

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Wednesday, March 16, 2016 - MINUTES

1. Call to Order:

Mr. Kilian, Chair called the meeting to order at 8:38 A.M.

2. Roll Call:

Present: Larry McDermott; Carol Kilian; Colleen Calnan; Bishop Derek Triplett;

Excused: Thomas Blawn; James Zeisler;

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, December 16, 2015:

A motion to approve the Minutes of Wednesday, December 16, 2015 was made by Mr. McDermott, seconded by Ms. Calnan, and approved unanimously.

4. [Item #6A on Agenda taken here] Volusia County Economic Development – Rob Erhardt

Mr. Erhardt announced that the next Q-Report would be May 6th in the Dennis McGee Room at the Daytona Beach Airport. He commented that Jason Meyer, Synergy Billing is in the process of moving from their Daytona Beach location on Mason Avenue to a location in Holly Hill, FL. Mr. McDermott commented that Mr. Meyer also wants to build a campus school setting to train persons how to do medical billing. He further commented that it seems our unemployment in the City rate is regularly above those of our surrounding communities and pondered what might be done to help this situation. Mr. Erhardt responded that Bishop Triplett as the Chair and Robin King as the President of Career Source Flagler/Volusia both recognize that it's not enough to train an individual for a "job"...but need to help people establish a career path. Perhaps some holistic activities designed to match persons to careers would be helpful. Next, Mr. Ehrhardt went on to recognize the tremendous vision held by Mr. Meyer to have a college that trains people for a career in medical billing. Although they might not all go into medical billing the training could open up a host of other employment positions.

Bishop Triplett added that the updated *Workforce Innovation and Opportunity Act* has set new guidelines and added new partners to the mix of agencies helping persons to be more successful at employment as it now focuses on *out-of-school* youth as opposed to *in-school* youth...the question becomes "How do we reach the "hard to reach" persons and set them on a career path.

5. Estimated Economic Development Impact of Recent Projects – Emory Counts

Mr. Counts commented that it is a very good time to be in Daytona Beach and went on to review several recent economic development projects that make the case that Daytona Beach is “hot”! See below a brief summary of his comments:

“Estimated” Economic Development Impact of Sample Area Projects

MINTO COMMUNITIES FLORIDA plans to construct 3,400 single-family homes and a commercial shopping area on the 67 acres north of the intersection of I-95/LPGA Boulevard near the recently approved Tomoka Town Center. **\$442,000,000 capital investment 150 jobs;** **PROTO GROUP DAYTONA BEACH CONVENTION HOTEL AND CONDOS** is a **\$130 million** oceanfront hotel/condominium with 501 hotel rooms and 122 condominiums with its grand opening planned for 2017. **\$130,000,000 capital investment 130 jobs;** **WESTIN HOTEL AND RESORT** project f/k/a The Desert Inn Hotel being developed on beachside is taking a distressed and renovating it into a “flag-ship” Westin Hotel & Resort showpiece. *About 76 full-time and 100’s of part time jobs.* **\$20,000,000 capital investment 76 jobs;** **HARD ROCK HOTEL AND CAFÉ** anticipates construction of 240 new AAA signature hotel rooms along beachside. *About 100 full-time and part time jobs.* **\$100,000,000 capital investment 100 jobs;** **ONE DAYTONA** is a \$400 million shopping, entertainment and mixed use project joint venture. The project is expected to create *more than 7,200 direct jobs* and *2100 “spinoff” jobs* while also helping increase airport traffic to the area by about 11,000 passengers a year; **ONE DAYTONA** **\$400,000,000 capital investment 7,200 jobs;** **DAYTONA RISING** **\$400,000,000 capital investment about 100 jobs;** **TRADER JOE’S DISTRIBUTION CENTER** has completed building the first phase of its world class distribution center. At its height it is projected to employ *about 450 jobs onsite in Daytona Beach and about 150 delivery drivers.* **\$88,000,000 capital investment 450 jobs;** **TOMOKA TOWN CENTER** was approved for incentive agreement for commercial development on approximately 209 acres located at the southeast corner of Interstate 95 and LPGA Boulevard. Project encompasses several large companies to create *more than 2,800 jobs.* **\$150,000,000 capital investment 2,800 jobs;** **TANGER OUTLET MALL** is planned as an upscale 400,000 square-foot prime shopping venue built on a 39 acre site visible along I-95 and not far from the I-4 interchange. *Note: the capital investment is estimated at \$80,000,000 and 800 jobs, however, these totals are included above in # with the Tomoka Town Center development.* **INTEGRA SANDS APARTMENT COMPLEX** will encompass 262 luxury apartment homes. The land for this development is already being cleared. **\$22,000,000 capital investment 40 jobs;** **TOPBUILD CORPORATION ADMINISTRATIVE HEADQUARTERS** a new independent publicly traded company resulting from a spinoff from Masco Contractor Services. **\$12,500,000 capital investment 55 jobs**

6. Impact of Growth on Economic Development – Fredrik Coulter, Budget Officer

Mr. Coulter talked briefly about how economic development stimulates additional waves economic development from spin-off activities and opportunities. He concluded that the numbers of jobs reported by Mr. Counts was very conservative because it did not include the vast number of indirect ancillary jobs being created. Additionally, broadening our economic base will create even more jobs as companies looking to expand come into the City because their customers locate here. The City is investing heavily into infrastructure to support the new job growth and having the infrastructure in place is key to getting businesses to commit. When you think about it...even if the first business doesn’t make it ...the roads are still there... the utilities and other infrastructure is still there to make it easier for the next business to develop.

City Manager Jim Chisholm, added that the City convened a meeting at the Ocean Center for with developers about six years ago during the downturn in the economy. The meeting was to determine their interest in investing in Daytona Beach given all the projects on the table to happen in our community. Several developers came from in-and-around the state and even from Canada. They were treated to information about the area including that some \$2B in investment was scheduled to be made in our community. Some of this funding included investment by the state of Florida, City, County, and private companies. We continue to get

inquiries from these and other developers about what is going on in Daytona Beach/Volusia County. Some of the associated business growth have *relatively high-paying jobs* and others have *relatively good paying jobs*. The good paying jobs may not require education past high school but there is a significant need for these kinds of jobs in our community as well. Many of our residents do not have the degrees required for some of the higher order jobs but still need a decent living wage to care of their families. In other instances employers prefer not to want to “retrain” workers from older systems but would rather train their “own” employees on their own equipment, and so, having a higher degree just isn’t as important. Another challenge for some are the social issues that plague some of our residents whether it be addiction to certain things or other past history that might keep them from being considered for jobs.

Bishop Triplett asked, “*What is the strategic policy to deal with some of the social issues?*” Mr. Chisholm responded that, “We have agencies that are paid to address those issues but what I’m finding is they are providing the service they are contracted to provide...but not necessarily addressing the holistic problem.” There are coexisting issues and if you only address one issue...it won’t be as effective. Treating homelessness without treating substance abuse and/or mental illness... for a person that is suffering from all of these just isn’t as effective as treating the whole person. For example, providing homeless persons with a house without case management, without counseling or many of the other areas of needed assistance...hasn’t worked for many of the homeless. In Salt Lake City, they did the housing first and did have some success...but there was a huge cost to the neighborhoods.

Mr. McDermott stated he wanted to thank Mr. Chisholm, Commissioner Pam Woods, and Chief Chitwood for their actions taken earlier to abate a substantial homeless challenge we recently had at the County Administration Building. Mr. Chisholm responded that the credit should go to Pam Woods because she really got the agencies together and helped with thinking through some of the actions.

Mr. Chisholm commented in response to *the strategic policy to deal with some of the social issues* ...that if we could get all the agencies to meet together long enough to talk through some these community problems it may prove very helpful. Mr. McDermott, Ms. Kilian and Bishop Triplett agreed.

7. Reports:

A. Team Volusia Economic Development Corporation (TVEDC)-Keith Norden

Mr. Norden reported that since the last report TVEDC representatives had been on *four Outreach Activities: NBAA in Palm Beach, FL; Site Selector’s Guild in Nashville, TN* which is an event you must be invited to attend because it includes the forty “top” site selectors in the country; *IAMC in New Orleans, LA* with Team Florida and Secretary of Commerce, Bill Johnson which included 100 top corporate end-users from across the country; and the *Team Florida Daytona 500 event* where twenty-eight of the nation’s top site location consultants were hosted here in Daytona Beach. He added that we have already gotten a couple projects from this event. *Consul General Okinewa* also visited here during the *Daytona Regional Chamber’s 96th Annual Meeting* to find out more about places in Florida that might be of interest to Japanese companies as places to invest. The Annual Meeting featured about 650 persons in attendance and Ms. Nancy Keefer warmly

welcomed the Consul General at that meeting. Later the Consul General met with Rodney Cruise at Embry-Riddle to talk about the Research Park, County Manager Jim Dineen, and Daytona Beach Mayor Derrick Henry.

The “*pipeline*” continues to be strong with over twenty-four projects representing about eleven-hundred potential jobs. There are several diverse types of industry represented in these figures and things have picked up recently as eleven have come on since the beginning of the year with about seven new projects occurring in the last two weeks. As a footnote, only one of these projects was from Enterprise Florida and the rest came from our outreach efforts.

Mr. McDermott asked if TVEDC was still maintaining the listing of available properties and Mr. Norden responded, “Yes”, however we report only what is reported to us from the various real estate resources.

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

Ms. Keefer reported on several events including the 75th Anniversary of Bike Week that just ended and economic reports from local businesses have been overwhelmingly positive. One of the indicators they like to gauge is the number of hotel nights and reports are that there were double-digit increases in the overall occupancy rate and that this trend was spread over a greater number of days. She thanked the City for all of its help to get the job done as well the great welcome-experienced by the bikers. She commented that he Mayor did a fantastic job at the Band-shell welcoming these valued visitors into our community. *CEO Challenge with Embry-Riddle Aeronautical University (ERAU)*, the leadership at ERAU gets hundreds of requests from around the world to assist with one kind of research or another but the entities around the City are not among those asking for their research assistance. The challenge is find something the community and ERAU can work on together that would make a difference to the community. The rising senior class has 12 weeks to put together a paper on this topic and present it to Dr. Wartret, the Acting ERAU President. *Inter-city trip being planned to Virginia Beach, VA*, although the size of this City is comparable to the size of our county there are still some characteristics that compare well to our City. We should be able to benefit from looking at what was done in Virginia Beach to enhance its standing as a “strong” family tourism center.

C. **Volusia Volunteers in Medicine (VVIM)** – *Carol Kilian*

Ms. Kilian reported that the *VVIM Clinic has received a number of grants including one from “Jeep”* to help keep it going. There was no information about how much the grant is for or how to access it but she would be following up in the coming weeks. Also a “*Ribbon-cutting*” and grand opening is being planned for the Clinic.

8. **Old Business:**

-Ms. Kilian commented that the *Eggs& Issues Daytona Beach Area Economic Development Trends Program* went very well and thanked Mr. Counts for all he did to bring that Program off. She added that she also wanted to thank Nancy Keefer for the partnership with the Regional Chamber to present the Program as it has turned out to be a wonderful venue.

9. New Business:

- A. Mr. Counts announced the several *activities to Affirmatively Further Fair Housing* including the: April 13th *Radio Program* announcing all activities; April 20th *Fair Housing Workshop* to be provided by Charles President from HUD; April 20th reading of the *Fair Housing Proclamation* before City Commission Meeting; April 28th attendance at the *Regional Fair Housing Summit*; April 23rd *Fair Housing Fair and Financial Wellness Clinic* where one of the speakers may be Ed Jennings, HUD Regional Director; and April 29th *Flomich Woods Closeout Celebration*.
- B. Mr. Counts announced that the Analysis of Impediments/area statistical data is being undertaken right now under contract with the Florida Housing Coalition.

10. Public Comments:

11. Schedule Next Meeting:

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

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

12. Adjourn

The meeting adjourned at 9:40 A.M.

Emory M. Counts

Emory M. Counts, Economic/Community Development Director