

**ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING**  
**Wednesday, August 17, 2016 - MINUTES**

**1. Call to Order:**

Mr. Kilian, Chair called the meeting to order at 8:34 A.M.

**2. Roll Call:**

Present: Larry McDermott; Carol Kilian; Colleen Calnan; James Zeisler;

Excused: Thomas Blawn; Bishop Derek Triplett;

Ex-officio: *Pedro Leon* for Rob Erhardt, Economic Development Director, Volusia County  
Keith Norden, President/CEO, Team Volusia Economic Development Corporation

Excused: Nancy Keefer, President/CEO, Daytona Regional Chamber of Commerce

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

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**3. Approval of Minutes –Wednesday, March 16, 2016:**

*A motion to approve the Minutes of Wednesday, May 18, 2016 was made by Mr. Zeisler, seconded by Mr. Blawn, and approved unanimously.*

**4. Energy Incentives/Small Business Comprehensive Market Analysis Tool: – *Crystal Stiles,***

*Director of Economic Development, Florida Power & Light (FPL) Office of Economic Development.* Ms. Stiles started her report by stating that FPL is the largest electric utility in Florida serving about half of the state’s population. She explained that the parent company of FPL is NEXTERA ENERGY and that Mr. Larry Volenac is the local contact here in Daytona Beach. As Director, Ms. Stiles works around the state and certainly in Volusia County with people like Keith Norden, Rob Erhardt, and Emory Counts to ensure FPL is helping Florida communities reach their economic goals in the areas of business attraction and retention.

Next Ms. Stiles used a PowerPoint presentation to display information about FPL and demonstrate a powerful business tool. She noted that FPL energy rates have come down considerably in recent years due in large part to investments in efficiency. The efficiencies have enabled FPL to reduce emissions, give reliable service to Florida businesses, as well as, provide lower costs per kilowatt hour to commercial and residential customers. The lower electrical energy rates also benefit recruitment efforts being conducted by local and state economic development practitioners. Ms. Stiles reported that the *FPL Office of Economic Development* was launched back in 2008, to play a more aggressive role in attracting businesses to the state which ultimately translates into more jobs and enhanced quality of life in the state. FPL uses a number of strategies to entice companies to locate, remain or expand in the state such as negotiating *advantageous incentive rates* for large energy users, *community programs* including the *Small Business Tool* to help build capacity, and partnering. FPL has *currently has partnered* with about 94 businesses to create 20,000 jobs.

She explained that her background is not in utilities but is as an economic developer and this perspective has helped her understand better what businesses are facing. The Small Business Tool was recently launched in January, to help small businesses get critical industry

information that can help them make better decisions, achieve their full potential, and even compete with larger businesses. Ms. Stiles demonstrated how the “tool” could be employed using a link to the internet. The Tool featured information in four areas: Business and Industry Analysis; Advertising; Competitive Intelligence; and Demographic Analysis. The information can reveal what other business are doing in the area, identify vendors the business might be able buy from, and can even query about the competitive pay rates, workers compensation, and healthcare packages.

Mr. Counts asked if it would be permissible to have a link to this important economic development tool on the City website [www.FPL.com/businesstool](http://www.FPL.com/businesstool) and Ms. Stiles answered, “Yes”. FPL would love for the City to get the word out about this tool to as many groups as is possible. Mr. Leon remarked that his group at the County is very familiar with this tool and their Business Specialists use the information in conversations with companies to give direction. He added that the *Small Business Development Center at Daytona State College* has a rich collection of webinars that could be helpful to businesses. Mr. Norden commented that FPL has been helping businesses for a long while and was one of the founding members of Team Volusia Development Corporation. He said further, that *FPL’s Office of Economic Development* has been an invaluable resource over the years, and indeed, FPL had the *first site and building database* in Florida even before Enterprise Florida and had made it available to all of Florida even if the particular community was not within its service area.

Finally, Ms. Kilian invited Ms. Stiles and FPL, to be part of the Eggs & Issues E.D. Trends program to be scheduled in the first quarter of 2017.

**5. Reports:**

**A. Volusia County Division of Economic Development – Pedro Leon for Rob Erhardt**

Mr. Leon began his report by referencing the latest *Volusia County Q-Report* and *Economic Development Quarterly* which had been distributed earlier to the Board. He added that each of these publications is available for download by anyone and could be useful in conversations with prospective businesses to locate here. Mr. Leon commented that the City of Daytona Beach was featured in several articles regarding a number of economic development projects including *B. Braun Medical*, *Veterans Memorial Bridge*, and the *Streamline Hotel*. Per the Volusia County Q-Report, statistical information regarding the County for the past quarter was impressive, for example, the unemployment rate for the County is officially below 5 percent at 4.8, which is a full percentage point below the 5.8 percent it was at this time in 2015. During the last 12 months about 8,000 jobs have been added to the economy with the biggest contributors to that number being 2,600 jobs in retail trade, and 2,200 jobs in professional and business services. He added that a lot of that growth happened in the City of Daytona Beach. Indeed, the City topped the list of other municipalities in terms of the number of commercial permits with 5 of the total 17, and over \$19M of the total \$31M in dollar value, and this was in addition to \$10M in residential permits. Dr. Sean Snaith of the UCF Center for Economic Competiveness had predicted that the construction sector would see significant growth in the Deltona-Daytona-Ormond MSA and that certainly seems to be the case.

Mr. McDermott observed that although the County's unemployment rate is at 4.8 percent, Daytona Beach's rate is at 5.7 percent. Mr. Leon responded that is accurate but Daytona Beach was still a full percentage point below the 6.7 percent it was at a year ago.

B. Team Volusia Economic Development Corporation (TVEDC)-Keith Norden

Mr. Norden noted that TVEDC staff had recently returned from the *Farnborough Air Show*, which happens every 2-years and is the 2<sup>nd</sup> and is the largest airshow in the world. Team Volusia was invited to attend and exhibit at the Show by Enterprise Florida, and had been requested by Rick Karl, Volusia County Director of Aviation and Economic Development to highlight the Daytona Beach Airport, Embry-Riddle Aeronautical University (ERAU) Research Park, and general aviation airports scattered around the County. Team Volusia had a very successful exhibit at the Show having scheduled 15 meetings with qualified companies and was seated right next to ERAU which made easy to coordinate information. Several of the companies seemed genuinely interested in the ERAU Research Park and several of them got the opportunity to meet with Carol Holbrook, the Interim ERAU President. Governor Rick Scott participated, along with several other high level representatives from Florida including Crystal Stiles from FPL.

Next month, Ken Okiniwa our Japanese Consul General will attend the *Southeast U.S./Japan Joint Meeting* in Tokyo, Japan thanks to the warm reception previously provided to him by Jim Dineen, ERAU, and Daytona Beach Mayor Derrick L. Henry. Mr. Norden will also attend the meeting since he serves as Chair of this group, as well as, Crystal Stiles, from FPL who serves as a Board Member. Consul General Okiniwa earlier visited the Daytona Beach/Volusia County area and Space-Florida in Brevard County, and afterwards decided that our area has real promise to do business with Japan in the aviation industry. Mr. Okiniwa has arranged to have a seminar on September 20, 2016, about doing business in Florida through the *Japanese External Trade Association*. Frank Dibello, President of Space-Florida, John Wartret, Chancellor of the ERAU World Wide Campus, Crystal Stiles of FPL, and Mr. Norden of TVEDC, will each make presentations at the seminar. Attendance at the seminar is expected to be attended by about 300 persons from various companies and levels of economic development leadership throughout the southeast and nearly 100 Japanese executives. Mr. Norden clarified that only privately raised dollars pay for trips associated with TVEDC outreach efforts and public dollars help pay for operations. Finally, Mr. Norden reported there are 111 prospects leads currently in the prospect "pipeline" with 2 projects in stage four. Ms. Kilian commented that this seems to have been a very good year for our area and Mr. Norden responded that it has indeed been a great year!

Mr. McDermott noted that one of the persons running for Chair of the Volusia County Council had talked about wanting to defund economic development efforts including Team Volusia. He noted that the Board needs to pay attention to that particular race since it could have an impact on economic development efforts.

C. Daytona Regional Chamber of Commerce (DRCC) –Nancy Keefer  
Report tabled due to scheduling conflict.

D. Volusia Volunteers in Medicine (VVIM) – Carol Kilian

Ms. Kilian reported that VVIM had received \$9,000 from the “Jeep” fundraiser held some months ago and also that Mayor Derrick Henry had made a donation of \$15,000 from his Golf Tournament held in March. She thanked Mayor Henry and Daytona Beach for the donation. She reported that the VVIM Clinic is now a year old and has about 200 patients. She went on to announce a new partnership with the Florida Health Department that would fund a *Clinic Coordinator* which is sure help efficiency. PSAs about the VVIM Clinic and word of mouth are still being used to “get the word out” about available services. Mr. McDermott added that there are a lot of great volunteer physicians and nurses helping out the Clinic effort.

E. Halifax Merchants Association – Colleen Calnan

Ms. Calnan reported that the group has all of its Officers in place and is working on setting up committees, getting their business plan, mission statement, and priorities in place. The group wants to be the voice of the merchants within the district and work with the City and others toward building up the downtown area. A more complete picture of the Association should come together in the next couple of months. Membership is open to everybody and district boundaries include east to west --- *from the Chart House to the railroad tracks*---and north to south --- *from the Chart House to Seabreeze* particularly along Beach Street. It’s a pretty big area and the Association will be recruiting members from merchants and others who want to play a part in the organization. The Association plans to provide information and feedback to the City and others on activities for the area and ideas to help fill up the downtown buildings.

6. Old Business:

-Mr. Zeisler commented about the *Clock Tower* improvements including to adjust the lighting. Earlier the lighting at the Tower did not illuminate the weather vane or dome at the top but now that has been corrected. In order to get the Clock Tower finished on time work was diverted away from other improvements being made at the Band Shell and he looks forward to having those improvements in place as well. He asked Ms. Calnan, about the membership requirements for the Halifax Merchants Association organization and Ms. Calnan responded that there would be *several sponsorship membership levels* and then there would be *regular memberships* for a nominal fee. She said the Association would be announcing more information later. In the meantime, they are looking to work with a student or other group on business planning. It was suggested that they contact Daytona State College’s Small Business Development Center.

7. New Business:

-Bishop Derek Triplett asked about the possibility of doing for mental health that which is currently being done by VVIM for *medical health*. Ms. Kilian responded that VVIM has spoken with the Stewart-Marchman treatment center about partnering with them on that issue. Both agreed that the mental health issue is huge for the community and attaches to other problems such as homelessness and crime. Mr. McDermott commented that VVIM is concentrating on the medical health first ...before they start branching out. Ms. Kilian pointed to the partnership with the Florida Health Department that might be able to help VVIM address other issues.

-Mr. Leon shared that part of what the County talks about when their Business Specialists meet with businesses is about their location. Feedback from businesses located in Daytona Beach has been very positive as two recent business visits confirmed. One visit was with a manufacturer with about 50 employees and another was to a medical software developer with about 75-80 employees. These two Daytona Beach businesses told a *wonderful story about the quality of their workforce* and the caliber of their workers despite the challenges of keeping talented employees in our community. Several businesses they have talked to are poised not only recruit here locally but also to expand in the City.

-Mr. Counts added that Mr. Leon, Mr. Norden and he, were recently in a meeting with the new head of Enterprise Florida where he asked her about the *loss of the Governor's Closing Fund*. This fund had been an important economic development tool helping us compete with other states. However, the Closing Fund was not funded by the Legislature. Her response was that more incentives would have to be done locally.

**8. Public Comments:**

There were public comments brought before the Board.

**9. Schedule Next Meeting:**

**2016 Schedule** – (Additional meetings may be scheduled to accommodate business needs. See meeting changes below in purple)

January 6;	April 6;	July (no meeting);	October 19;
February 11 (Eggs & Issues);	May 18;	August 17;	November 16;
March 16;	June (no meeting);	September 21;	December 21;

**10. Adjourn**

The meeting adjourned at 9:28 A.M.

*Emory M. Counts*

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Emory M. Counts, Economic/Community Development Director