

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**February 15, 2012 - MINUTES**

1. **Call to Order**

Mr. Blawn called the meeting to order at 8:05 A.M.

2. **Roll Call**

**Present:** Thomas Blawn Carl Lentz Bishop Derek Triplett

**Absent:** Tim Davis Carol Kilian Lawrence McDermott Ruth Trager

**Ex Officio:** Phil Ehlinger, Volusia County  
Economic Development Director

Kerry Symolan, Team Volusia Economic Development Corporation  
Acting President & CEO

**Staff:** Emory Counts, City of Daytona Beach  
Economic and Community Development Director

3. **Approval of Minutes December 14, 2011 – Tabled**

4. **Reports**

A. **Volusia County Economic Development –Phillip Ehlinger**

Mr. Ehlinger reported that Volusia County Economic Development (VCED) has been working diligently with Kent Sharples at the CEO Business Alliance and Kerry Symolan at Team Volusia Economic Development Corporation (TVEDC) to determine how we are going to divide the economic development tasks in 2012. VCED has decided to focus more on business assistance and retention. The current University of Central Florida (UCF) managed Business Incubator located at the Airport will continue to be housed there and VCED is doing a feasibility study to see whether another incubator on the west side of the County makes sense. If that incubator is built it would also be managed by UCF. Several west-side cities indicated they would like to be the site of the new business incubator but it is a major expense and no one has stepped up with a check to help their chances.

VCED is also working on being approved to be a certified sponsor of the Grow Florida program. Grow Florida was originally funded in the state budget but that funding was vetoed by Governor Scott in the new budget. Mr. Ehlinger noted that over 80% of the jobs created in Volusia County were created by small businesses and we want to use the Grow Florida program to help grow more. He added that the County would continue to support use of golf activities at the LPGA to recruit business prospects to the area. The LPGA is one of our greatest area assets and we should try and capitalize on it. Mr. Blawn added that the Embry-Riddle Aeronautical University (ERAU) President, Dr. Johnson, would also be using the LPGA in recruiting for business and research efforts. University presidents, chief operating officers, and senior executives of major companies could participate in golf and be treated to workshops and other about the area. ERAU's

“Next-Gen” air traffic control system is an incredible opportunity to bring jobs to the area.

Mr. Counts commented that per ERAU’s estimate “Next Gen” will stimulate some 2,000 jobs and could be the foundation for this area to be the “silicon valley” of aeronautical technology. Mr. Blawn added that ERAU could become even more of an area economic “driver” with about \$120 million in construction projects in their plans right now.

B. Team Volusia Economic Development Corporation (TVEDC) – Kerry Symolan

Ms. Symolan, Acting President & CEO reported that she has been working with Dr. Kent Sharples and VCED on the division of work to better leverage the funds that have been entrusted to us. TVEDC is focused on collecting really good intelligence about what businesses really want or need to come to our area over some of our competitor’s areas. Mr. Counts said one of the problems is the lack of “ready” buildings or parcels for development.

Bishop Triplett commented that over past several years he noticed that the wages of businesses was been a significant consideration when it came to business recruitment. He always felt that it should have been easier to leverage/recruit in the areas of aeronautics, motorsports, and medical business spin-offs. He wondered further, if TVEDC and the County were aiming at any particular industry target. Ms. Symolan responded that she is along with Rick Fraser of the Center for Business Excellence (CBE), looking at our existing businesses and their product paths to better target cluster-development. TVEDC is also interested targeting the STEM areas i.e. Science, Technology, Engineering, and Manufacturing. Mr. Ehlinger commented that VCED has been talking to both ERAU and the Speedway about possible partnerships to facilitate business development. He added that one of the good things about our area is that the workforce has remained very stable over time and that can be an important statistic to business recruitment.

C. Vision Foundation – Larry McDermott, Vision Foundation Chair-Tabled

5. Old Business

Discussion regarding the “Economic Development Report Program” held January 12, 2012.

---Mr. Lentz commented that we are providing this tremendous economic development event for the community but not enough people are taking advantage. A change of venue needs to happen so that it is closer to downtown even if it’s held in Commission Chambers.

---Bishop Triplett said the reports from persons he talked to were very positive and even those that missed it thought that they would have liked to have had the information. He agreed there needs to be a change of venue and maybe some more targeted invitations. Perhaps Board members could be provided some invitation and they could write personal notes on the invitations they send to persons. Also, in terms of scheduling there were a number of competing events being held at that same time.

---Mr. Blawn agreed that the information provided in the program had been very good and agreed that consideration of a change of venue was appropriate.

---Mr. Counts added that we might even consider a change of time and try a breakfast. He added that all of the feedback he had gotten on the meeting had also been very positive. Commissioner Gilliland and the City Manager were in attendance. He suggested trying the

first week after New Year holiday since if we go into the second week we might conflict with Dr. Martin Luther King, Jr. celebration activities like this year.

6. **New Business**

There was no old business brought before the Board.

7. **Citizens' Comments**

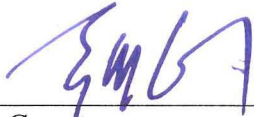
There were no citizen comments brought before the Board.

8. **Schedule next meeting**

The next meeting will be March 21, 2012

9. **Adjourn**

The meeting adjourned at 9:14 A.M.



---

Emory Courts  
Director Economic/Community Development

Adopted: April 18, 2012