

ECONOMIC DEVELOPMENT ADVISORY BOARD

MINUTES

Wednesday, January 27, 2010

1. Call to Order

Mr. Blawn called the Board meeting to order at 8:00 A.M.

2. Roll Call

<u>Present:</u>	Thomas Blawn	Lawrence McDermott	Ruth Trager
	Carl Lentz	Carol Kilian	
<u>Excused:</u>	Carl Julian	Bishop Derek Triplett	
<u>Ex Officio:</u>	Philip Ehlinger	Robert Ehrhardt	
<u>Staff Present:</u>	Emory M. Counts, Economic/Community Development Director		

3. Approval of Minutes – November 17, 2009

A motion to approve the Minutes of November 17, 2009 was made by Ms. Kilian, seconded by Ms. Trager, and approved unanimously.

4. LED Lighting – Colleen Miles

Ms. Miles gave a brief presentation explaining that this subject has come up before and the use of LED and LCD signs is a valid technology. Currently, you can use the technology as long as the lighting doesn't "move". Mr. McDermott commented that John's Appliances has such a sign but not as intrusive because it's a "mid-boy" and we going forward we should certainly regulate the height and maybe the size of the sign in relation to the size of the building but wondered how we might regulate the content. Ms. Miles commented that the "intervals" at which the sign-information changes could also be regulated. Currently, the planned master development process can be used to examine the specific sign use on a case by case basis and may grant a sign-waiver which could allow the use where it would be prohibited otherwise. Rob Merrill, an Attorney for Cobb & Cole commented that he was supporting the staff recommendation that the sign regulation not be changed and that the process remains intact to examine specific uses and perhaps grant waivers. He noted that the master development process is not limited to new or large businesses...in that existing or small business can also use the PCD/PUD process; however a master PUD requires a minimum project size of 75 acres.

Jim Cameron of the Chamber of Commerce said he had polled a number of businesses earlier and reported that they do want to use this new technology to assist their businesses. He commented that they would be okay with height and size/sign proportionate restrictions.

A motion to affirm the staff recommendation to leave the sign code unchanged and to forward notice of the Economic Development Advisory Board support to the Planning Division to be noted with this item should it be on the Commission Agenda, was made by Mr. McDermott, seconded by Ms. Kilian, and approved unanimously 5-0.

A motion to recommend to that the prohibition again LED and LCD signs be addressed in the Land Development Code rewrite, was made by Ms. Kilian, seconded by Mr. McDermott, and approved unanimously 5-0.

5. Economic Development Advisory Board (EDAB) Sub-Committee to Review the Land Development Code Rewrite – *Emory Counts*

Mr. Counts reported that he has not yet received any material to pass on to the Sub-committee for review. He noted the make-up of Sub-committee members depicted in the Board motion below (11-17-09 meeting): A motion to approve Thomas Blawn, Carl Lentz, Carl Julian, and Ruth Trager as the EDAB Sub-Committee to Review the Land Development Code rewrite with the understanding that this make-up could change pending a significant interest by the remaining members of the Board, was made by Mr. Lentz, seconded by Ms. Trager, and approved unanimously.

6. Reports

A. Metro-Daytona Volusia Economic Development Corporation (MDVEDC) – *Sam Goodwin*

Mr. Goodwin reviewed the new report on activities and commented that follow-meetings and presentations were going on to help ease the transition from the Business Development Partnership (BDP) at the Chamber to the new MDVEDC which would eventually locate outside the Chamber building. April 2010 is the goal-timeline for the MDVEDC to move out of its current Chamber offices. Additionally, the move would coincide with a transfer of about \$150,000 from the Chamber to the MDVEDC.

B. Volusia County Economic Development – *Phillip Ehlinger*

Mr. Ehlinger provided a brief report about the recent reorganization of the Volusia County Economic Development Department and indicated Rick Karl who was previously an Assistant County Attorney is the new director. Expectations are that the Department would keep operating much as it has in the past, however, administration of the Airport would be included in the Department responsibilities.

C. Report on Visioning Implementation Committee – *Carol Kilian*

Ms. Kilian reported that this group would get \$10,000 in their budget to help with the implementation of the activities outlined in the Vision Plan per recent action by the City Commission. They are currently working on establishing a Daytona Vision Foundation 501(c)(3) with help from attorneys at Cobb & Cole. Technically, Foundation would not have to work in the sunshine but is choosing to do so. Meetings are usually scheduled the 1st Tuesday of the month on the 2nd floor of the Police Headquarters, 129 Valor Drive.

7. Citizens' Comments

There were no other citizens to come before the Board.

8. Old Business

There was no new business to come before the Board.

9. New Business

-Brownfield Meeting - Mr. Counts reported the meetings about the new proposed Brownfield along certain City corridors would both be held in City Commission Chambers: Monday, February 1st, at 6:00 p.m. and; Wednesday, February 3rd before the City Commission.

-Chair - on next Agenda

10. Schedule Next Meeting – **February 24, 2010**

March 31; April 28; May 26; June 30; July 28; August 25; September 16; October 27; November; December 2010 (No meeting)

11. Adjourn

The meeting adjourned at 9:40 A.M.