

ECONOMIC DEVELOPMENT ADVISORY BOARD
Wednesday, December 18, 2013 - MINUTES

1. Call to Order

Mr. McDermott, Chair called the meeting to order at 8:00 A.M.

2. Roll Call

Present: Tim Davis Carol Kilian Lawrence McDermott Ruth Trager
Bishop Derek Triplett Phil Ehlinger

Excused: Thomas Blawn

Ex-Officio: Rob Ehrhardt, Volusia County Economic Development Manager
Denise Mott, Team Volusia Econ. Dev. Corp. Business Development Director
Nancy Keefer, Daytona Regional Chamber President & CEO

Staff: Emory Counts, Economic/Community Development Director

3. Approval of Minutes – Wednesday, November 13, 2013

A motion to approve the Minutes of Wednesday, November 13, 2013, was made by Ms. Kilian, seconded by Mr. Ehlinger, and approved unanimously.

4. Reports

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

Mr. Ehrhardt reported the County has approved the local financial support (LFS) required by the state for True Science Holdings, LLC to participate in the Florida Qualified Target Industry (QTI) program. True Science is a Daytona Beach based business in the process of moving into the old Crane Cams building within the Fentress Boulevard Business Park. Mr. Ehrhardt commented further that the report on labor statistics was due out soon and although he would not hazard a guess as to what the actual statistics would indicate did say that “our area appears to be moving in the right direction”. Nationally, the economy seems to be picking up and we are experiencing our share. Ms. Kilian asked if the Volusia County annual average wage was still considered to be low. She added that it seems our wage is increasing incrementally but at a very slow rate. Mr. Ehrhardt agreed that the wage rate is growing incrementally particularly if looked at on a year-to-year basis. However, our area wage is steadily increasing if viewed over a longer time period. He added that having a relatively low annual average wage may be viewed as a “positive” by companies looking to control labor costs.

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

Mr. Norden commented about having a relatively low annual average wage saying that his organization typically looks to recruit companies whose wage is at least 115 percent of our average annual wage but would look at other pay levels particularly if directed to do so by the respective community. At times the number of jobs created by the business can be significant even if the wage is a little lower. Those lower wage jobs could be filled by persons who might not qualify for the higher wage jobs ultimately increasing our employment rate. Mr. Norden went on to report that TVEDC outreach efforts

continue to be strong and keep Daytona Beach/Volusia County on “top of mind” with employers. Since the last EDAB meeting visits have been made to the following: *Southeast/US/Japan meeting in Biloxi, MS* where the Florida delegation headed by Gov. Scott totaled 36 persons and there were 7 other southeastern states in attendance; *Fab-Tec in Chicago, IL* a show related to the metal forming, fabricating, welding and finishing industry; *ITSEC in Orlando, FL* which is related to the simulation industry; and *Germany* to follow-up on previous leads. While there he toured an Airbus factory to better get a handle on 2nd and 3rd tier supply needs (a new factory is opening in Mobile, AL). In conclusion, Mr. Norden reported there are currently 31 projects in the pipeline representing about 2,219 jobs.

- C. Daytona Regional Chamber of Commerce (DRCC) – *Nancy Keefer, Executive Director*
Ms. Keefer reported the DRCC, Mr. Counts and Mr. Ehrhardt have been working diligently on a project called Blue Sky. Blue Sky is a retention and expansion project in Daytona Beach and that will probably come before this Board next month. The DRCC is also mobilizing support for the Hard Rock Hotel and the space launch site proposed to be built in southeastern Volusia County. Congressman DeSantis will be the main speaker at a meeting at the LPGA Golf Course Clubhouse next Friday and she invited the Board to attend. Finally, Ms. Keefer reported the DRCC is working in concert with this Board on a great *Eggs & Issues* program next month to talk about economic development.
- D. Vision Foundation – *Larry McDermott, Vision Foundation Chair*
Mr. McDermott reported that the Vision Foundation did not have a meeting last month, and so, would report in February
- E. Fentress Boulevard Business Park Discussion – *Tim Davis*
Mr. Davis reported that he e-mailed some of the stakeholders at the Business Park but had not gotten a lot of feedback. He observed that the opportunity to change the entrance to the business park may be improved since some of the 20 year leases around the entrance are coming due. He thought that the Taco Bell and Casual Male stores would not renew and that the 7-11 would stay but build a larger more updated store. There may also be an opportunity to redevelop the strip mall along ISB near the entrance into a complex similar to the nearby Best Buy complex. Mr. McDermott showed some pictures of the Business Park entrance area and sign to the Board. He further made the case that it is not very attractive or a selling point for businesses to locate into the Park.
- F. Eggs & Issues/E.D. Trends Report Breakfast-Friday, 1-17-14 at the LPGA Clubhouse.
Mr. McDermott reported that many of the speakers for this event have already committed and it looks like it will be a really good meeting. Ms. Kilian said she would like to see the News Journal economic trends report as the center of the program. Mr. McDermott responded that he would give the News Journal more time than the other speakers. Bishop Triplett commented that it would be good to include brief comments from Workforce Florida on the program since they are changing their “brand” and will now be known as “Career Source Florida”.

5. True Science Ad Valorem Tax Exemption – Emory Counts

Mr. Counts reviewed the business' application for a tax exemption and then introduced Todd Stefaniak, V.P. Operations. Mr. Stefaniak gave a brief presentation about the company and answered questions posed to him by the EDAB. Mr. Counts explained that the company ad valorem tax incentive would be used to provide local financial support (LFS) for True Science to participate in the Brownfield Jobs Bonus program and would have to execute a Brownfield Site Rehabilitation Agreement (BSRA) with the state. This company is also seeking to participate in the state Qualified Target Industry (QTI) program and the County would provide the LFS.

A motion to approve the True Science Ad Valorem Tax Exemption request, was made by Mr. Ehlinger, seconded by Ms. Kilian, and approved unanimously.

6. Hampton Inn Ad Valorem Tax Exemption - Emory Counts

Mr. Counts reviewed the application and then introduced Attorney David Hood who represented the company. This project started some time ago but was not approved for an exemption because the EDAB did not have an appropriate policy in place giving it the authority to act. The EDAB now has a new exemption policy in place and subsequently moved forward to get a valuation from the Property Appraiser's Office. It is the application request and valuation that is approved by the Board to be recommended to the Commission. In this case, the value/amount of exemption was lower than might be expected from the Appraiser since the valuation is based on future improvements and most of the work is already completed. Mr. Hood gave a brief presentation about the company.

A motion to approve the Hampton Inn Ad Valorem Tax Exemption request, was made by Ms. Kilian, seconded by Mr. Ehlinger, and approved unanimously.

7. Desert Inn Ad Valorem Tax Exemption - Emory Counts

Mr. Counts reviewed the application and commented that this project is just starting so the amount of tax exemption would be greater because of the future improvements. He then introduced Attorney David Hood who represented the company. Mr. Hood gave a brief presentation about the company.

A motion to approve the Desert Inn Ad Valorem Tax Exemption request, was made by Mr. Ehlinger, seconded by Ms. Kilian, and approved unanimously.

8. Brownfield Site Rehabilitation Agreement (BSRA) Presentation - Michael Sznajstajler, Attorney

Mr. Michael Sznajstajler an attorney with Cobb & Cole made a presentation about the Florida Brownfield program. He explained the firm would present each BSRA separately so each parcel could be developed as soon as possible without having to wait until all of the BSRAs were approved by the state. Although three sites were originally placed on the agenda only two of these sites were presented: the former Massey car dealership; and the Lloyd car dealerships both located in the Central Business Corridors Economic Enhancement Brownfield Area. His firm is completing BSRAs per each site and will ultimately submit applications to the state. He is required by the state to provide information about the BSRA

to the Brownfield Advisory Committee (BAC). The EDAB serves as the BAC for the referenced sites.

- A. Former Massey Car Dealership located at 300 North Beach Street
- B. Former Lloyd Car Dealership located at 340-354 North Beach Street
- C. Daytona Convention Hotel at 422, 500 and 501 North Atlantic Avenue (information about this site was not presented)

9. Old Business

There was no old business brought before the Board.

10. New Business

- A. TVEDC Annual Meeting - Mr. Norden reminded Board that TVEDC's Annual Meeting is scheduled for 8:30 AM, Thursday, January 16, 2014, at the Daytona 500 Club. Gray Swope, Florida Secretary of Commerce will be the speaker.
- B. Business Recognition – Mr. Counts informed the Board that it had been asked to brainstorm ways to recognize businesses for locating and/or expanding in the City. Ms. Keefer commented that the Chamber has a business recognition program.
- C. Space Volusia – Mr. Ehrhardt commented that the conversation about the spaceport is ongoing and there should be a meeting within the County about this topic around the first half of February. Ms Keefer said that the meeting should be around February 11, 2014. Mr. Counts observed that would be before our next meeting and it could be announced at the Eggs & Issues breakfast.

11. Citizens' Comments

There were no comments brought before the Board.

12. Schedule next meeting – February 20, 2014

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

2013 Meeting Schedule:

| | | | |
|--------------|--------------------|----------------|---------------|
| January 16; | April 17; | July 17; | October 16; |
| February 20; | May 15; | *August 21; | November 13; |
| March 20; | June (no meeting); | *September 18; | *December 18; |

2014 Proposed Meeting Schedule

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|---------------------------|--------------------|---------------|--------------|
| January 17 Eggs & Issues; | April 16; | July 16; | October 15; |
| February 19; | May 21; | August 20; | November 19; |
| March 19; | June (no meeting); | September 17; | December 17; |

13. Adjourn

The meeting adjourned at 8:45 A.M.

Emory M. Counts

Emory M. Counts, Economic/Community Development Director