

ECONOMIC DEVELOPMENT ADVISORY BOARD
October 19, 2011 - MINUTES

1. Call to Order

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

2. Roll Call

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

Ex Officio: Phillip Ehlinger, Volusia County
Economic Development Director

Kerry Symolan, Team Volusia Economic Development Corporation
Director of Recruitment and Expansion

Staff: Emory Counts, City of Daytona Beach
Economic and Community Development Director

3. Approval of Minutes August 17, 2011

A motion to approve the Minutes of August 17, 2011 was made by Mr. Blawn, seconded by Mr. McDermott, and approved unanimously.

4. Reports

A. Volusia County Economic Development –Phillip Ehlinger

Mr. Ehlinger reported on some of the changes that have come with the consolidation of several state departments in Tallahassee into the Department of Economic Opportunity (DEO). This consolidation now makes it possible to process state economic development incentives under one umbrella which should make the process more efficient and take less time. Locally, there was an initiative to find out where all the fiber-optic network is in Volusia County and when Doug Darling who is the head of DEO was here we found out there is also a statewide initiative to prepare a map of the fiber-optic networks across Florida and there should be some synergy. Currently, Volusia County Schools has been very helpful and Brighthouse Networks and AT&T are talking to each other about it. When developed this should be very helpful information to have at our fingertips when recruiting businesses. He thanked Jim Cameron from the Chamber for helping to bring Mr. Darling to the area. Mr. McDermott commented that he was in Death Valley last year at a Resort and it had a T-1 line out in the middle of the desert.

B. Team Volusia Economic Development Corporation (TVEDC) – Kerry Symolan

Ms. Symolan reported that the website and the GIS Planning tool she talked about last meeting have indeed been launched. Regarding the Cluster Analysis effort she is starting to meet with Volusia County for the Marketing Meeting each Tuesday to help target businesses to be targeted in the Cluster Analysis. She will begin to make cold-calls to help recruit businesses. Ms. Kilian commented on the full-page ad listing the partners in TVEDC that was very interesting.

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

Mr. McDermott reported that the main effort right now is improving access to medical care for working persons which make up about 25% of our population. Of these, persons ages 18-64 are particularly targeted because they are too young for Medicaid and their employers are not paying for healthcare services or they do ...the insurance fee is too high for these workers to pay in order to participate. Persons under 18 are covered by *Healthy Kids* and 65 or older are covered by *Medicare*. A sub-committee traveled to Palm Bay and Jacksonville to look at various models. He wants to put together groups to champion the final concept plan and a group or lead person to “champion” this effort by the first quarter of the year. The Foundation is also looking at the new Land Development Code (LDC) rewrite, Historic Preservation, and Education. Finally, it will attend meetings related to the AmTrak effort to bring the train station and passenger rail service to the area.

Mr. Ehlinger wondered if the location of the train station was “zeroed in” and in a CRA? Mr. Counts confirmed that Magnolia Avenue was rated as the number one location and is located within the Downtown CRA.

5. Ad Valorem Tax Guide-*Emory Counts*

Mr. Counts passed out Resolution Number 02-271 which described the exemption of ad valorem tax guidelines. He pointed out Exhibit A under Terms defines a minimum of 10 jobs need to be created in order to be eligible for this incentive whether it is a new or existing business. The more jobs created the better, however, the guidelines do not define the duration of the incentive and the wage per hour used is very old and could be updated. Mr. Counts explained that we use this data as a guideline to come up with a recommendation for the Board to consider. We have and need a little bit of leeway to put together the kind of package that addresses what the company might explain as what it really needs to be successful. Businesses displaying similar profiles often require very different incentives packages because of their very different growth rates, hiring goals, instate versus out of state sales ratios or other.

Ms. Kilian summarized saying we may not need a workshop on this but maybe the per hour wage rates could be updated. Mr. Counts will look at this and report back to the Board at a later date.

6. Daytona Beach Area Market Studies Report-*Emory Counts*

Ms. Kilian started by saying she had talked with Mr. Counts about this agenda, date, and location which at this point would be 6:00-8:00 p.m. at Police Headquarters on January 12, 2012. The data from the News Journal will be fresh and the program should be a good kick-off for the beginning of the year. We’ll also be able to start marketing the event sooner. As part of the marketing effort Ms. Trager suggested we contact other Boards, mention it during each City Commission meeting, and include it on the water bill and City website.

Mr. Lentz asked had we considered changing the venue but it was the consensus to keep it at the Police Headquarters for this time.

7. Old Business

Exemption of Ad Valorem Tax Incentive-Teledyne, ODI, Inc.

Mr. Counts passed out and then reviewed the Teledyne, ODI, Inc. application for an exemption of ad valorem tax. He then introduced Dick McNerney of the Industrial Realty Section of the Adams-Cameron real estate office which represents the property owner. Mr. McNerney related that the company is very appreciative of the support received from the City and the County. If the exemption is approved, the property owner will make about a \$7,000,000 investment in a 52,000 square foot building which could start construction in the first quarter of the year. Mr. Counts clarified that although the expansion is on a lot adjacent to its current location the exemption of tax would only be for the improvements that are added and Mr. McNerney clarified that the tenant will be responsible for the ad valorem so the benefit will go to Teledyne ODI, Inc. Mr. Ehlinger commented that this is a wonderful local story in that Teledyne actually started in a garage in Ormond Beach.

A motion to approve the exemption of ad valorem tax incentive for Teledyne, ODI, Inc. as amended to include the tax schedule years 1-2 100%, years 3-4 75%, years 5-6 50%, years 7 25%, was made by Mr. McDermott, seconded by Mr. Blawn, and approved unanimously.

8. New Business

There was no new business to come before the Board.

9. Citizens' Comments

There were no citizen comments brought before the Board.

10. Adjourn

The meeting adjourned at 9:14 A.M.