

ECONOMIC DEVELOPMENT ADVISORY BOARD
December 14, 2011 - MINUTES

1. Call to Order

Ms. Kilian, Chair called the meeting to order at 8:00 A.M.

2. Roll Call

Present: Thomas Blawn Carol Kilian Carl Lentz
Lawrence McDermott Ruth Trager

Absent: Tim Davis Bishop Derek Triplett

Ex Officio: Phillip Ehlinger, Volusia County
Economic Development Director

Helen Cauthen, Team Volusia Economic Development Corporation
President & CEO

Staff: Emory Counts, City of Daytona Beach
Economic and Community Development Director

3. Approval of Minutes November 16, 2011

A motion to approve the Minutes of November 16, 2011 was made by Mr. McDermott, seconded by Mr. Blawn, and approved unanimously.

4. Reports

A. Volusia County Economic Development –Phillip Ehlinger

Mr. Ehlinger reported that the “Buy Local Volusia Expo” sponsored by the News Journal was held yesterday at the Speedway. He felt it was very successful and follows an initiative that got started in 2009 and to date seven Chambers of Commerce are supporting it. The idea is to keep our dollars here in Volusia County.

B. Team Volusia Economic Development Corporation (TVEDC) – Kerry Symolan

Ms. Symolan, Director of Recruitment and Expansion reported that she had traveled to Chicago to attend the “FABTEC” trade show in the McCormack Center. She commented that it was an excellent trip and should have some great updates from that effort.

She explained further that based on its recent cluster analysis TVEDC had chosen the “target industries” on which they will concentrate their recruitment efforts. They are the following: advanced manufacturing, professional and business services, and emerging technologies.

C. Vision Foundation – Larry McDermott, Vision Foundation Chair

Mr. McDermott reported the Foundation members are to meet with representatives from Halifax Hospital later that afternoon to talk about access to medical care for the working poor. Francine Barnes completed a very convincing “whitepaper” on this subject which used information from the latest Census. Meeting with Halifax Health seemed like the next logical step since when persons without adequate medical coverage get sick they

inevitably end up in the Emergency Room and this is an expensive option for the hospital.

The Foundation is also interested in using retirees to provide help to students similar to what is happening in Tucson, Arizona. He is planning to meet with some persons from Tucson, AZ about that initiative which was started to help the school system when they had to cut back on all their Teacher Assistants and Aides. Retired engineers, lawyers, college professors became part of a very organized effort that has generated great success in that many of the schools increased their grades after a couple years. Finally, Dan Bolerjack has been added as a new Board.

At the close of this report, Ms Kilian commented regarding the provision of healthcare that the Vision Foundation will be sponsoring a Healthcare Summit in roundtable format on February 12, 2012. They are searching right now for an appropriate venue but four very “high-powered” speakers that will be presenting information.

5. Advance Transit Manufacturing (ATM) Exemption of Ad Valorem Tax Application-

Mr. Counts reviewed the ad valorem tax exemption application from ATM which included that this if approved would help ATM (1) add 50 new jobs (2) set a 50% hiring goal for City residents of the new jobs (3) create an average annual wage of \$36,260, and (4) purchase a 33,000 square foot building in the City’s Brownfield Area. Additionally, the (5) estimated economic impact of the company’s cumulative payroll is \$14,924,616 over the 7-year period of exemption.

Dr. Kent Sharples represented the company before the Board said the owners are meeting with some prospective clients and would be here to represent themselves before the Board except for that commitment. He commented further saying that actual resident hiring will probably be more than 50%, maybe even 70%-to-90%, since only 2-4 employees would come with them. The owner had already visited the City several times to weigh selling their current building and relocating here from New York, however, the state of New York keeping countering with offers to try and keep them there.

Dr. Sharples reported ATM is looking at a business property site on Mason Avenue, and further, that he has several other clients coming into Daytona Beach to consider relocation. However, he noted that appropriate property sites are getting to be in short supply. Dr. Sharples talked about the great “team” cooperation provided by Mr. Counts, Volusia County, Team Volusia, and the state to get this deal done. He reported that the Governor had even called this prospect personally.

Mr. Lentz questioned the valuation provided by the Property Appraiser’s Office used to determine the projected ad valorem tax exemption amount. Mr. Counts explained that Morgan Gilreath, Property Appraiser actually did this valuation and although he can ask about the valuation we ultimately have to abide by what is provided to us by that Office. Mr. Counts added that we have to show the state that we meet the required Local Financial Support (LFS) of \$25,000. At present, this means the LFS will need to be a mixture of the exemption of ad valorem tax and cash.

6. Daytona Beach Area Economic Development Report

- A. Flyer/Agenda - Ms. Kilian talked about the event flyer to be distributed in the community and to organizations. Additionally, several persons in the media, boards, and other are being engaged to help get the word out about event.
- B. Date, Time, and Location of Program – The Daytona Beach Area Economic Development Report will be held on Thursday, January 12, 2012, 6:00 p.m.-8:00 p.m. in the Large Community Room at Police Headquarters, 129 Valor Drive. Mr. Counts commented that this happens to be the same night as the Dr. Martin Luther King, Jr. Banquet.
- C. Marketing Strategies – The strategies include marketing to community groups, City Boards, distributing flyers, included on the City website, channel 199, announced during Commission meetings, and other. Additionally, copies of the flyer were distributed to the Board both through hard copy and e-mail so that the flyer could be given directly to persons for display or be sent out in an e-mail.

7. Old Business

Ms. Kilian asked where we are with Board renewals. Mr. Counts responded that he normally receives a notice when a term is up. He will advise those members that need to take action.

8. New Business

Center for International Business Education (CIBE) Presentation – This is a pilot program involving many of the local higher education institutions including ERAU, Stetson, BCU, UCF, and DSC to help local businesses to develop international trade. Two local businesses, Tel-Tron and Miller-Leaman, were selected to participate in the study based on information received during the City’s business visitation program. This pilot program prepared international business/trade plans to generate more sales, greater production, and thereby, grow more jobs locally.

Staff and students representing, Daytona State College (DSC) and Embry-Riddle Aeronautical University (ERAU), two of the educational institutions involved made presentations. Marty Schuster one of the owners of Miller-Leaman came forward to talk about how valuable the experience had been for his business. Brian Dawson one of the owners of Tel-Tron also came forward to talk about how the information from the program had helped his plan to launch an international trade initiative.

9. Citizens’ Comments

There were no further citizen comments brought before the Board.

10. Schedule next meeting

The next meeting will be February 15, 2012

11. Adjourn

The meeting adjourned at 9:44 A.M.