

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, November 18, 2015 - MINUTES

1. Call to Order

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

2. Roll Call

Present: Larry McDermott; Carol Kilian; Colleen Calnan; James Zeisler;

Excused: Thomas Blawn; Bishop Derek Triplett;

Ex-officio: Rob Erhardt, Economic Development Director, Volusia County

Nancy Keefer, President/CEO, Daytona Regional Chamber of Commerce

Excused: Keith Norden, President/CEO, Team Volusia Economic Development Corporation

City Commission: Ruth Trager, Zone 1, City of Daytona Beach

City Manager: James V. Chisholm, City of Daytona Beach

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

3. Approval of Minutes –Wednesday, September 23, 2015

A motion to approve the Minutes of Wednesday, September 23, 2015 was made by Mr. McDermott, seconded by James Zeisler, and approved unanimously.

4. Traffic Update –LPGA/I-95 Area – Sans Lassiter, PE and President Lassiter Transportation Group, 1450 W. Granada Boulevard, Ormond Beach

Mr. Lassiter told the Board that one of his primary clients is Consolidated Tomoka Land Company and they have a lot of things going on in and around this referenced area. He shared some slides which depicted several development projects including Trader Joe’s which is already constructed and operating, Tanger Outlet Mall, Minto Homes (up to 3400 homes for ages 55+), Integra Sands Apartment Complex (264-units), and Sam’s Club.

He also showed a slide of the proposed Tanger Outlet Mall layout (about 380,000 sq. ft.) and the roads going in-and-out of its location to handle traffic. He noted that would be a major draw for residents and persons in the region, as well as, travelers and visitors to the area. He hopes to address most of any future traffic issues through the traffic design to avoid the kind of congestion experienced sometimes at the Outlet Malls off State Road 16 in St. Augustine, FL.

He next shared a slide of the Minto housing development project layout and noted the several roadways in and around this development including Tymber Creek Road Extension, Tournament Drive, LPGA, Champions Drive, and State Road 40. Minto will be a gated community with a Clubhouse for its residents. He commented that in order to make it a “golf cart” community with golf cart trails and amenities they had to promise to construct an “underpass”. The Minto project will also include about 200,000 sq. ft. of retail space on LPGA toward the eastern side of the project.

Mr. Lassiter then talked briefly about the Integra Sands Apartment Complex near the intersection of LPGA/Williamson. The initial location for this proposed project was shifted a little to the north in order to gain the distance needed to obtain the proper signalization.

The prospect of having all these projects come on-line in such a relatively short period time in the same area, and including a Sam’s Club which by itself would generate substantial traffic, raised significant concerns about their collective impact on traffic. The original LPGA traffic Plan did not account for such massive development within such a short time-span. However, in his research he

found that a 2005 FDOT Report did outline an upgraded traffic interchange plan. This Report planned for southbound triple lefts coming off the I-95 to be completed by 2025; the bridge over I-95 to have 6-lanes (which may require improving the bridge itself); and the northbound exits off I-95 to have dual rights and lefts. The Lassiter Group has worked on the 2005 FDOT plan and are in the process of having FDOT and federal transportation officials review the revised plan concept. Mr. Lassiter noted that the proposed traffic improvements must be *approved and in place* in time for Tanger to receive its Certificate of Occupancy... so there is a lot to do in a short time and the clock is ticking.

The good news is that the TPO and FDOT have already been approached and are aware of the massive development occurring here and the transportation impacts. The Lassiter Group is looking to secure federal funding to help pay for some of the improvements. He believes the money being spent right now for the interchange study, interchange design, and interchange improvements would be considered as part of any required local match.

Other activities that would assist traffic movement include: LPGA is in the process of becoming four-lanes from Jimmy Ann Drive to Derbyshire Road; Williamson Boulevard should become six-lanes and the current two-lane piece (from LPGA to Hand Avenue to the north) should become 4-lanes.

5. Reports

A. Volusia County Economic Development – Rob Erhardt

Mr. Erhardt exclaimed, “Wow, have you all got a lot going on in Daytona Beach!” This reaction came in response to hearing both Mr. Sans Lassiter, Lassiter Transportation Group and Mr. Mark Patten, Consolidated Tomoka presentations in the last two EDAB board meetings. He noted that Consolidated Tomoka had a press release last week stating they had closed on the *sale of the land for the Tanger Outlet Mall* which probably means it is coming sooner rather than later. Also, he reported that *Costa Del Mar* is considering an expansion on Fentress Boulevard which is not too far from the LPGA/Williamson area discussed earlier. In other news, *JetBlue Airways* will begin direct passenger service from Daytona Beach to New York on January 7, 2016. That date happens to be a County Council meeting date...but the plan is to begin the Council meeting in Deland but suspend it around 10:30 am to be in time to meet the arrival of the first flight at about 10:55 am in Daytona Beach. Mr. Erhardt also noted that the County Council had decided to *rename the Airport Volusia Room the Dennis McGee Room* in honor of the former long-time Airport Director. Dennis was the Airport Director when the Airport was originally constructed. The County is cooperating with the Speedway to host a *Half Marathon* event which would start at the Speedway, run east along ISB over the bridge to the beach and come back. The *Business Incubator* currently has thirteen businesses in its program and they are mostly technology orientated. Volusia County Economic Development’s most recent Report is available on their website at www.floridabusiness.org Also, along the line of entrepreneurship this past weekend Embry-Riddle Aeronautical University hosted the “*Start-Up Weekend*” entrepreneurial event. It was a fifty-four hour marathon of supportive activities for entrepreneurs to help them vet their ideas and get direction for moving their business to the next level ...toward a “launch”. It started about 7:00 pm on Friday night and ended around 6:30 pm on Sunday evening. About sixty persons were in attendance and they were not only from this area but from other places around the “planet”. He next reported that today is the one-year anniversary of the “*One Million Cups*” program where and *Chris Gilpin, a local guy who appeared on Shark Tank* will make a presentation about “*Signal Vault*”, a device designed to protect credit cards with chip technology from being accessed by hackers. In closing, Mr. Erhardt shared with the Board the *acronym ACE*, which he uses to help target the strategy he employs to attack economic development. The strategy includes to **A**tract Business to the area (in coordination with the CEO Business Alliance,

Team Volusia EDC), **C**reate New Businesses in the area, **E**xpand Businesses in the area, and a little “r” to **r**etain Businesses when and if they might want to consider going somewhere else.

B. Team Volusia Economic Development Corporation (TVEDC) – Keith Norden - Tabled

C. Daytona Regional Chamber of Commerce (DRCC) – Nancy Keefer

Ms. Keefer reported that she is working with Mr. Ehrhardt and Mr. Counts on the upcoming *TopBuild Groundbreaking* event. This event is scheduled for 10:30 am on December 1, 2016 and will be held at the site of their new corporate headquarters (estimated to encompass about 75,000 sq. ft.). An invitation to attend the event was provided to each Board member. We have partnered on this for over 3-years and were finally able to overcome the challenges to the company’s choosing to expand here. The expansion will retain about 200 high paying jobs in the City and grow another 50 even higher paying jobs. On January 7, 2016, the *first JetBlue flight* is scheduled to arrive here at 11:55 from New York, NY. There will a media blitz going on in New York and similarly when the flight arrives here there will a lot of media coverage and a *public reception* with several of the Chambers participating, the County Council, and City Commission members. *Volusia Days in Tallahassee, FL* will be January 13-14, 2016 and the first day is “targeted” for appointments with legislators. The second day is “*education*” day where our legislators would talk to us about what’s going on and where *they* might need our help. The *ISB Coalition* has several ideas for the International Speedway Boulevard corridor and the Regional Chamber is working with to aggregate all of their varied recommendations into a plan that people can get behind and support. On another subject, Ms. Keefer added that *Tanger Outlet Mall* was just an idea a few months ago but is scheduled to be open here for “Black Friday” next year... and that’s pretty fast. Finally, she announced that Sheriff Ben Johnson and Police Chief Michael Chitwood would be the speakers at this Friday’s at the *Eggs & Issues Breakfast* program.

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

Ms. Kilian reported that they had their *fundraiser for the VVIM Clinic* 5:30-7:00 pm on October 28 at Intercoastal Bank from. The event raised about \$25,000 in monies and pledges. Since that time VVIM received word yesterday that it had also been awarded \$8,500 in grant funds. Additionally, VVIM has decided to join the Regional Chamber.

6. Eggs& Issues Daytona Beach Area Economic Development Trends Program

Ms. Kilian reported the she and Ms. Keefer will keep working on this program and suggested that it be scheduled sometime in February 2016.

7. Old Business

There was no old business brought before the Board.

8. New Business

--Mr. Counts announced that on December 10, 2015 he would make a presentation on Daytona Beach’s economic development projects to the Board of the Team Volusia Economic Development Corporation.

--James V. Chisholm, City Manager began his comments by noting he has been here going on eleven years now and there more good projects going on presently than before... and there are more coming. He thanked the amazing partnerships developed with the Chamber, County, Team Volusia, Consolidated Tomoka and others that have helped “close” a number of projects. Funding is always the issue but fortunately somehow we’ve been able to meet that requirement in most cases. Just recently we met with FDOT about some of the area’s transportation needs, the new concept to address these needs and the required funding and got very favorable comments from their representatives. Sometime ago we stated that 2016 was going to be good year and it still is going to be a good

year...but 2017 is looking pretty good as well. During 2016 the Orange Avenue project should be completed around July, which leads into the Veterans Memorial Bridge which should start construction 2016 and be completed by 2017-2018. The transportation improvements on I-4 and I-95, and Daytona Rising should be complete in 2016-2017. A lot of funds are being spent locally and our local economy is benefiting from the influx of dollars as we've seen a nine percent increase in sales tax revenue over the last two years. Many of the worker here for these projects are spending monies locally. It's a very positive time and we expect it to continue to increase in momentum barring any sort of disaster. Around 2017, we expect to start seeing One Daytona begin to also impact the local economy with all its development. When you package all this together i.e. One Daytona, Tomoka Town Center and Tanger Outlet Mall, and what's going on with hotel development on the beachside... again it's a very positive time to be in Daytona Beach!

Mr. Zeisler stated he had driven all the way to Winter Park to go to a Trader Joe's and wondered when there would be a store in Daytona Beach. Mr. Chisholm responded that the company did not have it in their plan to build a store here at the start of negotiations. The reason the Distribution Center is here is because it is the right location to get their products out to its store in the southeast. Mr. Counts added that during negotiations a representative of the company stated that a store might be coming in 2-3 years...but he didn't say...2-3 years from "when".

9. Citizens' Comments

There were no Citizens comments brought before the Board.

10. Schedule next meeting – **December 16, 2015**

2015 Schedule (Additional meetings may be scheduled to accommodate business needs see meeting change in purple below)

January 7;	April Eggs & Issues;	July 15;	October 21;
February 18;	May 20;	August 19;	November 18;
March 4;	June (no meeting);	September 23;	December 16;

NOTE THE CHANGES in the schedule below in **PURPLE** since we now know the E.D. Trends Report date.

2016 Schedule – (Additional meetings may be scheduled to accommodate business needs. See meeting changes below in purple)

January 6;	April 20;	July (no meeting);	October 19;
February 11 (Eggs & Issues);	May 18;	August 17;	November 16;
March 16;	June (no meeting);	September 21;	December 21;

11. Adjourn

The meeting adjourned at 9:27 A.M.

Emory M. Counts

Emory M. Counts, Economic/Community Development Director