



Mr. McDermott agreed the LDC must be viewed as business-friendly and commented further that other areas of the country are viewed as more business-friendly than Daytona

Beach/Volusia County. He cited an example in Greenville, SC. The City had given BMW some business incentives to build a manufacturing plant. When he visited there recently they had given them another 100 acres and additional incentives and in return BMW hired 900 people. That community is being viewed as very business-friendly. Now we might not get or want a BMW plant here but the point is that's why we need to have incentives to compete for companies whether they employ 900 or 50-plus employees. "I will personally donate 3 warehouse buildings toward starting an incubator on the land owned by Mid-Florida Housing Partnership (MFHP)", said Mr. McDermott. Mr. McDermott is on the Board of MFHP.

**5. Metro Daytona Volusia Economic Development Corporation (MDVEDC) – *Dr. Bob Williams***

Dr. Williams started by noting a quote in a publication stating that most Florida cities/counties do not see Volusia County as a competitor when it comes to economic development. He said *that statement* supports that we need to do something different here in Volusia County to help change that perception and become more competitive. He explained the model being put forward as the MDVEDC is one that has been successful in many other jurisdictions across the nation. He then went on to describe the proposed new MDVEDC structure which included a CEO Cabinet made up of private investors and emphasized the strength that can be provided when we can enlist the support of the private sector to help grow businesses and jobs. Recruitment of businesses could be helped by not only their money but also could be helped by their assets such as access to private jets and their houses for dinners, as well as, them putting their names and reputations on the line. The City would have a seat on the MDVEDC Board by virtue of what it pays into the new entity.

Next Dr. Williams talked about establishing the new "state of the art" website that would be a key feature of the new MDVEDC on par with many of our competition around the country. He opined that many times now we are considered, weighed and tossed out because the online information about us isn't compelling enough! The MDVEDC Transition Team has completed reviewing 3 of the 5 web companies' demos to do this work and will make a decision following these presentations.

Mr. Lentz asked about MDVEDC support for an incubator facility and Dr. Williams responded, "Yes", they were interested but would need to get the new funding in place and the right leaders onboard first. While there may already be support for a Technology incubator from Embry-Riddle Aeronautical University (ERAU) when you look at the University of Central Florida (UCF) incubator model it takes about \$300,000 to get started.

Mr. McDermott commented that he saw no mention of an "Opportunity Fund" in the MDVEDC description of activities. Dr. Williams responded that this new entity is not initially envisioned to give our grants or loans but rather to connect to those kinds of resources and support such activities.

The next step is to get a report back to the County Council who will vote on their support of the MDVEDC, the new structure, their level of financial support, and other concerns around May 6, 2010. He noted that Deltona has already said it would not be part of the new entity reasoning that it doesn't have industrial sites. Dr. Williams commented that Deltona may not have a lot of industrial sites but it does have a large population which could stand benefit

greatly from the jobs created. “My hope is that we won’t let our differences divide us,” said Dr. Williams.

## 6. **Reports**

### A. **Metro Daytona Volusia Economic Development Corporation (MDVEDC)** – *Samuel Goodwin*

Mr. Goodwin started by describing an “Assignment” of the current contract the City has with the BDP to the MDVEDC. Recently, the Assignment and a draft of the proposed new contract for 2010-2011 were sent to the City but the City Manager said he would like these items to be reviewed by the Economic Development Advisory Board before being considered for action.

Mr. Goodwin then talked about the MDVEDC *Prospect Report* which included a number of businesses looking for local and state incentives and location and expansion information. He also passed out the “Team Volusia Locally United for Global Competition”, handout which described the MDVEDC Vision, Mission and Guiding Principles; Strategic Regional Economic development initiative; Core Strategies; New Leadership; Program Funding; Formula for Success; Power to Lead; and Levels of Engagement. Another handout described focused economic development; Transition Team Report; and other information.

*A motion supporting approval of the assignment of the current contract the City has with the BDP to the MDVEDC was made by Ms. Kilian, seconded by Mr. McDermott, and approved unanimously.*

### B. **Volusia County Economic Development** – *Pedro Leon for Phillip Ehlinger*

Mr. Leon started by thanking Mr. Counts for providing a copy of the Clarion proposal which he said correctly identified the current LDC as archaic and in need of an update. “The more comprehensive your LDC the better it is for economic development...it shows that you about development”, said Mr. Leon. Clarion also recognized the importance of CRAs and supported Master Plans to support the uniqueness of areas of the City. The call for an Administrative Manual that would show diagrams and other symbols to demonstrate what is meant by some of the language will support the notion that you are business and development friendly and should help the process move faster.

Mr. McDermott asked Mr. Leon’s opinion about what would happen if Amendment 4 were to pass. He responded that Amendment 4 was more concerned about more long-term large-scale/Comp Plan types of activities as opposed to smaller actions. Amendment 4 sort of says there has not been an adequate local response to growth in terms of concurrency, roads, water and sewer infrastructure, schools etcetera and would require a more direct up or down vote from locals being affected by the development.

Regarding employment the news about Daytona Beach was good in that January’s unemployment rate was at 13.5% and it fell to 12.9% in February. In a several other economic indicators Florida was among the leaders among the southern states so the economy is moving in the right direction.

### C. **Report on Visioning Implementation Committee** – *Carol Kilian*

Ms. Kilian reported they completed the Articles of Incorporation and are moving toward realization of the Daytona Beach Vision Foundation. The Strategic Plan which details

what will be done to implement the Vision Plan has been outlined. She believes the Visioning Implementation Group will need to be supported for a while to be successful and it needs to be portrayed as the exciting opportunity that it is to make a real difference in our community. Anyone wishing to attend a visioning meeting can do so usually on the 1<sup>st</sup> Tuesday of the month on the 2<sup>nd</sup> floor of the Police Headquarters, 129 Valor Drive.

**7. Status of the City and Market Study Report Planning –Thomas Blawn**

Mr. Blawn asked Mr. Counts to report on this and he responded that this program was the one that the Board conducted last September and the intention here is to start us thinking about what we would do this year. If you recall City Manager Jim Chisholm gave a very interesting report about initiatives started to address flooding and other issues and a representative from the Daytona Beach News Journal provided some insightful data about spending trends, employment and other topics. Mr. Goodwin commented that doing the same program might be in doubt since the News Journal was just sold and the surviving portion of the company may not have the same capacity.

Some suggestions for the program this year included; the Status of the City and Market Study; Updates Regarding the Vision Plan Implementation; the LDC Rewrite.

**8. Citizens' Comments**

Ms. Weegie Keudig commented that the ideas that the Board discusses are so very important that the Agenda and Minutes ought to be on the City website for others to see. Mr. Counts responded that we are already moving toward putting that information on the website.

**9. Old Business**

There was no old business to come before the Board.

**10. New Business**

- Mr. Blawn reported he had asked that Carl Julian be recognized for his many years of service to the City. Mr. Counts will take actions to place this on the Commission Agenda after preparing the plaque.

It was noted that Mr. Julian needs to be replaced on the LDC Rewrite Sub-committee.

*A motion to approve Mr. Tim Davis to replace Mr. Julian on the LDC Rewrite Committee was made by Bishop Triplett, seconded by Ms. Trager, and approved unanimously.*

**11. Schedule Next Meeting – April 28, 2010**

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

**12. Adjourn**

The meeting adjourned at 9:45 A.M.