

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING
Monday, July 13, 2009**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, July 13, 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	Present
Patrice Murphy	Business Dev/Grant Manager	Present
Maria Perez-Conde	Recording Secretary	Present

Guest speakers in attendance were Bob Williams and Ned Harper from Daytona State College.

3. DETERMINATION OF QUORUM:

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

4. APPROVAL OF MINUTES:

1. Economic Development Advisory Board Meeting – June 8, 2009

Motion by Robert Desmond, Seconded by Karl Brown to adopt the minutes of the Economic Development Advisory Board Meeting of June 8, 2009.

5. PRESENTATIONS:

Nick Conte started the meeting by introducing Chris Bowley (Director of Planning and Development Services).

Chris Bowley stated that the City of Deltona is going through so many changes at once. The Land Development Code and the Comprehensive Plan are being rewritten in house.

We have a joint planning area agreement with the County on the east side for Osteen, working with the Enterprise district with the County, got the Thronby project plan on the way, widening of roadways, extension of utilities, getting people off septic systems onto central sewer and the list goes on and on. All of this is being done in house all at the same time.

The order of magnitude for Deltona, the Activity Center is the priority. This is our lifeblood as far as economic development coming up, it is the closest to I-4. I-4 is our lifeline to the rest of the region. For us to focus on a road, SR 415, that may or may not have funding, or may not be supported by the local residents, SR 415 is not really the best course of action for us to focus on. In order of magnitude it is secondary to what needs to occur closer to I-4 and tying us into the Central Florida Region between Daytona Beach, the City of Orlando, Sanford and Jacksonville for that matter.

The “donut hole” which everyone is familiar with which has been set aside as part of the former SW Activity Center with Volusia County and that portion which is on the eastside of I-4 and incorporated into the City of Deltona has accumulated numerous thoughts, plans and concepts over the years. Some of which are shown in the City’s pattern book (displayed). In good times the Activity Center is a potential project and in bad times it’s a non-project. The more regulations that are placed the more it will fall away as far as a competitive site. What we need to do is go back to a simple method.

1. Put in a roadway network that facilitates the region as well as the city and the activity center. (demonstrated)
2. Approach Volusia County and ask them what they would like to see as a regional roadway network out by the activity center since most of the roads out there are county owned and maintained. (Gave examples of what could be done)

What we are trying to do is to take away the front loaded portion where we can just come in and start developing tracks and get this synergy going within the Activity Center of Deltona Village. There are a lot of concepts being bounced back and forth such as a regional recreational serving facility that has excellent access off of I-4 and SR 472 to commercial retail and offices. To have a movie theater and potentially a sit down restaurant in Phase I or Phase II early on (maybe a gas station) would be a huge victory.

We would be able to present our “front door”. Frame it, paint it. Get something attractive in here where it is needed and overtime if a 4 multiplex facility comes in we can consider changing the uses in the part which is at the front door. They may be hotels. In order to have something it would need to occupy and turn over 70% during the week (which is needed in most hotels).

The Board asked what the status was on the developer (Mr. Frank DeMarsh). Mr. Bowley responded that the developer has come in on numerous occasions and has asked about extensions, transportation improvements, impact assessments, etc... Chris stated that the potential is if the developer doesn’t get something going it would bring it all the

way back to round one. We don't want to do that. We want him to continue moving forward. At some point the system breaks down and you keep reviewing old plans over and over again. We want him to bring in a realistic plan (sometime in August) to rezone the property. There already is an approved rezoning on a piece of the property (demonstrated).

We are looking forward for Mr. DeMarsh to come in August and start the process. He has just received a construction loan to come in with Phase I for the movie theatre. That is great news. We just extended his temporary realty signs that say 2010 and we gave him a one year extension in good faith that he is going to come in and do some kind of in-kind service. This is where we are as far as the Deltona Village.

Karl Brown asked Chris if Frank DeMarsh was the only developer. Chris responded that Mr. DeMarsh was the master developer and that Mr. DeMarsh was looking at several vendors.

Bob Desmond asked if anyone has ever tried to contact a major league baseball team. If you have a sports complex in the activity center along with a major league baseball team, it would be a great place. Chris responded that Port St. Lucie has done pretty well with the Mets, but Sarasota has not done well with their major league baseball team. What are the reasons some make it and some do not. This is something that needs to be looked into.

Bob Desmond asked if the Activity Center will be built up like "Celebration" where there are people living there. Chris responded that it had to have a residential component and that this is where we can put our multi-family.

Bob also asked if there was any Barack Obama dollars available for this. Chris stated that if we do this right we could rewrite our land development code and our comprehensive plan to line up with the MPO (Metropolitan Planning Organization). This is the wise thing to do. By putting our comprehensive plan and land development code in line with the federal dollars that are transportation driven we will already be established when applying for these grants.

Nick Conte thanked Mr. Bowley for keeping the Board up to date and would he visit more often.

Nick Conte introduced Mr. Ned Harper (Director of Small Business and Development), of Daytona State College as our next speaker. Mr. Harper introduced himself and then introduced Mr. Bob Williams (Director, Economic Development) of Daytona State College. Mr. Harper asked the board what they expected from Daytona State College. Richard Provini asked how to get incubator programs started and small business development going to partnership with incubator programs.

Mr. Harper stated that he has been with Daytona State College for three years. His view is for the whole county. We are competing with Orange and Seminole Counties and we

need to do everything we can to make it a place where the economy can thrive and people can flourish and live in a nice environment. The Small Business Development Center is funded by a grant from SBA. The concept of the SBA and this type of program is to take the resources from the university and the colleges and make it available to small businesses so they can be more successful. What is our focus?

- Jobs created
- Monies invested
- Jobs retained
- One on one counseling (marketing plans, financial planning strategies)
- Resource Center

Volusia County Economic Development looks into attracting big industry and bringing them in but he looks at who's here and focus on how to make them more successful. A lot of cities will bring in an incubation program. What is the goal? Some places are using it as a revenue generator. They have some space, rent it and become landlords. This doesn't work.

Bob Desmond asked what SBDC (Small Business Development Center) does for businesses that want to start up. Mr. Harper responded that they take them through the basics:

1. How to get money.
2. How to do record keeping, taxes, marketing, create a business plan.
3. Go through all the concepts – give them all the material on everything they need.
4. Meet with them one on one.

When working with the city, a scholarship program can be created whereas every business that applies for a business license can apply for a scholarship to attend these workshops.

Bob Williams stated that they (SBDC) work for the city (handed out information on things they can do). They can tailor things for us. Volusia County has a stiff hill to climb. We are investing a fraction of what our competing counties are putting into the pot. We have bought in a national consultant who helped out put together the Metro Orlando Economic Counsel and the Tampa Bay Partnership and has done work up in Jacksonville. Those areas are really blossoming. The consultant looked at our budget for economic development and said it wasn't enough compared to what the other counties were spending. The Eastside and the Westside of Volusia County need to get together. We are sort of a final frontier in Florida, a mini region. We've got all this incredible park land, beaches, lakes, etc. and only 45 minutes from Orlando.

Ned Harper stated that they can help people right now through mentoring. The Economic Development Board can help by creating community awareness. Make the community

aware that this service is available (Scholarships, counseling, etc.). Nick mentioned that the Deltona Chamber of Commerce would be a great alliance to have.

6. **NEW BUSINESS:**

Patrice stated that if we are going to start attracting new businesses we've got the marketing materials:

- Meet and Greet
- Business Expo
- Website

Nick stated that the Activity Center is the hottest thing we have going. Our gateway is going to be predicated on what happens in the Activity Center. Let's focus on that.

Karl Brown suggested we approach companies. Patrice responded she has been calling companies for the past six months with no response.

Nick commented that the five year strategic plan was written 3 ½ years ago (when this had some pertinence to it). This is an outdated document. Patrice responded that is why we made a decision to revisit this document. Everything has changed.

7. **PUBLIC PARTICIPATION:** - None

8. **MEMBER COMMENTS**

Susie Eutsey mentioned that the meeting tonight was very informative but we did not get a chance to exchange ideas among ourselves on the strategic plan. Nick responded that from now on we should only have one speaker per meeting. Patrice mentioned that at the next meeting we will focus on the five year strategic plan.

Frank Rodriguez stated that we should be planning around something that is actually going to happen, like the Activity Center. We should start focusing our strategy on that.

Karl Brown mentioned that the minutes for the past meeting were not posted on the website. Patrice mentioned she would look into it the following morning.

Richard Provini stated that his district had a high percentage of businesses closing down. Patrice stated that the county is 12%.

Nick Conte mentioned that at the next meeting he will talk about creating sub committees.

9. **NEXT MEETING:**

The next meeting is scheduled for Monday, August 10, 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 9:00 p.m.

Approved this _____ day of _____, 2009.

Nick Conte, Jr., CHAIRMAN

Maria Perez-Conde, RECORDING SECRETARY