is obtained, the City has to have the workforce support from existing residents or those who want to move here. Manufacturing is an

important component to ensure high schools and colleges in the City of Deltona are providing the education, so the people that work here are educated here. She stated workforce development works hand in hand with the CPPA committee to provide the education. There can be a medical, manufacturing, or light industrial component depending on the businesses the City attracts and assignments can center on certain types of industries.

Member Armstrong asked if the medical facility looking at the acreage at the end of Graves Ave. is a teaching hospital and will a campus be built.

Vice-Chairman Voll stated he loves the idea of the workforce and asked is there a way to move medical over to workforce or combine this with educational. He agrees educational has so much to do with the workforce.

Member Boggs stated she likes the idea of changing this to a workforce development committee because workforce development is not just education. Workforce development includes affordable housing and opportunities. She asked how Deltona can attract residents so people will want to live here and work here for a workforce.

Mr. Mayes replied that would not be granted by the Commission as a topic for an assignment because there is a Beautification Advisory Board. Two separate boards cannot be put together and he discussed the by-laws.

Member Armstrong stated this is more about the viability to live and work here because of what the City offers, not because of beauty.

Member Boggs agreed and compared deed restricted communities in Lake Mary and newer parts of Deland. She thinks of workforce as the average wage, creation of jobs, and education but also where they are going to live.

Member Cerrato stated if the committees are combined it will be too broad and he recommended a Workforce Sub-committee that could look at different tasks including education, quality of life and the academies.

Vice-Chairman Voll asked for a motion.

Motion by Member Boggs, seconded by Member Armstrong to revise the Ed/Med committee into a Workforce committee with an initial focus on education for our workforce.

Motion carried with members present voting unanimous.

Mr. Mayes stated while DEDAB has passed this it will need Commission approval.

B. DEDAB members to determine scheduling of Commission Report on Sub-committee assignment progress

Mr. Mayes stated this is the Quarterly Report. Chairman Demeter makes the report, if he is not available, Vice-Chairman Voll would be called upon, if he is not available, Member Boggs. If any of these three are not available, a written report will be presented. He asked the members if they would like a written report or someone to give the report.

Member Cerrato replied he likes the oral report so the public hears what is going on and it brings awareness to DEDAB and the Sub-committees.

Member Armstrong stated she believes a verbal report is good and each Commissioner should be given a written form of report as well. She stated the oral report might peak somebody's interest to get involved.

Members agreed with the oral and written report.

C. DEDAB members to determine if City Commission to be solicited for change or new assignments

Mr. Mayes stated this was covered in A.

Member Cerrato requested a new assignment from the Commission to pass on to one of the Sub-committees: a review of the approval process of projects that come into the City. He referred to a regular miscommunication with projects, such as the auto repair, and he would like to see a more proactive process versus a reactive or negative process. One person could oversee a project to avoid that situation.

Mr. Mayes stated Planning and Development Service has streamlined the process and asked which Sub-committee.

Discussion ensued among the members which Sub-committee to assign the task.

Member Boggs stated she would like to hear from Mr. Bowley's group first to see if proactive adjustments have been made before asking the Commission. Member Cerrato stated the concern is the time frame and DEDAB's next meeting is in April.

Mr. Mayes informed the members a recommendation for new assignment could be made at a Commission Workshop and explained the process for assignments and the next Sub-committee meetings. He recommended inviting Mr. Bowley, Director of Planning and Development Services, to review the process and resolution of issues at the next Ed/Med meeting in March.

Member Cerrato asked if the request would come from the Sub-committee to DEDAB in April. Mr. Mayes explained the process for the request for change of name and assignments.

Motion by Member Cerrato, seconded by Member Armstrong in the March meeting of the Ed/Med Sub-committee, Mr. Bowley do a presentation on the process and resolution of issues, so they may consider a request to DEDAB to change the name and potentially add additional

tasks. To have this to DEDAB by the April meeting, so DEDAB can formally request at a workshop the change of name and assignment for the Ed/Med committee.

Motion carried with members present voting unanimous.

Member Armstrong asked if they can sit in on that presentation. Mr. Mayes replied yes, per Sunshine Laws all DEDAB and DEDAB Sub-committee meetings are open to the public. The meeting will be March 13th at 10 a.m.

9. PUBLIC COMMENTS: (four minute limit)

10. MEMBER COMMENTS:

Vice-Chairman Voll asked for member comments.

- a) Member Boggs referred to the sheet of paper in the package and shared the good economic news in Deltona and the County. She explained the positive numbers with the gain in labor force, employment, the positive trends in unemployment and the percent unemployed. The commercial permit data, Deltona was number two in the 4th Quarter with over \$32 million in projects with commercial permits issued. Tractor Supply Co. and Florida Hospital were the two large portions of the 4th Quarter. Upcoming activity not yet permitted are the Walmart Neighborhood Market at \$15 million, Duke Energy at \$9 Million and Sterling Retail Center at \$6.5 million. These are positive trends for DEDAB, the workforce and the residents of Deltona. Mr. Mayes stated those five make up about \$63 million in new construction. Member Boggs stated “good job Jerry” and Vice-Chairman Voll stated “incredible job Jerry, we are very thankful.”
- b) Member Armstrong stated she is real excited to see growth in our City.
- c) Member Cerrato stated it is a long time coming.

11. NOTICE OF NEXT MEETING DATE AND TIME:

- April 14, 2015 at 6:30 P.M., Second Floor Conference Room, Deltona City Hall

12. ADJOURNMENT:

Motion by Member Armstrong, seconded by Member Boggs to adjourn the meeting.

Motion carried with members present voting unanimously.

There being no further business, the meeting adjourned at 7:29 p.m.

ATTEST:

Rick Demeter, Chairman

Sandi Jackson, Recording Secretary