

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
Monday, June 8, 2009**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, June 8, 2009 at the City Hall, 2<sup>nd</sup> Floor Conference Room, 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 6:30 p.m. by Chairman, Nick Conte, Jr.

**2. ROLL CALL:**

Karl Brown	Voting Member	Present
Nick Conte, Jr.	Voting Member	Present
Robert Desmond	Voting Member	Present
Susie M. Eutsey	Voting Member	Present
Richard Provini	Voting Member	Not Present
Frank Rodriguez	Voting Member	Present
Dennis Starke	Voting Member	Not Present
Patrice Murphy	Business Dev/Grant Manager	Present
Maria Perez-Conde	Recording Secretary	Present

Also in attendance were George Gehring, Ramon Rivera and Cynthia Rivera (residents).

Nick Conte stated that for the record Richard Provini did call and stated that he would be unable to attend tonight's meeting.

**3. DETERMINATION OF QUORUM:**

Chairman, Nick Conte, Jr. determined there was a quorum present.

**4. APPROVAL OF MINUTES:**

1. Economic Development Advisory Board Meeting – May 11, 2009

Motion by Robert Desmond, Seconded by Frank Rodriguez to adopt the minutes of the Economic Development Advisory Board Meeting of May 11, 2009.

**5. OLD BUSINESS:**

Patrice mentioned that she had sent a request to the City Manager regarding one of the ideas that the board had about posting Deltona's owned or operated businesses on the

Economic Development website. The City Manager has given a tentative approval. Patrice also met with the City Attorney and spoke to him about this idea and he stated that we would have to put a disclaimer on the form and website that the City of Deltona is not endorsing or recommending or accepting any liabilities to these companies. A form will be developed and attached to the business license application when they are sent out in October for renewal.

Patrice asked if anyone had a chance to look at the Uniform Crime Report. It was discussed at the last meeting about adding the City of Deltona's crime statistics on the Economic Development website. Patrice added that as soon as you say 'crime' it has a negative connotation. On the May 19<sup>th</sup> City Commission meeting, Captain Brennan made a presentation that really brought things out. One of the things is that crime statistics are up, not only in our city but in the county. Nick stated that if someone requested crime statistics the information can be sent to them. Patrice mentioned that the only other cities that are lower in crime are Port Orange, Oak Hill and Ponce Inlet.

Susie Eutsey handed in her list of objectives. Bob Desmond said that the Board has to define the City's opportunities such as location, available land and resources. When companies are looking to expand and move these will all be factors. His objectives are 1.3, 1.5 and 1.7. In Orange City they have small strip centers which are beautiful and if we could get some of those going the city would be in great shape. "Unless we define our opportunities and we have things going on, how do we actively solicit and show what we have" said Bob. Patrice stated that one of the key components the Commission wanted was the creation of more jobs, high-tech jobs, manufacturing jobs, etc. Nick mentioned that 415, Activity Center and Deltona Blvd. are the places where the Commission want development.

Bob said that we should get hold of the company that is developing in Orange City and invite them to build in our city. Nick asked that in regards to the Activity Center, can Mr. Frank DeMarsh (owner of property) be invited to attend one of the board meetings. Bob asked if they as board members were allowed to contact developers and refer them to Patrice. Patrice mentioned that the best way to do this is to give us, Economic Development, the name of the contact and then our office can make the contact.

Patrice mentioned that in the fall, Economic Development is planning to hold a Business Expo. The business community will all be invited to set up tables, network, etc...Developers would also be invited so they can see what is available. In the last year we have had a number of positives such as Lowes, the new Publix, AutoZone and the Shoppes of East Deltona. Susie stated that by finishing the Economic Development website all that information can be listed. Nick mentioned that public awareness needs to be increased. Frank Rodriguez mentioned that his top priority would be objective 1.3, attract business, find the target industries and develop a marketing plan with the regional developers. There are a lot of opportunities in Deltona, especially vacant commercial lots. His second objective would be 3.2 and third would be 3.5.

Through Board discussions, Patrice mentioned that she will be contacting the Director of

the Small Business Development Center at Daytona State College to be a guest speaker at a future Board meeting. Nick commented that this would be great and that in one of the Board's first meetings they had discussed developing a business incubator. We could have something in the city (trade school) where we can train future plumbers, electricians, etc. The chosen two objectives were 1.3 and combining 2.2 and 3.2 from the five year strategic plan. The Board will start working on strategies toward these objectives.

Patrice mentioned that if Mr. Frank DeMarsh couldn't attend any of the board meetings, she will contact Mr. DeMarsh and provide an update on the development.

6. **NEW BUSINESS:**

Nick Conte mentioned that he talked with Commissioner Treusch about Dennis Stark and both of them agreed that Dennis lends a lot to the Board and he likes him a lot but he is needed here at the meeting. Nick stated that he was not sure why Dennis Stark was not present and no one from the Board knew either.

July 13 will be picture day. A picture will be taken of the Economic Advisory Board. All members must be present.

Bob Desmond gave his presentation "Old Fashion Bargain Day". He mentioned that the City is not known for anything such as an annual event. DeLand is known for their annual Art Festival, so why shouldn't we have something to be known by. Part of this "Old Fashion Bargain Day" event would be local businesses getting together, making it a community event. There could be bouncers for the children, local bands, radio stations, local food vendors, grab bags, etc... By having this community event our local businesses would get exposure. Nick commented that this will bring the community together.

Maria and Patrice suggested the event could be held after the Deltona Day Parade and make it an all day event. Nick asked if this would be something the Deltona Chamber would be interested in. Maria will mention it to the Deltona Chamber. Patrice will run the idea to Chris Bowley (Planning and Development Director). Maria suggested contacting the Deltona Civic Association since they are the ones that run the Deltona Day Parade and see if they would like to merge the two together. Nick commented that for that day all the associations, committees, etc. should all get together and make this happen. Patrice mentioned that Parks and Recreation should be heavily involved.

Nick stated that this was a very good meeting. Patrice reminded everyone that there will be a ground breaking ceremony for Station 65 on Friday, June 12<sup>th</sup> at 9:00 a.m.

7. **PUBLIC PARTICIPATION:** - George Gehring (resident) wanted to know if there was something he could read to catch up on what's going. Nick suggested getting copies of the minutes for the previous meetings. Mr. Gehring stated that he liked the idea of the "Old Fashion Bargain Day". His hometown used to have the same thing and it always

drew a big crowd. Everyone got to meet their neighbors. Mr. Gehring wanted to know if the Board could suggest on what type of businesses come into the city. Nick responded that he hoped this Board would become a sort of a sounding board for businesses that were thinking of coming into the city.

**8. MEMBER COMMENTS**

Bob stated that the people in the City of Deltona want to spend money in Deltona. We should boast and advertise Deltona. Patrice mentioned that she had a meeting with the City Manager, Chris Bowley and the consultants from BDP (Business Development Partnership). Volusia County and the BDP hired a consultant to look at a county wide economic strategy. The consultant interviewed each municipality. Once feedback is provided from different parts of the County , the County and BDP will become closely intertwined.

Bob asked if VGMC had any effect on the Board at all. Patrice responded that they all do. It's all about planning and infrastructure. Governor Christ signed off on Senate Bill 360 which means we will qualify as a transportation concurrency exception area, because our population of 1,000 residents per square mile. Bob asked if the "Water Wars" will affect us. Patrice stated that the SJRWMD (St. Johns River Water Management District ) may roll back the City's consumptive use permit to 1978 levels.

Patrice mentioned that Clayton Park from the Volusia/Flagler Business Report interviewed Chris Bowley, Maria and herself. The paper covers and report business only articles for developers and business owners. A lot of information was given out. We are trying to get the word out there.

Frank mentioned that he was looking forward to brainstorming different ideas. Why would people want to go anywhere else? It's just a matter of creating an environment where people want to live, work and eat here. They won't have to go elsewhere.

Karl stated that this has been one of the most productive meetings we've ever had. He also mentioned that we are an Advisory Board to the City Commission. There are certain perimeters this Board has to operate under.

**9. NEXT MEETING:**

The next meeting is scheduled for Monday, July 13, 2009 at 6:30 p.m.

**10. ADJOURNMENT:**

There being no further business, Chairman, Nick Conte called for motion to adjourn, seconded by Robert Desmond. Motion carried by unanimous decision. Meeting adjourned at 8:30 p.m.

Approved this \_\_\_\_ day of \_\_\_\_\_, 2009.

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**Nick Conte, Jr., CHAIRMAN**

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**Maria Perez-Conde, RECORDING SECRETARY**