

ECONOMIC DEVELOPMENT ADVISORY BOARD
March 16, 2011 - MINUTES

1. Call to Order

Mr. Blawn, Chair called the meeting to order at 8:03 A.M.

2. Roll Call

Present: Thomas Blawn Tim Davis Carol Kilian Bishop Derek Triplett
Larry McDermott Ruth Trager Carl Lentz

Absent:

Ex Officio: John Kizer for Phillip Ehlinger, Volusia County Economic Development
Samuel Goodwin, Team Volusia Economic Development Corporation

Staff: Emory Counts, Economic/Community Development Director

3. Approval of Minutes – February 2, 2011

A motion to approve the Minutes of February 2, 2011 was made by Ms. Kilian, seconded by Ms. Trager, and approved unanimously.

4. Team Volusia Economic Development Corporation (TVEDC)– Helen Cauthen, President & CEO

Mr. Blawn announced that this item would be tabled until the next meeting. Mr. Counts added that both Mr. Ted Doran, Chair of the Team Volusia Board of Directors and Ms. Helen Cauthen will attend the next meeting. He went on to announce that Samuel Goodwin who had represented TVEDC as an ex-officio member of the Board was transitioning from their employment. It was the consensus of the Board to write him a letter thanking him for his service. Mr. Counts will prepare s letter to be signed the Chair.

Mr. McDermott asked how all the various economic development organizations would coordinate with each other to bring in business. Mr. Ehlinger commented that the area economic practitioners have all been working together for years. In the new context, the County will continue working the leads from Enterprise Florida etcetera as it did in the past. Team Volusia is just starting and depending upon the particular needs of the prospect he would expect that we will get on the phone and try to get the right resources together. While Kent Sharples will work directly for the CEO Business Alliance and they can do things that local governments cannot do to recruit businesses to the area, all of the pieces should still work together. One of the advantage the CEO Business Alliance has is that does not have to operate in the sunshine, and so, can go the extra mile while still protecting the content of the private exploratory conversations they might have with business prospects.

As an example of working together includes a recent instance where the City, County, state, and various private sector entities sat around a table and decided “who was going to do what” prior to meeting with a large company that was looking at leaving the area. It took several meetings but this *coordinated community effort* worked and we were able to keep that company here in the City and I would expect the same kind of coordination would occur in the future.

Mr. Counts echoed Mr. Ehlinger's statements stating that for the economic practitioners have always had to work the various resources including the County, Chamber Business Development Partnership (BDP), state and others to get the best deals they could for their particular city. It would be nothing new except that in this new context we would have the CEO Business Alliance as an added resource.

Bishop Triplett asked, "What do we do as the Economic Development Advisory Board with the information we will get from Team Volusia?" Mr. Lentz commented that their role is maybe not as clear as it should be and when they come before us our questions might help clarify its role. In response to Bishop Triplett Mr. Ehlinger opined that the Board has the responsibility based on the TVEDC feedback to advise the Commission whether it feels very comfortable with Team Volusia or maybe doesn't feel as comfortable with some aspects of TVEDC.

Mr. Ehlinger continued saying the County and the cities have worked together with the various economic development organizations before and for sure there were differences among the organizations but we got them resolved because we all had the same goals in mind. We will have that same sort of thing happen here with Team Volusia and some of the duties and roles will change due to a different Team Volusia organizational vision and the skills and expertise of the people involved.

For example, Team Volusia has indicated it is not interested in getting involved with "international" education where we had an understanding with the Chamber Business Development Partnership (BDP) that had worked out really well. The BDP was to handle the educational part of import/export but when the business actually started export/import the County would get involved. TVEDC will not be doing the education piece, however, as it turns out the Chamber is interested in taking on the educational part of import/export in the new economic development make-up.

Another understanding that had been worked out over the years was about who would handle retail, commercial, and industrial prospects. It had been agreed that the BDP would cover the smaller retail prospects and the County would concentrate on the larger industrial and manufacturing projects. However, the TVEDC has indicated it is not interested in handling retail businesses so that decision leaves a hole as to who would handle those kinds of business prospects. We and the City will have to sit down with Larry McKinney at the Chamber to decide how to take care of that responsibility for the City of Daytona Beach.

5. Reports

A. Volusia County Economic Development –*Phillip Ehlinger*

Mr. Ehlinger said that when he initially started coming to this Board meeting it was the only economic development meeting in the County but now there are about six other such meetings. The number of meetings impacts his time and he may not be able to make all of the meetings but would try to have representation at the EDAB if possible.

On another note, Mr. Ehlinger thanked Mr. Blawn for taking the lead to support the LPGA Futures Golf Tournament in Daytona Beach. Ultimately, the City, County and the Chamber each contributed to support the event and out of those efforts we will get first

rate television coverage, banners, signs and other promotion of the City and Volusia County. Supporting the Tournament begins to make sense in terms of an economic development tool when we factor in the ability to invite key business representatives to participate in the tournament so we might be able to retain or recruit them to our City. It becomes more an economic development tool too in that we are showing our support to the LPGA in a real way telling them that we want them to be here. Importantly, part of the deal with the LPGA is that the finishing tournament of the next year's season will be held and televised in Daytona Beach and again be a tremendous economic development opportunity.

Mr. Blawn accepted the thanks but added that there were a lot of other people that worked hard on the LPGA Tournament/retention effort and also deserve to be recognized. This was a great success story on what the community can do when it comes together and a huge economic development tool because company executives play and watch golf and will see Daytona Beach promoted during the Tournament. He added that Father Lopez High School is the charity that will benefit from some of the tournament proceeds.

B. Vision Foundation –*Carol Kilian*

Ms. Kilian reported that the Foundation is really growing and that the last meeting was exceptional. Each of the six sub-committees for each section of the Vision Plan has come up with implementation strategies or goals.

Mr. McDermott provided an update regarding the effort to keep the U.S. Post Office processing center in the City. He said his group now has a copy of the report used to support moving the processing center operation to Maitland, FL. However, he noted that consolidating the processing center in Daytona Beach was never looked at and that all the efforts were always pointed toward consolidating in Maitland.

6. Election of Officers

Mr. McDermott nominated Ms. Kilian to serve as Chair and this was accepted; Ms. Kilian nominated Mr. Blawn to serve as Vice Chair. There were no other nominations brought to the floor and the nominations were closed on the said two names. On a voice vote the new slate of Officers were approved unanimously (7-0).

7. Old Business

There was no old business to come before the Board. However, Mr. Counts did comment that during the last Daytona 500 there were several prospects entertained in the Checkered Flag suite. He had recently heard from one of the prospects who had been very impressed with Daytona Beach. This is the kind of opportunity we have to recruit business during events like LPGA tournaments and other held in the City.

8. New Business

A. Planning for Long Range to Support for Community Assets – *Bishop Triplett*

Bishop Triplett said that we should develop an *economic asset map* of the entities and activities that brand us, the job generators, wealth generators, economic impactors in the community that we will need to make sure we keep. It would help persons coming onto

this Board to understand “why” we need to protect/retain these assets, could be included as points during Leadership Daytona classes, and be used in our Market Study Report. In addition, each Commissioner might want to know which are in his or her zone. Ms. Kilian agreed and said that there may be other companies out there like the LPGA that could be thinking about relocating that we need to know about now in order to do something more about keeping them here. Bishop Triplett continued saying if you drill it down a little more it could be a great *citizen/community education tool* to tell people why the LPGA and other assets are important to our community and why we need to do the things we will need to do to in order to protect these important assets.

Mr. Counts felt that identifying the community assets could also help us to “target” which companies to visit during our business visitation program. He cautioned, however, that the challenge might become which businesses make the final asset list and which ones do not?

- B. Halifax Historical Museum Society Speaker’s Program – Ms. Trager reported the Society has a new series on “Entrepreneurial Dreams That Grew” that will feature J. Hyatt Brown speaking this Saturday about how he grew his billion dollar company.

9. Citizens’ Comments

U.S. Tennis Association (USTA) – Commissioner Edith Shelley commented that the USTA needs our support tremendously and although it is not so well known as other attractions but is popular and has outgrown its current facility. It still wants to remain in the City but it also needs the same kind of support that the LPGA received. Mr. Blawn added that the USTA’s economic impact on our community is about \$8 million annually. Regarding the need to develop an economic asset map Commissioner Shelley added that she had earlier approached the Chamber to get a list of all of the businesses that have their corporate headquarters here but there was no such listing. The economic asset map would be useful data to us and very helpful information to various groups in the community.

10. Adjourn

The meeting adjourned at 9:19 A.M.