

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**November 18, 2010 - MINUTES**

**1. Call to Order**

Thomas Blawn, Chair called the meeting to order at 8:04 A.M.

**2. Roll Call**

Present: Thomas Blawn Tim Davis Carol Kilian Carl Lentz  
Larry McDermott Ruth Trager Bishop Derek Triplett

Absent:

Ex Officio: Robert Ehrhardt for Phillip Ehlinger, Volusia County Economic Development  
Samuel Goodwin, Team Volusia Economic Development Corporation

Guests: Kevin Kilian, Regional Chamber of Commerce

Staff: Jim Nelson, Design Engineer II  
Reed Berger, Redevelopment Director  
Emory Counts, Economic/Community Development Director

**3. Approval of Minutes – October 27, 2010**

*A motion to approve the Minutes of October 27, 2010 was made by Ms. Kilian, seconded by Mr. McDermott, and approved unanimously.*

**4. Retaining LPGA/Support for Daytona Beach International Golf Tournament-Thomas Blawn**

Mr. Blawn Item moved this item 7(A) to be the first item on the Agenda explaining that he would have to leave the meeting immediately after its presentation.

Mr. Kevin Kilian, Regional Chamber of Commerce presented a request for \$50,000 from the City to support the Daytona Beach International Golf Tournament March 28-April 3, assist retaining the LPGA, and as a way of promoting Daytona Beach. There would also be signage about the City and other information posted around the course as the Title Sponsor. He reported that a minimum 33 countries and 17 U.S. communities would be watching the tournament making it a tremendous marketing opportunity. Companies are likely to want to sponsor tournaments like this because they understand the demographics of who watches golf and that it includes a large complement of executives and business owners. Company representatives could also participate in the Pro Am Developmental Tournament and play with some of the professional golfers.

Mr. Blawn added that taking this action to help retain the LPGA in Daytona Beach is warranted too because of the great number of economic spin-offs that have occurred and are continuing to occur as a result of the development of the LPGA including the Auto Mall, hotel, and the added value to the homes in that area. Mr. McDermott asked, "Where would the \$50,000 come from?" Mr. Counts said all that is before the Board is whether to support this request but just where it would come from if it were to come would be a decision to be made by the City Manager and City Commission.

*A motion to support the request by the Chamber for \$50,000 from the City to support the Daytona Beach Invitational Golf Tournament was made by Bishop Triplett, seconded by Mr. Lentz, and approved 5-1 (McDermott dissenting).*

Mr. Blawn left the meeting and Ms. Kilian took over as Chair 8:54 a.m.

Bishop Triplett said we might need to look at some long range planning to be able to take the actions necessary to retain entities in the community that we can't afford to lose. At least four such entities come to mind including the LPGA, US Tennis Association, Daytona Cubs, and NASCAR that are tied to our brand and if "lost" would affect us greatly. We should have this item on a future Agenda.

**5. EDAB/TVEDC Meeting Time Conflict and Potential Meeting Schedule Change**

Mr. Counts presented the current and alternative schedules for the Board to consider.

*A motion to approve changing the Board meeting to the first Wednesday of the month was made by Mr. Lentz, seconded by Bishop Triplett, and approved unanimously.*

**6. Reports**

A. Team Volusia Economic Development Corporation (TVEDC) – Samuel Goodwin

Mr. Goodwin reported that the search for the Executive Director has concluded with Ms. Helen Cauthen being offered the position of CEO of Team Volusia EDC. Ms. Cauthen is currently Vice President of the Greensboro, NC Economic Development Alliance. They expect to complete contract negotiations by November 20, 2010 and for her to be on-board around January 3, 2011. He also passed out the Prospect Report and reported that Volusia County had approved the Team Volusia EDC contract at \$250,000. Finally, Mr. Goodwin reported that Team Volusia should move into their new offices around the middle of January 2011.

B. Volusia County Economic Development –Robert Ehrhardt for Phillip Ehlinger

Mr. Ehrhardt reported that Mr. Ehlinger regretted he could not be in attendance because today is a County Council meeting day. He went on to confirm that the County had indeed approved the contract to Team Volusia EDC and the County was ready to get started. He said there is a lot of support around the County for Ms. Cauthen to be successful. He commented further that he had been working with Mr. Counts on Project Cardinal and Project Gator and both projects are moving forward. He concluded saying that his primary focus at Volusia County Economic Development has been in the area of business recruitment but recently he has been very involved helping to retain companies in the area.

C. Report on Visioning Implementation Committee – Carol Kilian

Ms. Kilian said she is scheduled to go before the City Commission on December 15, 2010 to give a summary report on what has happened during the past year regarding the Visioning Foundation.

Ms. Kilan asked Mr. McDermott to report on whether he had heard anything more about the efforts to keep the Post Office operating in Daytona Beach. Mr. McDermott responded that he did not have any further feedback.

**7. Old Business**

A. Project Gator – Emory Counts

Mr. Counts explained that the reason this item was back before the Board was to r consider to increasing the previously approved exemption ad valorem tax from 7 years out to a 10 year period. The initial estimate value of the exemption was \$344,000 which grew to \$391,000 depending upon the projected growth rate of 1%-3% per year. When we actually got the projected estimate value from the Property Appraiser’s Office it was at \$285,903 a much lower value than what was expected by the company. Noting that the company is expected have a \$100 million plus impact on the local economy he recommended a tiered solution of 100% for years 1-3; 75% for 4-6; 50% for 7-8; and 25% for years 9-10.

*A motion to approve extending the exemption of ad valorem tax for ten years at 100% for years 1-3; 75% for 4-6; 50% for 7-8; and 25% for years 9-10 was made by Mr. McDermott, seconded by Bishop Triplett, and approved unanimously.*

B. Follow up on Scheduling/Planning the Next Status of the City Program

There was discussion about scheduling this event and it was decided by consensus that doing the program again January 2011 would be too early but that it could be moved to a more practical time.

C. Additional Assessment Sites Needed

D. Shared and Specific TVEDC Goals

E. Visioning Foundation – Media Packet; Radio Show

F. Discussion About Economic Development Interrelationships Included in Vision Plan

**8. New Business**

A. Electronic Sign Requirement – This item was tabled.

**9. Citizens’ Comments**

There were no citizens to come before the Board.

**10. Schedule Next Meeting – December 15, 2010 Shared and Specific TVEDC Goals Workshop**

**January 5; March 2; April 6; May 4; June (no meeting); July 6; August 3; September (no meeting)  
October 5; November 2; December (no meeting)**

**12. Adjourn**

The meeting adjourned at 9:27 A.M.