

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Wednesday, February 20, 2013 - MINUTES**

**1. Call to Order**

Ms. Kilian, Chair called the meeting to order at 8:00 A.M.

**2. Roll Call - Economic Development Advisory Board (EDAB)**

Present: Carol Kilian Thomas Blawn Tim Davis Lawrence McDermott Ruth Trager

Absent: Bishop Derek Triplett

Ex-Officio: Rob Ehrhardt, Volusia County Economic Development Manager

Keith Norden, Team Volusia Economic Development Corporation President/CEO

Staff: Emory Counts, Economic/Community Development Director

**3. Approval of Minutes – November 14, 2012. *A motion to approve the Minutes of November 14, 2012 was made by Mr. McDermott, seconded by Ms Trager, and approved unanimously; January 16, 2013. A motion to approve the Minutes of January 16, 2013 was made by Mr. McDermott, seconded by Ms Trager, and approved unanimously.***

**4. Reports**

**A. Volusia County Economic Development (VCED) – Rob Ehrhardt**

Mr. Ehrhardt began by stating that the *4<sup>th</sup> Quarter Volusia County Economic Report* had recently been presented on Friday, February 8, 2013. The Report presented statistical data on employment, residential permits, commercial permits, foreclosures, and other data. Although copies of the Report were available to distribute he reminded everyone that the data is available online at [www.floridabusiness.org](http://www.floridabusiness.org) in the “Statistics and Q-Reports” section. Also located there is a copy of the *Economic Development Quarterly* which includes an article about Teledyne Oil & Gas and another article about AO Precision and their respective building expansions here in Daytona Beach. AO Precision already has some equipment in their new building. He commented that Gray Swope, Florida’s Secretary of Commerce, will be at Embry-Riddle Aeronautical University (ERAU) next week to talk about the university and the key role it could play for the state as a great stimulus for job creation.

Mr. Ehrhardt commented that he doesn’t often speak to tourism but certain facts had caught his attention including that as compared to December 2011, the December 2012: occupancy rate in increased over 2%; average daily rate increased over 7%; and revenue per available room increased more than 15%. The County earlier commissioned a tourism study and the results are in and there are sure to be discussions about the finding over the next few months. A survey to gather public perspective about transportation along the ISB Corridor Coalition is available at: <https://www.surveymonkey.com/s/ISBCorridorSurvey>.

**B. Team Volusia Economic Development Corporation (TVEDC) – Keith Norden**

Mr. Norden reported that TVEDC presented the “2013 *Program of Work*” during its Annual Meeting. The new Program of Work dramatically increases the participation in tradeshow and meetings with site selectors. There are 16 site selector missions proposed this year because they (site selectors) control the bulk of companies’ starting search efforts. Later the list of potential locations is culled down but it is important to be on that starting list to be considered. Members of the Practitioners Council are sometimes asked to help staff local tradeshow. Mr. Counts has pledged to help out at the *Plastec Tradeshow* in Orlando, FL. TVEDC recently visited Chicago, IL and while it was very cold outside was able to handout sun tan lotion which peaked some

interest and started some conversations about locating in Florida. As leads are developed they are shared with the Economic Development Practitioners.

Ms. Kilian commented that perhaps Dr. Kent Sharples could be invited here again to update the Board about how the CEO Business Alliance is working with all the various other economic development entities. We understand that conversations between the Practitioners, County, TVEDC, and the Alliance are regular and productive. She also commented that we always hear statistics about jobs being brought in over the last year but asked about the number of jobs that may have been lost. Mr. Ehrhardt responded that some data on job loss/unemployment is contained within the *Volusia County Economic Report*. One source of data is from the Bureau of Labor Market Statistics and speaks to the size of the labor force and number of unemployed/employed. Overall, our employment statistics have remained about the same. There is also a 10-year history of data in the *Economic Report* that could provide some insight about employment/unemployment trends.

Mr. Norden then briefly described the conversations he has been having with site selectors about the national headquarters located here, as well as, some of the products he carries along to provoke responses. Mr. McDermott asked about a recent economic development meeting in Palm Coast and if TVEDC or any of the other economic development entities had any hand in it. Mr. Ehrhardt commented that the meeting was organized by the Cornerstone Group, an economic development group out of Jacksonville. Mr. Norden added that he is a personal friend of Jerry Mallot, executive director of the Jacksonville Regional Chamber of Commerce's Cornerstone economic development program, and so, has a good connection with Cornerstone. Mr. McDermott, advised that Bruce Page is President of the bank where he works, is on the Cornerstone Board and could possibly assist in setting up a meeting or other, if needed. Mr. McDermott works at Intracoastal Bank as Vice President/Business Development Officer.

C. Vision Foundation –*Larry McDermott, Vision Foundation Chair*

Ms. McDermott reported that the Foundation is planning a revisit of the Vision meeting on Saturday, April 5, 2013. They will try to re-prioritize the listing of goals down to the top five major issues. It's such a huge document that this effort might help to distill it down to something that could be more workable. The group is still working on providing healthcare options for the working uninsured. Even with passage of the Affordable Healthcare Act it might still leave many working persons uninsured. Some businesses will try to employ people for fewer hours to avoid triggering healthcare coverage. Other employers might not provide healthcare coverage and simply plan to pay the fine if caught. He summarized several conversations he had about Amtrak train service/station but later commented that this effort doesn't seem to have the support needed but another train effort from south Florida to Orlando appears to have strong support.

5. Economic Development Trends Report – *Emory Counts*

Mr. Counts reported that Sarah Bates of *Daytona Beach News Journal* apologizes but said she cannot work with us on the program this year. He then reviewed an updated draft of the agenda that included presentations from the various economic development entities, Volusia County, CEO Business Alliance, and TVEDC, but without participation from the *News Journal*. Mr. Ehrhardt commented that this would not be the first time the County, CEO Alliance, and TVEDC have made presentations together. However, after some discussion it was decided not to do the E.D. Trends Report this year.

Mr. McDermott said he would rather have each of the communities give a report during the County's economic development report.

*A motion to approve postponement of the Economic Development Trends Report to January 2014, make a concerted effort to have the Daytona Beach News Journal involved, and make the event an economic development tool and information meeting, was made by Mr. McDermott, seconded by Ms Trager, and approved unanimously.*

**6. New Business**

-Ms. Kilian asked that the *Election of Officers* be placed on the Agenda.

-Mr. McDermott advocated Phil Ehlinger to fill the open seat on the EDAB.

**7. Old Business**

**8. Citizens' Comments**

There were no citizens comments brought before the Board.

**9. Schedule next meeting – April 17, 2013**

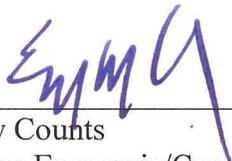
(Additional meetings will be scheduled to accommodate business development needs)

**2013 Proposed Meeting Schedule:**

January 16;	July 17;
February 20;	August (no meeting);
March 20;	September (no meeting);
April 17;	October 16;
May 15;	November 13;
June (no meeting);	December (no meeting)

**10. Adjourn**

The meeting adjourned at 9:33 A.M.

  
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Emory Counts  
Director Economic/Community Development

Adopted: April 17, 2013