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3 **CITY OF NEW SMYRNA BEACH**
4 ***ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**
5 **REGULAR MEETING MINUTES SEPTEMBER 21, 2010**
6 **City Hall Commission Chamber, New Smyrna Beach, FL**
7

8 *This meeting was set to start immediately following the end of the property tour. Mayor Adam
9 Barringer called the meeting to order at 5:30 p.m.

10
11 **ROLL CALL:**
12

13 The following members answered to roll call:
14

15 Jill Carlton
16 Jack Holcomb
17 Paul Mayer
18 Bill Hall
19 Randy McHenry
20 Arlen Stauffer
21

22 Also present were City Manager Pam Brangaccio, CRA Director Tony Otte, CRA Administrative
23 Assistant Claudia Soulie, Planner Jake Baker, Volusia County Economic Development Director
24 Phil Ehlinger and members of the City staff and the public. Mr. Bill Hall arrived at 5:51 pm.
25

26 **APPROVAL OF MINUTES – August 17, 2010**

27 **Ms. Carlton made the motion to approve the August 17, 2010 EDAB minutes as written;**
28 **seconded by Mr. Mayer. Motion carried unanimously on roll call vote.**
29

30 **PRESENTATION**

31 a. **Volusia County Economic Development**
32

33 Mr. Otte stated that Mr. Phil Ehlinger, Volusia County Economic Development Director was
34 present to speak on the County's Economic Development program.
35

36 Mr. Ehlinger stated that a 5-year Economic Development Strategic Plan was formulated in 2002
37 and could be found under www.Floridabusiness.org. Mr. Ehlinger continued that the Economic
38 Development Department (EDD) is involved in business recruitment, assistance and retention,
39 marketing, statistics/governmental relations, technology development, project development
40 and community service. They had developed several brochures tailored to individual City's
41 needs. Mr. Ehlinger stated that the County's goal is to improve the quality of life for the
42 residents of Volusia County by creating higher paying jobs (with a focus in the Aviation, Medical
43 and IT fields).
44

45 Mr. Ehlinger commented on incentives offered to businesses such as stimulus funding for
46 worker training, tax incentives, brownfields bonus and performance based tax refund

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47 incentives. Mr. Ehlinger stated that the EDD was willing to assist the City with their graphic
48 design needs, printing and creating a mailing list and that the EDD was in the process of
49 developing a new brochure about education.

50

51 A brief discussion ensued about advertising in "Site-Selection" publications; 80 – 85% of all
52 prospects selecting their sites through the internet and the success rate of brochures.

53

54 Mr. Holcomb inquired how all the different entities (Team Volusia, various Cities and Volusia
55 County Economic Development) were going to come together, as they were all trying to market
56 Volusia County. Mr. Holcomb also asked how all the leads that were being generated through
57 the websites, tradeshow etc. were being captured and if hard numbers were being compiled.

58

59 Mr. Ehlinger stated that the leads were being tracked and some tradeshow had yielded 3 – 5
60 good leads out of 2000 inquiries; Volusia County representatives liked to recruit face to face
61 and they were working in conjunction with Team Volusia to improve the website.

62

63 A discussion ensued about the need for proper infrastructure of a site in order to attract new
64 companies; networking with site selectors and building relationships with them and possible
65 prospects to help overcome possible obstacles.

66

67 Mr. Ehlinger gave a brief summary of Volusia County's contractual partnership with the
68 University of Central Florida (UCF) to develop and operate a business incubator, which would
69 be ran out of a building at the Daytona Beach International Airport. Mr. Ehlinger stated that
70 85% of the applicants graduate; 80% stayed in the area and hired local workers.

71

72 Ms. Brangaccio thanked Mr. Ehlinger and his team for all their hard work and being so willing to
73 be of assistance to the City.

74

75 Mayor Barringer recognized City Commissioner Reiker; Sue Williams with the SEV Chamber of
76 Commerce; CRA Commissioner Doug Hodson and Planning and Zoning Board Vice-Chair Jason
77 McGuirk.

78

79 **OLD BUSINESS**

80

81 a. Updated County Prospects Report

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83 Mr. Otte stated that prospect #52 Alpha Bravo was one of the applicants on the prospect list
84 that was interested in relocating to New Smyrna Beach and the last report was that they were
85 working on their financing. Mr. Otte continued that staff was working closely with Team Volusia
86 by participating in weekly conference calls and focusing on creating an inventory by aligning
87 prospects and properties.

88

89

NEW BUSINESS

a. Tour of selected properties/ Tour Comments

Mr. McHenry stated that the tour was great and that staff should get with the City Attorney to figure out a way to pay commission to the Commercial Realtors should they assist in selling some of those properties.

Mr. Stauffer felt the tour was very helpful and that the vacant properties allowed for a visionary redevelopment.

Mr. Holcomb stated that in order to sell something it had to be listed and asked for clarification on the restriction of being able to work with Commercial Realtors. Ms. Brangaccio informed that she would get back with the City Attorney on this topic as well as the Brannon Center title situation.

Ms. Carlton mentioned that she enjoyed the tour as it allowed her to see the properties in their actual setting and from a different perspective. Ms. Carlton commented that certain properties had to be marketed better and stated that 1404 SR 44 could be broken up into 2 separate parcels.

Mr. Mayer supported Ms. Carlton's comments and encouraged the City and City Commission to list the AOB site and make it available for the highest and best use. Mr. Mayer was also in favor of taking advantage of the offers for partnership with Volusia County for marketing and selling efforts. Mr. Mayer would like to have the City Commission move forward with the Brannon Center site and also suggested to possibly use the Swoope site for boat ramps in order to relieve the AOB site during busy weekends.

Mr. Hall informed the EDAB that the idea of establishing a Marina on the Swoope site did not get realized as environmentalists had issues with its effect on the Mangroves. A brief discussion ensued about the UC's plans for relocating from the Swoope site to a new location. Mr. Hall stated that he would check with the UC and have a report for the EDAB at their next meeting.

A brief discussion ensued about the UC pursuing alternative energy sources and the timeline for getting fully up and running.

Mr. Stauffer felt that a boat ramp for the Swoope site could be an idea for short-term use and stated that this site can be accessed by land, sea and air making the possibilities for redevelopment ideas endless.

Mayor Barringer stated he would like to focus on Infill and increasing the density for the downtown. A brief discussion ensued about possibly restructuring the corner of Canal Street and Riverside Dr. in conjunction with Volusia County to create the highest and best use scenario

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132 for this area and Mayor Barringer commented that the Marina in Fernandina Beach could be a
133 great example.

134

135 Mayor Barringer suggested getting with Mr. Ehlinger's group to develop a mailing list that
136 would target businesses looking for Airport properties or sites like the AOB and create a mail-
137 out instead of a typical RFP.

138

139 Ms. Carlton suggested creating a tour of available properties with the Commercial Realtors and
140 Ms. Brangaccio stated that she had received word from a representative with the Board of
141 Realtors of their willingness to participate.

142

143 Mayor Barringer thanked staff for their efforts in coordinating this tour.

144

145 b. Economic Incentives Program for existing, new or relocating businesses

146

147 Ms. Brangaccio stated that she wanted to give the EDAB good examples of incentives offered by
148 Counties and Cities like Port Orange, Edgewater and Ormond Beach and elaborated that a lot of
149 these incentives were based on Quality jobs, targeted markets and geographical areas.

150

151 Ms. Brangaccio asked the EDAB to refer to Port Orange's packet and commented on their list of
152 targeted businesses that may be eligible to receive assistance as well as the fact that Port
153 Orange's Fee Waiver was geographically based.

154

155 Ms. Brangaccio commented on an Ordinance by the City of Edgewater to temporarily reduce
156 Transportation/Road Impact Fees based on certain criteria and felt that it was very important to
157 offer incentives only to businesses that would generate high quality jobs.

158

159 Ms. Brangaccio stated that the City had a tax abatement program but let it expire and that staff
160 would be working with Team Volusia and the EDD to pursue a referendum date to have various
161 Cities ask their citizens if they would agree to a tax abatement in terms of economic
162 development.

163

164 Ms. Brangaccio stated that staff would be working with representatives from the SEV Chamber
165 of Commerce the beginning on October to compile information gathered by the Business
166 survey. This information would aid in establishing the important target markets and Ms.
167 Brangaccio inquired what targeted markets the EDAB would feel comfortable with; should it be
168 limited to non-residential and if City impact fees should be reduced or suspended.

169

170 A brief discussion ensued about the pros of tax abatements and impact fee reduction or waiver
171 and their financial impact on the City; parking restrictions on Canal Street and their possible
172 elimination; incentives for businesses with a frontage onto US1 and the importance incentives
173 could play in actually convincing a business to relocate.

174

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175 Mr. Stauffer suggested that the EDAB determine the overall philosophy on incentives and
176 inquired if the EDAB might want to consider offering higher incentives to prospects than the
177 surrounding Cities to maybe tip the scale in New Smyrna Beach's favor.

178

179 Mr. Otte stated that the City of New Smyrna Beach had to be cognizant of the market and what
180 other Cities were offering and get in the "incentives game".

181

182 Ms. Brangaccio mentioned that staff would be presenting the EDAB with a draft of economic
183 incentives at the October meeting for review and recommendation to the City Commission.

184

185 **BOARD MEMBER COMMENTS**

186

187 Mr. McHenry: No further comments

188

189 Mr. Stauffer: Likes the direction of the EDAB and would like to receive the agenda a little
190 sooner.

191

192 Mr. Holcomb: Had no further comments, but would like to receive answers to the questions he
193 posed during the meeting as soon as they were obtained.

194

195 Ms. Carlton: No further comments.

196

197 Mr. Mayer: No further comments but thanked staff for their hard work.

198

199 Mr. Hall: Agreed with Mr. Stauffer about getting information sooner. He stated that the
200 UC was a not for profit organization but feels that the UC would at least be open-
201 minded to assisting new businesses.

202

203 Mayor Barringer stated that the UC had assisted a recent developer with reducing impact fees.
204 Ms. Brangaccio commented on recent joint meetings with the UC.

205

206 **REPORTS AND COMMUNICATIONS**

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208 a. Economic Development Report

209

210 Mr. Otte summarized his economic development report and stated that he would be available
211 to answer any questions the Board members may have.

212

213 Mr. Otte thanked Mr. Holcomb for his generous "donation" of his website consultant to analyze
214 the City's website as this will pay large dividends.

215

216 **FUTURE AGENDA ITEMS**

217

218 a. Presentation of the SE Volusia Tourism Program

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- 219 b. Development of an Incentive Program for FY 10-11
- 220 c. Website “re-design”
- 221 d. Brownfields as a tool for Economic Development
- 222 e. Marketing of Airport Properties
- 223

224 Mr. Mayer would like to see marketing of the Airport properties expedited. Ms. Brangaccio
225 stated that she had prepared a sample RFP to hire a consultant and that she was going to
226 present it to the Airport Advisory Board at their next meeting. Ms. Brangaccio continued that
227 she would also present it to the EDAB.

228

229 **ADJOURNMENT:**

230

231 There being no further business, the meeting was adjourned at 7:30 p.m.