

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, March 4, 2015 - MINUTES

1. Call to Order

Mr. McDermott, Chair called the meeting to order at 8:30 A.M.

2. Roll Call

Present: Larry McDermott; Bishop Derek Triplett; Coleen Calnan (1st meeting); James Zeisler (1st meeting)

Excused: Carol Kilian; Thomas Blawn

Ex-officio: Rob Erhardt; Keith Norden; Nancy Keefer

Commissioner: Ruth Trager

Staff: Emory Counts, Daytona Beach Economic/Community Development Director

3. Approval of Minutes – Wednesday, January 7, 2015 - Tabled

4. Exemption of Ad Valorem Tax – Project Speed II – Emory Counts

Mr. Counts reviewed the Application request. Ms. Nannette Turi Lewis appeared for the company.

A motion to approve the Exemption of Ad Valorem Tax for Project Speed II, was made by Bishop Triplett, seconded by Mr. Zeisler, and approved unanimously.

5. Eggs & Issues Program

Mr. Counts reported was informed by the Regional Chamber that the date of this program had been changed. He will update the Board further about the Program as he receives additional information. The program is expected to be scheduled on April 21, 2015 to most likely include Commissioner Kelly White presenting the Mayor’s State of the City Address, and Sarah Bates and Pat Rice from the Daytona Beach News Journal presenting data on spending habits and other economic trends characterizing what is happening in the City.

[Subsequent to this meeting the Board was informed the Regional Chamber had asked that the Eggs & Issues program be presented on April 14, 2014 at the Holiday Inn on LPGA.]

6. Reports

A. Volusia County Economic Development (VCED) Division –Rob Erhardt

Mr. Erhardt reported that the *Q-Report Program* had recently been held at the Airport and presented information about employment, unemployment, residential and commercial permits, and other Volusia County data. The information was good and he commented that he is optimistic about 2015. Mr. Erhardt noted that the *Value-added Manufacturing Alliance (VMA) Board Meeting* is scheduled for tomorrow March 5, 2015 at 5:30 pm. It should be particularly interesting as there will be a presentation about 3-D printing. This new “disruptive” technology is poised to have major impact on the manufacturing community. “*Start-up Quest*” is being sponsored by Dr. Jim Cairns at the Airport Business Incubator. It is an opportunity for start-up companies to present their ideas to be considered for a \$10,000 cash infusion. Particularly for the new members of the Board, Mr. Erhardt called attention to the current *Economic Development Quarterly* which featured transportation projects totaling about one-half billion dollars, the Trader Joe’s distribution center, and the growth at the Auto Mall. Finally, he noted that Daytona led the way in 2014 with almost \$50M in new construction permit activity but if all the 2015 projected permit activity actually occurs it would total about \$700M. The next Q-Report is planned for May 8, 2015.

B. Team Volusia Economic Development Corporation (TVEDC) – Keith Norden
Mr. Norden reported that project activity continues to rise and last week he attended the “*Site Selectors Guild*” meeting. This is an annual meeting of top tier site selectors and 36 selectors were in attendance. He commented that TVEDC currently has 3 active projects being worked derived from prospects of this group and it was great to have that “face-time” with them at the event. Next week, Mr. Norden will participate in a team activity with *Enterprise Florida* where 9 consultants will be hosted over a 3-day period of baseball spring training games in Tampa, Lakeland and Orlando. The participant activities are expected to be led by the new Secretary of Commerce and the President of Enterprise Florida.

C. Daytona Regional Chamber of Commerce (DRCC) – Nancy Keefer, President/CEO
Ms. Keefer reported that the *2015 Bike Week* will kick-off later this week and hoteliers are more bullish on Daytona Beach since occupancy rates are up. During the event she expects to spend a lot of time with national sponsors including GEICO, Amsoil and Harley-Davidson. The Chamber is under contract with these companies to try to and brand them with Bike Week, as well as, with the City through the *75th Anniversary of Bike Week* to help manage the event which last year had an economic impact of about \$75 million over the 10-day period. The next *Eggs & Issues* program is scheduled for March 17th at the LPGA Clubhouse where the subject will be development of the I-4 Corridor. Finally, Ms. Keefer is participating in the recruitment of *JetBlue* to the Airport, the *35th Class of Leadership Daytona* kicks off next week, and on March 24, 2015, she will take a group up to Tallahassee for *Volusia Days*.

D. Volusia Volunteers in Medicine (VVIM) – Carol Kilian-Tabled

E. Fentress Boulevard Business Park – Tabled

7. Old Business

There was no old business brought before the Board.

8. New Business

There was no new business brought before the Board.

9. Citizens’ Comments

Commissioner Trager welcomed the new Board members and thanked the Board for what dealing with the important City matters.

10. Schedule next meeting – April 15, 2015

2015 Schedule (Additional meetings may be scheduled to accommodate business development needs)

January 7;	April 15;	July 15;	October 14;
February 18;	May 20;	August 19;	November 18;
March 4;	June (no meeting);	September 16;	December 16;

April 14-Eggs & Issues Program at the Holiday Inn on LPGA

11. Adjourn

The meeting adjourned at 9:17 A.M.

Emory M. Counts

Emory M. Counts, Economic/Community Development Director