

ECONOMIC DEVELOPMENT ADVISORY BOARD

CITY OF DAYTONA BEACH
DEVELOPMENT SERVICES DEPARTMENT ECONOMIC/COMMUNITY DEVELOPMENT DIVISION
POST OFFICE BOX 2451, Room 145, DAYTONA BEACH, FLORIDA 32115-2451 PHONE (386) 671-8245, FAX (386) 671-3218

MINUTES

Wednesday, April 28, 2010

1. Call to Order

Ms. Kilian called the meeting to order at 8:05 A.M.

2. Roll Call

Present: Tim Davis Carol Kilian Lawrence McDermott
Carl Lentz Bishop Derek Triplett

Absent: Thomas Blawn Ruth Trager

Ex Officio: Samuel Goodwin, MDVEDC Paul Mitchell, Volusia County Economic Development

Staff Present: Emory M. Counts, Economic/Community Development Director

3. Approval of Minutes – March 31, 2010

A motion to approve the Minutes was made by Mr. McDermott, seconded by Mr. Lentz, and approved unanimously.

4. Land Development Code (LDC) Rewrite Parts 3 and 4 – Emory Counts

Mr. Counts reported he had placed this item on the agenda to keep the Board informed regarding the progress of the LDC Rewrite and any subsequent duties of the Board Subcommittee on this topic. Item 8(D) on the 4-21-10 City Commission Agenda approved a change order in an amount not to exceed \$174,000 for Clarion Associates of Colorado, LLC to conduct Tasks 3 and 4 related to the City's Land Development Code rewrite. The tasks include preparation of a draft of the new LDC in three discrete modules conduct meetings with (1) advisory board subcommittees (2) City Commission and Planning Board on each module, and (3) one public forum. He expected that a schedule of meeting dates for the Board Subcommittee would be forthcoming.

5. Convention & Visitors Bureau Report (CVB) – Lori Campbell-Baker

Ms. Campbell-Baker reported on the history of the organization and that it gets its funding from the bed tax. Advertising is very expensive and the budget was about \$7 million but now it down to about \$5 million. She also mentioned that a significant change is getting ready to occur when Sharon Mock the 22-year leader of the CVB retires in May 2010. It will only be a change in structure though since her long-time Assistant Janet Kersey would be stepping into that position around May 24, 2010.

The CVB website features information about the myriad of things to do in the area including shopping, restaurants, attractions, culture, and sports. It also has a calendar of events, vacation guide, and helpful data on hotels, site map and a whole lot more. The CVB's role is to help bring more visitors to the area and enable them to enhance their experience by showcasing the wide variety of available activities.

She advised that City residents would rarely see a CVB advertisement locally because the monies derived from the bed-tax have to be spent in venues outside the area. Mr. McDermott asked, "Have you explored any "shared advertising" to leverage the dollars put into advertising? Ms. Campbell-Baker indicated that that had not really been an option since the

businesses they might more easily partner with are all from the local area even though the core advertising area is Florida. The CVB also does a lot of advertising in parts of Georgia, particularly around Atlanta and sometimes will include some of the southeastern states close to Florida.

Mr. McDermott commented that he was very excited about the “E-Zone” and the expansion of Ocean Center and how those projects could increase tourism. He also looks forward to having more positive news coverage in the local newspaper which he hoped the recent change in ownership would help to happen. Mr. Lentz added that “We need to keep talking up our positives!” It’s ironic that Daytona Beach is the brand we are trying to sell and what this area is known for and yet, when I tell people I live in Daytona Beach they react as if that is an unfortunate circumstance.

Ms. Campbell-Baker agreed that getting more good information out about the many positive attributes of the area and the many activities people can engage in locally is a key part of getting them to enjoy themselves and to create more repeat visits. The *Visitors Guide* was developed to meet that need and to help visitors and locals know what’s here. National Tourism Week will be kicked off here with a breakfast on May 12, 2010 at the Shores Resort & Spa. During National Tourism Week “specials” from the tourism industry are offered to locals to assist them to stay in the hotels and eat in the restaurants as a way of thanking them for bringing people into the area. Locals will know first-hand about these establishments and recommend them to their friends and visitors. She mentioned that one economic bright spot for the area is that throughout the down economy the occupancy rate has not fallen here like it did in some other areas.

Mr. Counts asked, “How can the City of Daytona Beach and the CVB build a closer relationship particularly regarding marketing of the City?” Ms. Campbell-Baker responded that we work with several cities including Daytona Beach and we would like to explore how all their input might be collected and considered.

Bishop Triplett asked, “Have you asked our young people what they would like to see here that would keep them interested in the area? Ms. Campbell-Baker responded that hadn’t specifically targeted that group but agreed that it was an important segment of the population to canvas.

6. Business Retention & Expansion Visitation Program – May 10-21, 2010

Volunteers from the City are needed to be a part of one the proposed eight teams that will visit hundreds of Daytona Beach businesses. The purpose is to let owners/managers know that we care about them and want to facilitate their success here in the City. Teams will ask businesses what they see as current challenges or barriers to their greater success and/or expansion, and to get their ideas about practical strategies that might help. Teams will take the data and provide feedback in each case and/or as much as is feasible, help resolve the issue by providing the critical information or connections to resources. Another one of the aims is to start a database of business contacts that might be quickly canvassed to assist future economic development planning. The following Board members will be able to assist McDermott, Lentz, Kilian, Triplett, and Davis; and the two members who were absent from this meeting will be asked if they might assist as well.

7. Daytona Systems Application for Exemption of Ad Valorem Tax

Mr. Counts opened the discussion and then turned it over to Mr. Goodwin who introduced Klaus Liedtke, President & CEO of Daytona Systems who is starting a new company called Flexible Packaging, Inc. Also in attendance to support the application was Mr. Dick McNerney a local real estate representative.

Mr. Liedtke explained he has been in business in Daytona Beach about 10 years in the customized automation field and where he had been selling customized automation machines to other companies this venture would place him in the distribution end of this business. He will create 80 new jobs in the first 2 years and about 280 jobs over 6-years with an average annual wage of about \$43,000. Mr. Counts said the economic impact to the area would be significant and he would assist in clarifying information in the application looking at about a 6-year period of exemption since he likes to have the length of the exemption parallel the projected job creation. He has been working with this prospect making the City Manager and Utilities Director aware of some of the company requirements particularly related to its water consumption. The Board was supportive of a tiered exemption of tax and empowered Mr. Counts to work closely with this company and the Property Appraiser's Office to develop the final numbers.

A motion approving the recommendation of a tiered exemption of tax for Daytona Systems/Flexible Packaging was made by Mr. McDermott, seconded by Mr. Davis, and approved unanimously.

8. Economic Development Program Planning – The current of ideas include updates to: Status of the City and Market Study Report; Vision Implementation; LDC Rewrite; MDVEDC; Bob Williams on Economic Development; CVB; HAAA; New and Existing Business Expansions News; Breakfast with the Mayor Recognition program.

9. Reports

A. Metro Daytona Volusia Economic Development Corporation (MDVEDC) – Samuel Goodwin

Mr. Goodwin reported that at 900 a.m. on Thursday, May 6, 2010, the County Council will be provided a brief overview on the MDVEDC Business Plan which was delivered to them earlier and then ask questions. After questions, it is expected that the Council will vote on its level of financial participation with the MDVEDC. The requested level of support for the MDVEDC is about \$185,000 for the rest of this fiscal year, \$375,000 for 2010-2011, and \$500,000 for 2011-1012. Mr. Mc Dermott commented that it is important to have tax dollars support economic development.

A motion approving that Volusia County be notified about the Board's support of the MDVEDC from Chairman Blawn on behalf of the Board was made by Mr. McDermott, seconded by Bishop Triplett, and approved unanimously.

Mr. Counts will provide this information to the City Manager.

The MDVEDC has moved ahead to develop state of the GIS capability for site selectors and practitioners. Four leading economic development GIS mapping organizations have completed presentations to a subcommittee and that group is deliberating a decision.

Mr. Goodwin reviewed that the "Familiarization" Tour where about 6 site locators and 4 capital market firms are scheduled to visit our area May 14-16, 2010.

B. Volusia County Economic Development –*Paul Mitchell for Phillip Ehlinger*

Mr. Mitchell reported the County Council would hold a *Startup Volusia Business (Community-wide) Incubator Workshop* in the Training Rooms at the County Administration Building on Thursday, April 29, 2010 where Dr. Tom O’Neill, V.P. of the Office of Research and Commercialization, University of Central Florida (UCF) will make a presentation about starting an incubator in the International Hangar at the Volusia County Airport in Daytona Beach. UCF and Embry-Riddle Aeronautical University (ERAU), as well as, other local educational institutional would play central a part since the incubator is to be driven by the educational community. Statistics on the effectiveness of this incubator model indicate that for every \$10,000 invested about 45-65 jobs are created. The proposed funding level is about \$500,000 in its initial year and \$300,000 each year thereafter.

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

Ms. Kilian reported they completed the Articles of Incorporation for the Daytona Beach Vision Foundation. A meeting is still planned with the City Commission. The next Visioning meeting will be May 4, 2010, on the 2nd floor of the Police Headquarters, 129 Valor Drive. Lori Campbell-Baker, CVB will make a presentation.

10. Citizens’ Comments

There were no citizens’ comments to come before the Board.

11. Old Business

There was no old business to come before the Board.

11. New Business

- Gerald Chester to be scheduled to talk about incubator activities at the Enterprise Center.
- Board meeting time placed on next Agenda.

12. Schedule Next Meeting – [May 26, 2010](#)

June 30; July 28; August 25; September 16; October 27; November; December 2010 (No meeting)

13. Adjourn

The meeting adjourned at 9:20 A.M.