

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**  
**Wednesday, August 19, 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; Carol Kilian; James Zeisler; Thomas Blawn; Bishop Derek Triplett; Coleen Calnan

Excused:

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

Staff: Emory Counts, Economic/Community Development Director

**3. Approval of Minutes – April 15, 2015**

*A motion to approve the Minutes of April 15, 2015 was made by Mr. Blawn, seconded by Bishop Triplett, and approved unanimously.*

**4. Report on Salient Economics Development Projects – Michael Garrett, Chief Building Official**

Mr. Garrett reported that he works closely with Mr. Counts on projects developing in the City and had been asked to give an update. He clarified that he gets involved once a project gets through the *development review process* and it comes to Permitting & Licensing. This is where the development documents are reviewed and they issue permits to do the work, and finally would issue a *Certificate of Occupancy* when the project/work is completed.

- a. *Hilton Garden Inn Hotel (formerly the Bermuda House; Howard Johnson's)* - 2560 N. Atlantic Avenue currently in construction is an 8-story building, 141 rooms, about 100,000 sq. ft. has issued certificates for stocking and training.
- b. *Trader Joe's Distribution Center* – located near I-95/Dunn Avenue, is at 50 percent operation in the “Hub” building is about 524,000 sq. ft. (9 football fields); the “Freezer building 101,000 sq. ft. The “Truck Wash” building is 6,000 sq. ft. and expected to be operational in the next coming weeks.
- c. *Cheddar's Restaurant* – located at *The Volusia Mall* has a seating capacity of 340 persons (about 8,000 sq. ft.). Construction has been completed and it is scheduled to open in mid-September.
- d. *Nissan Dealership* – located at the Daytona International Auto Mall.
- e. *BMW Dealership* – located at the Daytona International Auto Mall.
- f. *Mini Cooper Dealership* – located at the Daytona International Auto Mall.
- g. *Daytona Toyota Dealership* – located off Nova/ISB.
- h. *Eagle's Landing Apartments* – located off Clyde Morris Boulevard where 4 buildings have already been opened (80 percent occupied) and they are getting ready for phase II.
- i. *Florida Hospital* – located off Williamson Boulevard is doing a new neonatal project which would add another floor (\$10M project).
- j. *Hooter's Restaurant* – located on International Speedway Boulevard (\$250,000 permit) project which would remodel and add an area.
- k. *Wing Zone Restaurant* – located 1344 W. International Speedway Boulevard is an interior buildout.
- l. *Costa Del Mar* – near Mason/Fentress expansion (\$3M).
- m. *Gasoline Station* – 145 W Orange Avenue.
- n. *Streamline Hotel* – 140 S. Atlantic Avenue renovation.
- o. *Proto-Group Hotel* – located on Atlantic Avenue is expected to submit documents soon.
- p. *Hard Rock Hotel* – located on Atlantic Avenue is still on the books to come but there has been no recent update.

- q. *International Speedway* – The first Injector has been permitted and those four sections will be coming together really quickly in the coming months. A permit valued at \$11M was issued for landscaping at this site.
- r. *Bethune-Cookman University phase I and II Dormitories* – located on Dr. Mary McLeod Bethune Boulevard.
- s. *Tarragona Shoppes* – located on International Speedway Boulevard.
- t. *Tanger Outlets* – located near I-95/LPGA would include several name-brand outlet stores. Tanger will build 10 “shells” and the individual owners will come in and finish off their spaces. Mr. Garrett showed several elevations of another Tanger Outlet location near Savannah, GA. The one located here should be “industrial beach” themed.
- u. *Quality Projects* – located off Ridgewood Avenue is scheduled to hold a ribbon-cutting in October.
- v. *TopBuild Corporate Headquarters* – located on Williamson is moving forward and announcements are expected near the beginning of the year.
- w. *Sam’s Club* – Talks continue and one of the challenges is to accommodate the traffic impacting that area.

## 5. Reports

- A. Volusia County Economic Development (VCED) – *Pedro Leon, Economic Development Manager*  
Mr. Leon reported that the County Manager, Jim Dineen had been the featured speaker at the last *Quarterly Report* where he talked about the funding needed for upcoming County projects, as well as, highlights about some of the area economic trends. Mr. Leon informed the Board that the County Council will review the proposed 2015-2016 County budget at their September 10<sup>th</sup> and 24<sup>th</sup> meetings. He announced that the next *Quarterly Report* program is planned for November 6, 2015. Finally, he referenced the latest *Q-Booklet* and *Economic Development Quarterly* which includes information on the latest economic development statistics. He pointed out that area unemployment had dropped from 7.5 percent to 6.7 percent as compared to data from the 2<sup>nd</sup> Quarter of 2014 to the 2<sup>nd</sup> Quarter 2015. We have a ways to go but the trend down of unemployment is still very positive for us and some area persons are even dreaming about reaching “full” employment.
- B. Team Volusia Economic Development Corporation (TVEDC) – *Keith Norden*  
Mr. Norden reported that TVEDC had a very successful visit to the *Aeronautics Show* in France. TVEDC had earlier contracted with a consultant to set up appointments with several company representatives. It was an opportunity to re-connect with companies engaged last year and to make connections with new prospects. A number of the companies at the Aeronautics Show were from Brazil and as a result one of these company has already visited us and another plans to visit in the near future. He noted that there are five (5) flights to Brazil out of Orlando each day and there is also the opportunity to travel to Brazil from our Airport through Atlanta, GA. On another note, *Frontier Communications* has located in Volusia County bringing with it about 400 jobs. *Project Pie* is also locating in Volusia County with about 40 jobs, and *Project Traveler* may be coming to Daytona Beach bringing about 100 jobs. All together there are about 12 projects in the pipeline representing about 1500 jobs.
- C. Daytona Regional Chamber of Commerce (DRCC) – *Nancy Keefer, President/CEO*  
Interest in Daytona Beach continues to be strong, Mr. Counts and others have participated in meetings that may bring in a light industrial operation and the impact on the City would be significant. The *Eggs & Issues Breakfast focusing on the Affordable Care Act* is scheduled for this Friday. On September 2<sup>nd</sup>, *Senator Bill Nelson* is scheduled to be here at a luncheon at the Ocean Center to talk about what is going in Washington and how it might impact our area. On

September 18<sup>th</sup>, Jim Dineen will be the featured speaker at the *Eggs & Issues Breakfast focusing on Economic Development* including some of the very visionary projects such as the *Boardwalk Expansion*, and then on September 23<sup>rd</sup>, Domenic Colabro, CEO of *Florida Tax-Watch* is coming to speak. Ms. Keefer reported that she will be at the County Council meeting tomorrow with the other Chambers of Commerce to talk about common issues impacting businesses and about the activities the group is undertaking to help companies grow. Next, she reported about *Jet-blue Airlines* noting that the business community pledged \$250,000 in first year “travel-bank” funds to ensure the airline would be successful. The initial flights would be direct to New York City but in succeeding years and perhaps during seasonal peaks there could be additional flights. The 75<sup>th</sup> *Anniversary of Bike Week* is coming up next year and there will be a host of activities related to this occasion. For the first time, the Daytona Beach Convention and Visitor’s Bureau and the Daytona Regional Chamber, had a presence in Sturgis, SD with signs announcing the 75<sup>th</sup> Anniversary of our Bike Week event. At the time, Sturgis was celebrating its 75<sup>th</sup> Anniversary and if that event is any reflection of what may happen here “look for a “major” event” next year. Our usual *Volusia Days* will be January 25-26, next year instead of the traditional March dates since the Florida Legislative session will start earlier in 2016. The Chamber will continue the practice started last year when they traveled up a day earlier to set up meetings with legislators on various priorities and to foster partnerships on common issues. Locally, the Chamber will focus on support for the Boardwalk expansion, water issues, and development specifically along ISB-to-A1A. Finally, she noted the new Chamber award recognizing visible improvements to the exterior of businesses and also what’s happening on the inside. Further, Ms. Keefer thanked Mr. Counts for his help with the City to identify new and existing businesses in Daytona Beach to receive the *Chamber/City Recognition Certificate*.

Volusia Volunteers in Medicine (VVIM) – Carol Kilian

Ms. Kilian reported that the new Clinic Coordinator is already onboard and VVIM is partnering with Bethune Cookman University, both major area hospitals, the Health Department, and many health professionals to open the doors of the Clinic to see patients in September. The site of the Clinic is on the campus of Bethune Cookman University. Clinic services are specifically for employed persons who are ages between 19-64, who are uninsured or underinsured (estimated at about 60,000 in Volusia County). The Clinic should operate about 2-3 days a week from about 3:00 pm-5:00pm.

VVIM is in fundraising mode to be able to purchase the materials needed to serve this targeted employee population. A presentation to the Daytona Beach City Commission resulted in several of the Commissioners providing some financial support to the Clinic. Additionally, the upcoming 2016 Mayor’s Golf Tournament in March will benefit the Clinic, as well as, a Cocktail Reception sponsored by Intracoastal Bank. Ms. Kilian reported they have followed the model of other VVIM efforts (estimated at 90 other communities).

D. Fentress Boulevard Business Park – Larry McDermott - Tabled

**6. Board Elections for Chair; Vice-Chair**

The floor was opened for nominations. *Mr. Blawn’s nomination of Carol Kilian to be Chair, was seconded by Bishop Triplett, and approved unanimously. Ms. Kilian’s nomination of Mr. McDermott to be Vice-Chair, was seconded by Mr. Blawn, and approved unanimously.*

Ms. Kilian clarified that the next meeting of the Board is scheduled for September 23, 2015, and felt it was important to have the meetings whether there is an Exemption Application or other business to consider since many activities occur from month to month that are Board relevant.

**7. Old Business**

There was no old business brought before the Board.

**8. New Business**

-Mr. Blawn stated he supported the effort by Ms. Kilian to re-energize the Board.

-Mr. Counts stated it is time to consider plans for the 2016 “*Economic Development Trends*” program with the Chamber. Instead of having this program in January 2015, it was held later in the year and it seemed to work pretty well.

-Mr. Zeisler, a Past-President of the National Watch and Clock Association, noted that the “*Coquina Clock Tower*” is right in the middle of the proposed Boardwalk expansion, and has been the “orphan of the beach”. He has worked on the clock for many years and reported that a grant has been received to replace the movements of the Clock. It was last refurbished in 2006 but this was only a “stop gap” measure and the repairs were not weather proof. This new effort will be much better since the parts will be more weather resistant and the movements can be controlled from the ground so a bucket truck won’t be required to reset the time/movements, as appropriate.

**9. Citizens’ Comments**

-Mr. John Nicholson, 413 N. Grandview Avenue commented that in regards to economic development, we are a “*donor City*”. We give way more to the County, School Board, and state (he estimated \$100M in sales tax compared a return of \$5M) than we get back). He espoused use of a half-cent sales tax on tourist related sales to help pay for infrastructure related to projects like the proposed Boardwalk from University-to-Silver Beach. This would similar to what Port Orange, FL did to help their development of The Pavillion Shopping Complex.

Mr. McDermott responded that (a) The Pavillion is only about 35-40 acres and so the scope here (from University-to-Silver Beach) would be significantly larger, (b) when businesses come into The Pavillion they agree to pay the added tax, and (c) there is already a current effort to raise the sales tax rate to support the proposed Homeless Shelter.

**10. Schedule next meeting – October 14, 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 23;	December 16;

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

**11. Adjourn**

The meeting adjourned at 9:24 A.M.

*Emory M. Counts*

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Emory M. Counts, Economic/Community Development Director