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**CITY OF DELTONA, FLORIDA  
JOINT MEETING OF THE DELTONA CITY COMMISSION  
AND THE ECONOMIC DEVELOPMENT ADVISORY BOARD  
TUESDAY, OCTOBER 13, 2009**

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A Joint Meeting of the Deltona City Commission and the Economic Development Advisory Board was held on Tuesday, October 13, 2009 at the City Hall Commission Chambers, 2345 Providence Blvd., Deltona, Florida.

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**1. CALL TO ORDER:**

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The meeting was called to order at 4:30 p.m. by Mayor Mulder.

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**Deltona City Commission:**

30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47	Mayor	Dennis Mulder	Present
	Vice Mayor	Michael Carmolingo	Present
	Commissioner	Zenaida Denizac	Present
	Commissioner	Janet Deyette	Present
	Commissioner	Michele McFall-Conte	Present
	Commissioner	Paul Treusch	Present
	Commissioner	Herb Zischkau	Absent
	City Manager	Faith Miller	Absent (Excused)
	City Attorney	Skip Fowler	Present
	Acting Deputy City Clerk	Traci Provini	Present

Also present: Deputy City Manager Dave Denny, Planning & Development Director Chris Bowley, Building & Zoning Director Cy Butts, and Parks & Recreation Director Steve Moore.

**Economic Development Advisory Board:**

31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47	Board Member	Nick Conte	Present
	Board Member	Richard Provini	Present
	Board Member	Dennis Stark	Present
	Board Member	Susie Eutsey	Present
	Board Member	Robert Desmond	Present
	Board Member	Frank Rodriguez	Present
	Board Member	Karl Brown	Present

**2. PRESENTATIONS:**

**A. Current Development:**

**B. Future Development:**

1 Chris Bowley began the meeting with a power point presentation. The presentation began with current  
2 and future development. The current development in Deltona is Howland Crossings, Lowe's, Auto  
3 Zone, McDonald's Improvements, Deltona Regional Library, The Shoppe's of East Deltona and Exit  
4 Realty.

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6 The future development of Deltona consists of Epic Theatres, Family Dollar, and Adkore Medical  
7 Offices. Following future development, Mr. Bowley addressed general thoughts on development.

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9 Patrice Murphy reviewed the Areas of Focus such as geographic submarkets, Deltona: functioning as  
10 four cities and water & sewer. Ms. Murphy also reviewed the priority centers, which are some of the  
11 same areas.

12  
13 Ms. Murphy also reviewed the Economic Development Advisory Board's Mission since the economic  
14 times have changed and she would like to see the joint meetings continue at least two times a year.  
15 The Economic Development Board over the past few months has revisited the five year strategic plan  
16 and put together a plan of objectives that they feel they could accomplish in the next twelve months  
17 and the number one goal is to attract new business.

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19 Mr. Bowley also mentioned two items that are not listed in the program and those are Thornby, which  
20 includes the boundless playground and the Rails to Trails. This particular attraction will draw over  
21 60,000 users per month to Deltona based on research from other cities, including people from outside  
22 the area. The other item is The Pathway Out Of Poverty Grant; this is set up to target education,  
23 training and manufacturing to help the unemployment rate in our community. At this time the City is  
24 waiting to hear back on that and Mr. Bowley should have an answer by the end of the year. This grant  
25 has a minimum of two million dollars and a maximum of four million dollars.

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27 **3. NEW BUSINESS:**

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29 **A. Saxon Boulevard Gateway:**

30 **i. Opportunities**

31 **B. Desired Business And Industry**

32 **i. Identify Specific Types of Business and Industry Prospects**

33 **ii. Facilitation**

34 **1. Developers and Brokers**

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36 **4. COMMISSION COMMENTS:**

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38 Vice Mayor Carmolingo asks Mr. Bowley if the SR 415/Joint Planning Agreement is still a working  
39 effort as he has not heard anything on this project. Mr. Bowley stated that the City is still working  
40 with the County on this and that the County may be hiring a consultant on this project and that the  
41 twelve month deadline will be met. Vice Mayor Carmolingo asked Mr. Bowley how close is the  
42 City to having something in the activity center? Mr. Bowley states that Mr. DeMarsh is an  
43 aggressive individual who ignores market conditions and he is ready to go forward with the theatre  
44 project. Vice Mayor Carmolingo also asked if JcPenney's is a possibility. Mr. Bowley confirms that  
45 Mr. DeMarsh may be interested in this tenant also.

46 Vice Mayor Carmolingo states that he is not discouraged and he feels that the City is moving

1 forward and he would like to thank the Planning & Development Department.  
2

3 Commissioner Denizac stated that she was frustrated. She feels that the City has been there and  
4 done that. She stated that the City has done studies, identified strategies, held meetings, and nothing  
5 is coming our way. She is not sure that blaming the economy is the right answer. The City has not  
6 done enough, we need to do more and be proactive. In discussing future projects, several months  
7 ago, Mr. Cavallaro, mentioned river walks, theatres, restaurants, and she doesn't see any of this  
8 listed under the future development and she asked Mr. Bowley for an update. Mr. Bowley stated that  
9 he understands her frustration and he confirmed that it is a poor economy; however, he stated that  
10 Deltona has done a lot of advanced planning and has covered every base on a macroeconomic level.  
11 The City now needs to take the micro approach, which is to identify the target areas and the  
12 businesses that we want by approaching the brokers that represent the industries the City would like  
13 and offer them something, such as bonuses or incentives. Commissioner Denizac feels that whatever  
14 it takes to move the city forward is what needs to be done. As for the Master Development Plan with  
15 Cavallaro, Mr. Bowley stated that at this time, the focus is on the public safety complex and that the  
16 City may need to ask that Legal meet with the Carters for more information on their project.  
17 Commissioner Denizac's final concern was Florida Hospital, she stated that she hasn't heard  
18 anything on this lately and asked Mr. Bowley if there is any new information and are we trying to  
19 attract any new business in the healthcare industry and Mr. Bowley stated that it is coming forward.  
20

21 Commissioner McFall-Conte asked how the new Business Development Partnership is going to help  
22 Deltona. Mr. Bowley stated that it seems as if there is no benefit to West Volusia County.  
23

24 Commissioner Deyette thinks that this is terrific timing. She notices that ground work has been laid  
25 and little things have been happening. She would like the City to examine our own land holdings. She  
26 stated that Public Works sits on prime property and this should be addressed; equipment should not be  
27 sitting on this property. Festival Park is not being utilized and that Deltona Water's building may also  
28 have a better use. As for DuPont Lakes Park, she felt "we broke the neighborhood hearts with that  
29 park" as this should be commercial.  
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31 Commissioner Treusch asked when Howland Blvd will be complete. Mr. Bowley stated that from I-4  
32 to SR 415, there is no set time; however, widening is behind schedule at Elkcam and Howland due to  
33 weather. The project should be complete at the end of year. Also, funding is in place for the Pine  
34 Ridge High School area which is next and at this time no planning or design for the remaining section  
35 which is Providence to Elkcam. Commissioner Treusch also thanked the Board for their efforts.  
36

37 Mayor Mulder is glad that the Board identified and recommended Public Awareness as a priority. He  
38 stated that this is an area that failed and he agreed that the City needs to take this to the people.  
39 Mayor Mulder would like to work with EDAB's chair and Mr. Bowley and with the Commission's  
40 approval he would like to put something together and bring it back to the Commission.  
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46 **5. BOARD MEMBER COMMENTS:**

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2 Nick Conte stated that he feels that it is time that Deltona may need to spin off on its own since the  
3 East side of Volusia County is spinning off on its own.

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5 Dennis Stark stated that with the proper approach, which is Deltona taking care of its own; we can  
6 start to come out of the current economic conditions.

7  
8 Karl Brown stated that he is very disappointed with the progress of the Economic Development Board  
9 and that over the past several years they have nothing to show after years of meeting. He would like  
10 to see some of the strategic plans get implemented. Mr. Brown was happy that the Mayor mentioned  
11 working on public awareness, as he feels that this is a priority.

12  
13 Frank Rodriguez stated that he hears frustration and he would like to see guidance or focus from the  
14 Commission as to where the Board can dedicate their time and energy. He would appreciate any input  
15 from the City regarding the Five Year Plan that EDAB established that could actually achieve results.

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17 Robert Desmond listed several action items that the Board has worked on such as the web site,  
18 perhaps by asking the webmaster to update the site with key words that will drive businesses into  
19 Deltona. Another item that Mr. Desmond is looking into is news articles and companies that may be  
20 moving into the area. In recent weeks, Mr. Desmond made contact with a retail establishment and Mr.  
21 Provini made contact with a national restaurant chain. As Board members, all we can do is provide  
22 contact information to Ms. Murphy or Mr. Bowley.

23  
24 Susie Eutsey stated that the Board is all on the same page. She would like to see many of the  
25 discussions come to fruition.

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27 Richard Provini stated that he is also frustrated with the progress. He thought he would've seen  
28 change by now. Mr. Provini stated that he would like the chance to sit down with his Commissioner  
29 and get direction on what he can do. For instance, can he make phone calls; can he reach out to  
30 contacts? He also sees property issues such as, DuPont Park, "why do we have a park that is for  
31 softball, that can't be used for softball?"

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33 Sam Goodwin with the Business Development Partnership (BDP), stated that Deltona is not capturing  
34 money in the City. The residents are going outside of Deltona to eat and shop. Deltona has no  
35 infrastructure in place. He recommended an Equity Partnership Arrangement. Speaking from a  
36 professional standpoint and as a resident, he stated that Deltona does not have enough money for the  
37 infrastructure. He announced that on November 17-18 there will be a County Business to Business  
38 Expo.

39  
40 Councilwoman Pat Northey reminded everyone of the ribbon cutting at the Deltona Regional Library.  
41 Also as a cautious reminder, the KMK study is a "pay to play private model" and that the price tag is  
42 \$100,000 to sit at the table.

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**6. ADJOURNMENT:**

There being no further business, the meeting adjourned at 6:24p.m.



**TRACI PROVINI, ACTING DEPUTY CITY CLERK**