

ECONOMIC DEVELOPMENT ADVISORY BOARD
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49 felt that there has not been much progress in the development of the City during the ten
 50 years he has operated his business on US1. Mayor Barringer noted that economic
 51 development was one of the major components of his mayoral campaign, and he was
 52 committed to fulfilling that pledge. Paul Mayer stated that he had over thirty-five years of
 53 experience in the economic development field, working for various cities, counties, and
 54 countries. He elaborated that the function of government is to provide for the safety,
 55 health, and welfare of the community, and that a city's economic health is an important
 56 part of that. Arlen Stauffer stated that he has been a New Smyrna Beach resident for
 57 many years, and has been involved with both Bert Fish and the airport, and that the
 58 City's economic development is the most important item to focus on for the next ten
 59 years. Bill Hall stated that he has lived in New Smyrna Beach for the better part of his
 60 life, and has seen a lot transpire over the years. He stated that from his perspective of
 61 being a former educator, without good schools New Smyrna Beach will never be able to
 62 attract a business of any size. City staff member Jake Baker stated his educational
 63 background, and noted that he has always had an interest in the economic development
 64 aspect of city planning. Community Redevelopment Agency (CRA) Director Tony Otte
 65 noted his professional experience, and stated that he was glad to be there.

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 67 **REVIEW OF THE CITY ECONOMIC DEVELOPMENT PLAN:**
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69 Mayor Barringer discussed the Action Items, as approved by the City Commission.
 70 These items include:
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Goal 1: Advance Image & Culture Performance Measures
Advance Image & Culture Task
1. Assess current image of City
2. Identify core image to be used, implement Citywide
2. Promote business friendly City to current and future developers, landowners and business community
3. Communicate new vision internally, city wide
4. Review current governing documents to ensure support of responsible economic development
Goal 2: Organizational Development Performance Measures
Organizational Development Tasks
1. Create an Economic Development Advisory Board (EDAB)
2. Determine option to fund/house an Economic Development Director (EDD)
3. Create private/public partnership
4. Inform public of economic activities
Goal 3: Streamline Processes Performance Measures
Streamline Processes Tasks
1. Review current policies and procedures in place for business assistance (expansion, relocation, start-up)

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2. Amend policies and/or procedures that impede business assistance and permitting process
3. Create an open and transparent permitting process, utilizing technological advancements
Goal 4: Expansion of Tourism Performance Measures
Expansion of Tourism Tasks
1. Stimulate the development of hotel and convention facilities
2. Create a hospitality training program
3. Implement a hospitality training program
4. Measure and communicate economic impact of tourism on the local economy
5. Create database of tourists
6. Develop a list/calendar of existing events
7. Create a list of potential (new) events
Goal 5: Geographical & Cluster Analysis Performance Measures
Geographical & cluster analysis Tasks
1. Classify and characterize areas for growth/infill etc.
2. Develop a list of cluster industries and companies to target
3. Downtown revitalization plan
4. Survey/visit existing businesses determine unmet community needs
5. Create Comprehensive Health Care Plan
6. Identify & market vacant and underutilized industrial space
7. Codify and market incentives for business expansion and start-up
8. Create waterfront master plan
9. Market vacant riverfront property
Goal 6: Business Retention and Expansion Performance Measures
Business Retention and Expansion Performance Measures
1. Identify and publicize existing support services available to businesses
2. Identify access to financial assistance (loans, grants etc.) for businesses
3. Complete a business registry and database
4. Create a City/Chamber systematic call and visitation plan
Goal 7: Business Recruitment Incentives Performance Measures
Business Recruitment Incentive Performance Measures
1. Identify best practices for business recruitment
2. Codify incentives for business start-up or relocation to the area
3. Add content rich information to the Economic Development section on the city's web site, (link for SEV Chamber)
4. Contact influences within the community
5. Identify all funding and grant opportunities available
6. Identify sites that meet economic development goals that need improvement
7. Work with UC on infrastructure assessment
8. Develop high impact partnerships for innovative growth
9. Strengthen relationship with workforce training, local colleges and universities

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Goal 8: Culture, Arts and Natural Resource Performance Measures
Culture, Arts and Natural Resource Tasks
1. Identify local entities and organization dedicated to natural resource conservation
2. Identify potential resources for asset preservation
3. Improve signage
4. Establish business incubator at old high school site
5. Create art overlay district
6. Evaluate viability and interest in small amphitheater, band shell at riverfront park
7. Determine funding for cultural and art related events
Goal 9: Annexation Performance Measures
Annexation Tasks
1. Identify land for future annexation
2. Identify "ideal" city boundaries
3. Inventory infrastructure needs and demands
Goal 10: Airport Growth & Expansion Performance Measures
Airport Growth & Expansion Tasks
1. Evaluate and take action on full-time Airport Manager
2. Create best practices for airport operations
3. Partner with private developers for growth at airport
4. Develop and implement airport industry targeting plan
5. Evaluate the benefits of fixed based operations

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 73 Upon completing review of the Action Items, the Mayor asked each of the EDAB
 74 members for their comments on the plan. Jill Carlton stressed that the City needed to
 75 diversify the types of jobs available in the City, because we are too reliant on tourism
 76 related jobs. Jack Holcomb said that the "low hanging fruit" should be identified, so we
 77 can accomplish some things quickly. The Mayor concurred with this statement, and
 78 requested the EDAB focus on determining what the City's biggest opportunities are, and
 79 to bring forward their suggestions at the next meeting. Paul Mayer noted that, from his
 80 professional experience, there is sometimes a need for confidentiality when dealing with
 81 prospective businesses looking to locate in a city. He also stressed the need for a point
 82 person for the EDAB within the City, and Mayor Barringer stated that City staff member
 83 Jake Baker is to be that person. Arlen Stauffer said it seems the Economic
 84 Development Plan is to be an evolving document, as certain aspects of the Plan will be
 85 determined to be more important, and that the a lot of the ability of the EDAB to be
 86 successful is dependent on the City's ability to commit resources to economic
 87 development. He also noted the need to quickly let prospective businesses know where
 88 they can locate. Discussion followed on how this happened in the past, and how the
 89 City is developing a list of available properties both City-and privately-owned, to help
 90 match prospective businesses with available land, and streamline the permitting
 91 process. Other topics discussed included how to track the success rate of landing new
 92 businesses, and how best to coordinate with the Chamber and key City employees
 93 regarding new business leads. Bill Hall noted that he toured the City of Port Orange with

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94 their City Manager about ten years ago, and he said all the areas that were pointed out
95 to him as going to be developed for a particular use happened, and that they had a
96 detailed plan and that they followed through with it.

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98 **ESTABLISH A MEETING SCHEDULE FOR 2010:**

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100 The Mayor suggested future meetings be held at 6:00p.m. on the third Tuesday of each
101 month. There were no objections to the proposed time.

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103 **BOARD MEMBER COMMENTS:**

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105 Commissioner Plaskett said she thought that one of the areas that needed attention
106 was US 1, and in particular the intersection with Canal Street. Discussion followed on
107 what people considered to be some of the things stifling redevelopment of US1.
108 Commissioner Reiker noted that tourism is the City's leading industry, and that the
109 beachside has been very busy of late. She also noted that Fernandina Beach would be
110 a good City to emulate, and that there is potential for economic development around the
111 Airport.

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113 **ADJOURNMENT:**

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115 With there being no further business, the meeting was adjourned at 7:45 p.m.