

CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Monday, September 14, 2009

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, September 14, 2009 at the City Hall, 2nd 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.	Chairman	Present
Robert Desmond	Voting Member	Present
Susie M. Eutsey	Voting Member	Present
Richard Provini	Voting Member	Present
Frank Rodriguez	Voting Member	Not Present
Dennis Stark	Voting Member	Not Present
Patrice Murphy	Business Dev/Grant Manager	Present
Chris Bowley	Director, Planning/Development	Present
Maria Perez-Conde	Recording Secretary	Present

3. DETERMINATION OF QUORUM:

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

4. APPROVAL OF MINUTES:

1. Economic Development Advisory Board Meeting – August 10, 2009

Motion by Robert Desmond, Seconded by Karl Brown to adopt the minutes of the Economic Development Advisory Board Meeting of August 10, 2009 with changes.

5. OLD BUSINESS:

Chris Bowley mentioned that two commission meetings ago Commissioner Michele Conte requested having a joint meeting with the Economic Development Advisory Board and the Board at the last meeting discussed having the meeting in October. Chris asked the Board if they had any dates in mind.

Maria Perez-Conde responded that she had met with the City Manager and the dates

available are the 13th or the 19th of October. The Board chose to meet with the City Commission on the 13th of October which will be a Workshop commencing at 4:30 p.m.

Chris stated that when having the workshop it would help to take that surgical approach to economic development which is really needed in today's market. In other words identify the industries that the Board wants here along with the brokers and entities. We need to start drilling down on who the brokers, representatives, etc. involved. Put a list together before the workshop so that when the Board meets with the Commission it shows that it has been well thought out and it shows which direction the Board wants to take.

Patrice Murphy mentioned anything that the Board wants to add onto the Agenda has to be handed in by September 29th, two weeks prior to the Workshop meeting.

Nick Conte commented that the Board might want to approach the idea of only having three to four points then have the rest as an addendum.

6. PRESENTATION: Mr. David W. Marks, President, Marketplace Advisors, Inc.

Chris Bowley introduced Mr. David W. Marks and stated that Mr. Marks comes with tremendous credentials. He is one of the few people you're going to meet in this industry that really takes what we do and quantifies it. When he met Mr. Marks for the first time he thought it would be phenomenal if Deltona could get him to work for the City. He asked Mr. Marks that as a start he should meet with the Economic Development Advisory Board who could help facilitate his efforts. Mr. Bowley was honored to have him at this meeting.

Mr. Marks started his presentation by stating that the difference between a player's perspective of how you renew a community and a business perspective of how you do it is through development. He is trying to merge these two concepts together. What he finds is that the planning community tells you how to put new roads, plant new trees, etc. but you may do all those things and you may not survive economic development from them. A developer's perspective is how do they develop that community and where do they put their money...

Following are the steps that are taken when doing a business plan:

- Objectives for the City
- Overall Business Environment
- Market Analysis (Look at the competition)
- What is the product that you are going to provide
- How you are going to market this product

Typically through the planner's side what they really focus on is the objective vision and then they go down the process. Cities have strengths and weaknesses. There are certain things developers do better than cities. They can look at where the weaknesses are in the

community. At this point Mr. Marks presented his power point presentation.

After the presentation Chris thanked Mr. Marks for his presentation. Chris mentioned that what he heard from the presentation was that Deltona is taking the macro approach. The City's scale is the biggest challenge. We probably should start thinking of long range terms of breaking the city up into segments or components to make manageable scalable portions of the city. The things he got from the presentation were:

1. We need to develop small centers throughout the city, probably four of them.
2. We need to insert the level of characteristics within those four pods that are unique to each one of them. This would give a sense of place of characterization which seems to be lacking.
3. What was presented was a methodology or an approach that has stood the test of time and goes back to the history of how cities and towns were created.

We could start off with something very simple, which is mere signage for identification at first.

Patrice Murphy stated that we already have areas that are identified such as Howland/Elkcam, Courtland/Fort Smith, etc. . . . HHI Design has designed a symbol for different parts of the city.

Nick Conte commented that it was a great presentation but he wanted to know from Mr. Marks if he was capable of coming into Deltona and doing one thing, what would it be.

Mr. Marks responded that he was not sure that it would be one thing but he believed the town center is a key opportunity. A downtown puts a face on the community. It would be your front door and that is a critical component. It's almost like you want to plan out a vision of what your community should look like in fifty years. It's like baking a cake. What will be the flavor, the ingredients, parking spaces, employment, industrial, etc...? When you have all these ingredients how do you fit it in. The vision becomes very important.

Richard Provini stated his family lives in Deltona and when they go out to eat they have to go to Orange City because there is no capture here. They go to Orange City for everything. Whether it is a town center which is a wonderful idea, as a resident he would like to have a place where he could park his car and get to walk for an hour and half. We don't have that here. How do we start? How do we get our town center? We have two or three identified areas but how do we get there even if it takes ten years?

Chris responded that we have an area that is trying to become on its own without any heavy lifting and that area is Howland and Elkcam Blvd. It just wants to be. It has a Lowes, AutoZone and Family Dollar and Boulevard Tire are coming in. The only things we haven't applied are standards. We don't have any signage or landscaping standards. We're to the point where maybe that's where we should focus on as an initial activity center for us, while we eventually get something closer to I-4 going.

Richard responded that the Howland/Elkcam district is one of those districts that things are going in there. We can introduce that area and the developers will be interested. When you talk to Olive Garden they want to go across the Lowes because Lowes gets 10,000 people a weekend. How do we move that forward? How do we get our people on board?

Chris responded that in the October Workshop with the Commission it could be mentioned that everyone has been focused on our lifeline which is I-4 but as much as we want that to be today let's focus on what we have today.

Richard stated that Howland/Elkcam stated that he has 40% of our restaurants, 50% of our open businesses and its going to provide and over the 15,000 or 20,000 jobs we have in Deltona, 10,000 are going to be in that location. There is still vacant land available. There is the focal point, there is the center, and again how do we get everyone on board.

Nick asked Susie Eutsey if she had anything to add to the conversation. Susie said that after looking at Mr. Marks model there is a lot of work to be done in Deltona. She's starting to feel she is in the wrong part of Deltona. Everything seems to be happening in the Howland/Elkcam area. What is going to happen in the Providence area where she lives?

Patrice responded that Providence Blvd will be the recreation component. It may be different than what you will get in the Howland/Elkcam area which is retail but she will have the recreational part of it.

Richard stated that the Howland/Elkcam area is one of the best spots for us because it is one of the furthest locations away from Orange City. We already have the Wal-Mart and we've drawn consumers that way. If you get big name restaurants like "Logans" to open up across the street from the Publix on the 2.6 acres that is available, others will follow. It is 9 miles to the other restaurants in Orange City. When you look at the numbers that is how many miles they want to be apart. It's a great location.

Bob Desmond stated that the presentation was excellent but we don't have a downtown, a hot spot, we don't have an identity. We're on the crust of doing great things. One of the ideas the Board should present to the Commission is rezoning of major intersections.

Chris mentioned that he wanted David to come and speak to the Board because a different perspective was refreshing. Collectively going before the Commission on numerous occasions you always hear about Deltona as the one large entity. We lose perspective of what entity our scale is and we think we're more manageable than we really are. What David is saying is its ok to have four downtowns.

David responded not four downtowns but four centers. You have to come back and say where we want to have high density. We like the low density for most of the community but we want to push the density because it's near the interstate, open land and we want to

create a downtown. It's interesting to say to the community we're 80,000 now but what do we want to be in 20 years. Then you can add those people and from that population you can figure out how much retail you can support and then you can start distributing the retail. What is the goal? This is what we want to be 20, 30 or 40 years from now.

Chris stated that we have to rank the four centers. It would be unrealistic to think that we could do all four simultaneously.

Patrice mentioned that it took Altamonte Springs twenty years to convert the area where they put the "Uptown Altamonte".

David stated that what the City brings to the table is that they are not going anywhere. They are the 800 pound gorilla. To give this shape you have to fight some battles. The challenge is when you talk about some of the existing area it is really hard to start thinking about how do we develop it. How do we move things around? You cannot move things around easily. The virgin land for the big town center is where you are going. The biggest bang for your buck now is doing the plan writing. This is what we want to do. This is where we want to be.

Nick stated that it was a wonderful goal and would David be willing to come to the joint commission meeting in October and show a couple of slides and show what could be done for Deltona in the proposed areas. Probably compare it to local areas such as Winter Park.

Chris responded it should be compared to a location in Volusia such as Port Orange or Dunlawton and Nova. He stated that David might not be able to attend the joint commission workshop but we needed guys like David to come into the City and help us get to that 20 or 30 year thought.

7. NEW BUSINESS

Nick Conte stated that the items for the Joint Commission meeting were already covered but did the Board wanted to add a couple of more on the agenda such as "Saxon being the Gateway to Deltona."

Richard responded that talking about the gateway off Saxon would be a positive image. There is vacant land that is up for sale in that location and the people would like to see something go in that area.

Bob stated that the City could go ahead and acquire properties and do what they want to do but is the game plan is to sell it back to the private industry and make a profit or rent it out.

Chris responded that there are different partnership potentials where you can own the land and do an outright sale. There are all kinds of different strategies.

Richard responded that if the vacant land is purchased and then rezoned it would make it easier. Richard commented on how long it took for the Building Department to return his phone calls and how long it took for a permit application to be reviewed (3 weeks). He stated that he was a developer he wouldn't want to deal with it. It's ridiculous and it's got to get easier.

Nick commented that it was a good point and he should tell the story at the joint commission meeting.

Karl suggested adding "Public Awareness" to the agenda. He doesn't believe the public knows what the City is trying to do.

Patrice asked Karl to define which "public" he wanted to make aware.

Richard responded the public Karl was referring to was the residents of Deltona.

Nick asked the Board if they had other suggestions on what to ask the commission.

Bob stated that 1.73 – update future land use. He recommends that the major intersections on the boulevard be redefined and that Chris had brought on a good point when he stated that when the City owns a property they can rezone it.

Chris responded that the City can do it administratively in the name of economic development.

Patrice went over the three items that will be on the agenda:

1. Town Center Concept
2. Saxon Gateway
3. Identify Brokers
 - For the Commission to identify the businesses or types of uses they would want to bring in. This way the Board could identify the brokers to go out and contact.

Chris suggested doing a power point presentation.

8. PUBLIC PARTICIPATION: -

None.

9. MEMBER COMMENTS:

Nick stated that one of the things this group should start considering and keeping mind of is when talking about development lets think about our own water resources. There have

away. He suggested in the future probably inviting St. John Water Management to meet with the Board.

Nick stated that the last thing he wanted to talk about was that it was obvious that Bob Desmond was running for public office and he congratulates him. But he would be remising his duties as chairman if he didn't warn him not to use the Board as a platform.

Bob responded he wasn't.

Nick stated that he did not want to cut his creativity. He brings an energy that is needed on this Board and he just wanted to be clear.

Patrice mentioned about the census coming in 2010 and that volunteers would be needed and to contact Dinelia Santana, for more information if they are interested.

Bob asked if it was possible to break down the agenda items into three categories such as:

1. Immediate Actions (what we can do now)
2. Short Term (now to two years)
3. Long Term (longer than three years)

Patrice stated that the Commission has their own set of rules on what headings goes on their agenda. We can probably add it on under recommendations.

10. NEXT MEETING:

The next meeting is scheduled for Tuesday, October 13, 2009 at 4:30 p.m.

11. 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 8:00 p.m.

Approved this _____ day of _____, 2009.

Nick Conte, Jr., CHAIRMAN

Maria Perez-Conde, RECORDING SECRETARY

