



# The CITY OF DAYTONA BEACH ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING MINUTES

City Hall  
Commission Chambers  
Regular Meeting

301 South Ridgewood Avenue  
Wednesday, February 17, 2021  
8:30 AM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
---	--	---	--

## Call to Order:

Bob Rand - Chair, called the meeting to order at 8:37 a.m.

## Roll Call:

### Present:

#### **Board Members:**

Chelsea Abend  
Carol Kilian  
Larry McDermott  
Bob Rand

#### **Ex-officio:**

Helga Van Eckert - Volusia County  
Keith Norden - Executive Director/CEO, Team Volusia

#### **Staff:**

Don Gooding - Community Development Compliance Manager, City of Daytona Beach  
Reed Berger - Redevelopment Director, City of Daytona Beach

### Excused:

#### **Board Members:**

Thomas Blawn  
Carl Fields

#### **Ex-officio:**

Nancy Keefer - Executive Director/CEO, Daytona Regional Chamber of Commerce

## New Member Introduction:

Bob Rand (Chair) introduced Ms. Helga Van Eckert – Director, Volusia County Economic Development.

## Approval of Minutes:

A motion was made by Chelsea Abend and seconded by Larry McDermott to approve the Minutes of November 18, 2020 meeting and was unanimously approved.

## Guest Speaker – Comments/Presentation:

Helga Van Eckert – Director, Volusia County Economic Development, gave a brief overview of how the county focused on business retention expansion and new innovations during the pandemic. Helga's overview included the following:

- Discussed how Community Economic Development stakeholders and practitioners united to work together having a common vision.
- Described how effective it was to have the practitioners' meet weekly to share ideas, learn from each other, and get different suggestions for businesses.
- Introduced the creation of a 'Economic Recovery Task Force' to develop the VolusiaBusinessResource.com website, which is a one-stop source of information to promote cross collaboration and work for business retention and expansion.
- Acknowledged how amazing Reed Berger was working in the Brainstorming sessions.
- Discussed some immediate and innovative solutions to business needs and their trends.
- Described the programmatic steps of Small and Home-based businesses and how the Practitioners (City and County) worked together during the long process from application review to issuing checks.
- Described their marketing design/approach was created with help from Team Volusia.
- Described the distribution process and announced they have distributed approximately \$9.3M among local businesses.
- Summarized the number of grants issued by each municipality and announced that Daytona Beach was the highest on the list with 622 checks issued for \$1,810,500.
- Explained how the grants helped keep businesses doors opened.
- Described partnering with the Regional Chambers of Commerce and announced they have distributed 7,000 in Personal Protection Equipment worth \$1M.
- Described how they organized to buy, pack, and distribute the equipment to help local small businesses.
- Announced that the website continues to respond to ongoing business needs and is open to any suggestions for changes.
- Mentioned conversations with Businesses are ongoing aimed to keep them informed about any new updates.
- Announced they have increased their business communications by doing additional COVID Specific E-blasts and their Economic Development Quarterly Report.

- Reported that their new project, a webinar called “Economic Scene LIVE” with guest speakers Tom Daly and Mike Sibley, was very successful. She further discussed how people can benefit from the live webinar by attending or downloading it to watch during their free time.
- Discussed plans to develop additional programs in future.
- Discussed engaged projects in 2020 were totally funded by CARES Act and looking forward for the next stimulus package to have more long-term solutions for the business community and as well as for non-profit organizations.

## Reports:

### A. Team Volusia

Keith Norden reported the following:

- Expressed appreciation to Helga Van Eckert as being a great director for the county who has brought vast knowledge with her.
- Reported that they had to cancel or postpone many meetings due to the pandemic but are planning to restart the meetings to discuss projects by end of the year, with \$ 154 M capital investment that will bring a potential of 385 new job opportunities to Daytona Beach.
- Announced that five projects are in Stage 4, eleven projects are in Stage 3 and twelve projects are in Stage 1.
- Announced that 33% of the projects in the pipeline come from EFI, 6% from Real-estate and 31% other.
- Discussed the Amazon Distribution Center opened in October and that it will bring more permanent or seasonal job opportunities in future.
- Reported the CareerSource Flagler of Volusia and Healthcare Support Center (TTEC) has hired 600 employees past few years and 340 new employees during the pandemic in Daytona Beach area.
- Invited the members to a hybrid meeting on Friday March 19th in Deltona.

### B. Daytona Beach Regional Chamber

None

### C. Other – Board Members

None

## Old Business:

- Bob Rand - Chair, expressed appreciation to the former Chair, Carol Kilian, and former Vice-Chair, Larry McDermott, for their years of service to the Board and community.

## New Business:

- Larry McDermott expressed knowledge of Mr. James Zeisler’s resigning and inquired if any actions were being taken to replace him. Staff informed the Board that actions to appoint members to the board are underway.
- Harry Lloyd introduced himself to the Board and mentioned that he is a resident of Pelican Bay and is very interested working with the Board.

- Bob Rand inquired about the history of the Economic Development Advisory Committee and suggested more details and discussion be brought in the next meeting. Carol Kilian then gave a brief overview of the Board development history.

## Public Comments:

- Ms. Teresa Boyd, an entrepreneur, asked about the requirements of Business Tax Receipts and asked if people would need to pay taxes for the received grants.
- Helga Van Eckert responded and discussed the requirements of Business Tax Receipts.

## Schedule Next Meeting:

EDAB next meeting scheduled is March 17, 2021.

## Adjourn:

The meeting adjourned at 9:33 A.M.

# Don Gooding

---

Don Gooding  
Community Development Compliance Manager (Interim EDAB Liaison)  
Transcribed by: Luckmi Martin