

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Monday, August 10, 2009**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, August 10, 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.	Voting Member	Present
Robert Desmond	Voting Member	Present
Susie M. Eutsey	Voting Member	Present
Richard Provini	Voting Member	Present
Frank Rodriguez	Voting Member	Present
Dennis Stark	Voting Member	Not Present
Patrice Murphy	Business Dev/Grant Manager	Not 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 – July 13, 2009

Motion by Robert Desmond, Seconded by Susie Eutsey to adopt the minutes of the Economic Development Advisory Board Meeting of July 13, 2009.

5. PRESENTATIONS: - None

6. NEW BUSINESS:

Nick Conte stated that the group picture will be put on hold until September or October.

Nick mentioned he received an email from a Mr. Bob Gray (Strategic Planning Group)

asking if he could put him down as a reference on a project, since Sally Sherman is no longer working with the City. He has not returned this gentleman's phone call because he does not know this gentleman enough to give him a reference. What should he do?

Chris Bowley stated he will discuss it with the City Manager for direction.

Chris mentioned that Michelle McFall-Conte at the previous public hearing mentioned that they would like to conduct a Joint Commission Workshop with the Economic Development Advisory Board. Chris stated that the Commission and the public would like to hear more about economic development citywide and whether there have been any changes. The Board decided that once a quarter would be sufficient. Beyond September it would be a regularly scheduled Commission workshop and someone from the Economic Development Advisory Board will need to attend.

Nick commented that everyone on the Board needs to attend these meetings. If we do this everyone needs to show up.

Frank Rodriguez suggested having more meetings to brainstorm and prepare an agenda for the next Joint Commission Meeting in October. Best case scenario would be to have the committee meet with the commission on a Monday on their off week at 5:30 p.m.

Nick mentioned that the next Economic Development Advisory Board meeting will be focused on preparing an agenda for the October Joint Meeting. Nick asked the Board that for the next meeting, everyone submit a written sample agenda listing three key things that is important to the Board.

Bob Desmond commented that he would like to ask the Commission if the Board could have a small budget for flyers, press releases, etc...

Chris stated that Economic Development has \$2,500 in the budget.

Nick Conte mentioned that he has a meeting with Z-graph and he will talk to them about the Economic Development website and see if they can work with Deltona and give them a good rate.

Frank Rodriguez asked if the Board could order general business cards with general information such as the Economic Development website, etc.

Richard Provini stated that there is no economic development because of the economy, but would like to show the Commission the right things the Board is doing. Sometimes it feels like there are more things that the Board should be doing. We will be more involved and do more if we are allowed.

Chris Bowley stated that we needed to send out an e-mail blast to those targets and entities that we are specifically trying to attract to Deltona. We can also host the top brokers in the area.

Bob Desmond stated that the Board should approve the message that is going to be emailed to these entities.

Chris Bowley mentioned that he did attend the Business Development Partnership (BDP) meeting along with Faith Miller and Patrice Murphy and at the end of the day his question was what would they guarantee for their price. If we are going to pay anything we need to have a list of vendors that cannot wait to get into Deltona.

Bob Desmond asked what the Board can do to improve Deltona's negative image. Some of the negativity is directly related to the development review process. He would like someone to present to the Board what the development review process is. What is the cost and timeframe?

Chris mentioned that Tom Burbank, short range planner, can do that. We have history against us. Historically we have been the second fastest "NO" in the region. Longwood is first. Maybe we can show how we have improved in that historical period by showing how long the process took five years ago versus today.

Chris Bowley mentioned that he had met with Mr. David Marks from Marketplace Advisors, Inc. and they had an incredible level of statistics between what we are versus what Sanford and Orange City is. It shows that we are the "sleeping giant". All we have to do is manage ourselves properly and address a few key people to get them to create synergy. A point was made that we are too large to manage easily. We have to start thinking small portions.

Nick commented that it was a good observation. Chris mentioned that he will invite Mr. David Marks to be a guest speaker at the next Board meeting.

Frank wanted to know what they should dedicate their time and energy towards. How could the Board support the Commission? What does the Commission want to accomplish for the city? Karl Brown stated that his understanding was that anything that they wanted to do should be in liaison with the City Representatives. Richard Provini asked if they can get that kind of direction from the Commission. Are they interested in the Board working harder?

Chris Bowley stated it is a priority to have the Board focused and working for the City and to request a Joint Commission Workshop. The Commission has an approved list of goals economically that the Board was very informative on. There might be thirty something goals. What would be easier is if you take the top five goals and narrow it down to three and focus on those three.

Nick Conte stated that in the September meeting the Board should just focus on the agenda items for the joint commission workshop.

Chris Bowley mentioned that:

- Lowes is coming in.
- SR 415 widening continues without full funding.
- Market Advisors, Inc. has a great concept which is to break up the City into two to three mile walking areas thus showing how proportionately larger we are compared to other cities.
- Compare Market- fixing up high value retail.

Nick Conte asked Chris if a motion can be made to reopen the five year strategic plan and recreate a new plan starting this Fall. Does it need to be cleared with anyone?

Susie Eutsey asked who had created the current five year strategic plan.

Chris responded that the City with a consultant had created the five year strategic plan. In response to Nick's question Chris would get together with the City Manager for a confirmation to reopen the five year strategic plan.

Nick said he would like to make the recommendation to direct staff to talk to the City Manager for confirmation.

Bob Desmond asked if the next Board meeting in September will be just be focusing on getting ready for the October joint meeting.

Chris Bowley stated that from staff's perspective we need to go before the City Commission and talk about support of the strategic plan within our rewritten Land Development Code. The documents need to reinforce each other. The five year strategic plan is not a "stand alone" document, it is part of the Land Development Code which needs to be updated.

Bob Desmond asked who should be invited to the joint commission meeting.

Nick responded that the Deltona Chamber, Brokers and Volusia County's Economic Development Department should be invited.

Richard Provini stated that he would like to invite a couple of Brokers.

Chris Bowley stated that the Board might want to think of inviting a Land Development attorney whose been working with most of the developers here locally. Mark Watts would be great. Have him speak for five or ten minutes about economic development.

7. **PUBLIC PARTICIPATION:** - None

8. **MEMBER COMMENTS :**

Nick Conte thanked the Board for a phenomenal job.

Chris Bowley thanked the Board for an incredible job.

9. NEXT MEETING:

The next meeting is scheduled for Monday, September 14, 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 8:00 p.m.

Approved this _____ day of _____, 2009.

Nick Conte, Jr., CHAIRMAN

Maria Perez-Conde, RECORDING SECRETARY