

ECONOMIC DEVELOPMENT ADVISORY BOARD

MINUTES

Wednesday, February 24, 2010

1. Call to Order

Mr. Blawn called the Board meeting to order at 8:00 A.M.

2. Roll Call

Present: Thomas Blawn Lawrence McDermott Ruth Trager
Carl Lentz Carol Kilian Bishop Derek Triplett

Ex Officio: Paul Mitchell

Staff Present: Emory M. Counts, Economic/Community Development Director

3. Approval of Minutes – January 27, 2010

A motion to approve the Minutes of January 27, 2010 was made by Mr. McDermott, seconded by Ms. Kilian, and approved unanimously.

4. Land Development Code (LDC) Rewrite Update – Emory Counts

Mr. Counts reported that although he did not have any materials regarding the LDC Rewrite but had spoken with Richard Walton, Planning Director but some information should be coming out soon. The sub-committee members should review the material in preparation for a meeting with Clarion, the Consultants conducting the rewrite. The meeting with Clarion may include the LDC Sub-committee of the Planning Board.

5. Reports

A. Metro Daytona Volusia Economic Development Corporation (MDVEDC) – Sam Goodwin

Mr. Goodwin reviewed the discussion regarding the Business Development Partnership's move out from under the Daytona Regional Chamber and its *name change* to the Metro Daytona-Volusia Economic Development Corporation. He reviewed the MDVEDC *Prospect Report* and also provided information about upcoming activities including the *Florida Site Selectors Visit* or "FAM/Familiarization Tour" scheduled May 14-16, and a *Workshop scheduled with the County Council* about the MDVEDC that will take place on February 25, 2010.

B. Volusia County Economic Development –Paul Mitchell for Phillip Ehlinger

Mr. Mitchell talked about data recently provided in the *Q3 Report* regarding Volusia County employment, real estate, mortgages past due, and foreclosures. Some of the cities individual statistics are reported in the publication as well. Overall, Volusia County lost about 1,000 jobs but the good news is that many employers are now trying to avoid any further layoffs anticipating that the economy might improve. The County has been determined to be a Recovery Zone, a national designation allowing the County to take advantage of \$28.751 million in tax exempt financing through *Recovery Zone Facility Bonds*. The purpose is to provide tax-exempt low interest financing to businesses that would normally not qualify for tax exempt debt. This conduit financing program will be administered by the Volusia County Industrial Development Authority to promote growth and economic development.

C. Report on Visioning Implementation Committee – Carol Kilian

Ms. Kilian reported they are pushing to finish the Bylaws and finish establishment of the Daytona Beach Vision Foundation. An April Workshop is planned to be requested with the City Commission to provide them an update. Anyone wishing to attend a visioning meeting can do so on the 1st Tuesday of the month on the 2nd floor of the Police Headquarters, at 129 Valor Drive.

6. Need for a Volusia/Daytona Beach Enterprise Fund –Thomas Blawn

Mr. Blawn started by saying, “We do not have a way to compete for business nationally!” Michael Brouthers, CEO of Embark Healthcare, Inc. wanted to make Daytona Beach its headquarters but had a hard time explaining why the headquarters shouldn’t be in Colby, KS since that is where most of his start-up support came from. He got about \$4 million of support from Colby, KS and only about \$80,000 from Daytona Beach. Colby taxed themselves ¼ penny to create an Enterprise Fund which they then used to recruit Embark Healthcare. Around the nation other communities have such funds that they can draw upon to help recruit and retain businesses but we don’t have anything like that here.

Mr. Mc Dermott remembered that Volusia County did have the “Opportunity Fund” but he felt it was not popular with the Council felt and some may have felt it was misused even though there was a vetting process and the Council ultimately weighed in on the decisions. Ms. Kilian said that the recommendation for such an Enterprise Fund could come forward as one of the initiatives from the Visioning Committee.

Mr. Larry McKinney, CEO of the Regional Chamber commented that Florida is not very competitive when it comes to other states when it comes to incentives but there are some things we might try to improve but we have to be honest about where we are and what we need to do to be competitive. Mr. McKinney will make a presentation on some of the strategies to become more competitive at a future Board meeting. Mr. Blawn commented that although he is not very much in favor of public money helping private development, “but if that’s the way the game is being played...we have to participate!”

There was some discussion about getting together with the Chairs of other city Boards on this topic but Mr. Blawn suggested the Board discuss any next steps after seeing the presentation from Mr. McKinney. Mr. McKinney added that given the MDVEDC move his Regional Chamber would now be more focused on Daytona Beach and working much more closely with Mr. Counts and other City staff.

Bishop Triplett supported the Enterprise Fund idea and said the timing now may be “right” in some respects because in the past we were able to sustain without growing but we are no longer able to sustain without growing! He then asked about our business incubator program and Mr. Counts responded that the City had worked through Mid-Florida Housing Partnership (MFHP) to establish the first business incubator on North Street and later worked with Central Florida CDC to establish another at 847 Orange Avenue. Mr. McDermott commented that MFHP currently has several acres of land adjoining its present location on Mason Avenue that they might like to convert to incubator space but probably would need to partner in some way because an incubator may not support itself. Mr. Mitchell commented that the other missing piece of information would be a feasibility study to see if an incubator would be successful.

Mr. Goodwin added that the activities of any Enterprise Fund would be scrutinized especially by anyone who might be turned down for assistance. In his view he would try to find companies that only need a little “bump” to get started as opposed to needing “mega-bucks”.

7. Citizens’ Comments

There were no other citizens to come before the Board.

8. Old Business

There was no old business to come before the Board.

9. New Business

- Mr. Blawn reported he had asked that Carl Julian be recognized for his many years of service to the City.

10. Schedule Next Meeting – **March 31, 2010**

April 28; May 26; June 30; July 28; August 25; September 16; October 27; November; December 2010 (No meeting)

11. Adjourn

The meeting adjourned at 9:40 A.M.