



ECONOMIC DEVELOPMENT ADVISORY BOARD  
FEBRUARY 16, 2011 MINUTES

49 Mr. Mikos thanked the EDAB for their time and asked if there were any questions. Mr.  
50 Holcomb commented that changing the website was an example of “low hanging fruit” that the  
51 EDAB could act upon immediately. City Manager Brangaccio stated that staff had begun the  
52 process of contacting the company that designed the website to move forward with this item.  
53

54 The EDAB felt that Mr. Mikos had done an excellent job and thanked him and Mr. Holcomb for  
55 their time and efforts.  
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57 b. Daytona State College Class Project - Business Plan to operate/market the Sports  
58 Complex  
59

60 Mr. Otte informed the EDAB that Mr. Jack Holcomb had asked Mr. Lee G. Kenyon, Daytona  
61 State College Marketing/Business professor to assign, as a Class Project, the creation of a  
62 business plan for a not-for-profit group to operate the Sports Complex, and market the facility  
63 for special events. Mr. Otte continued that Professor Kenyon and a few of his students were  
64 present to give a summary of the marketing efforts.  
65

66 Professor Kenyon stated that the Business plan had been developed by the students in the  
67 Bachelor of Applied Science in Supervision and Management Program at the Daytona State  
68 College. This report would assist the proposed not-for-profit organization Southeast Volusia  
69 Youth Sports located in New Smyrna Beach. This organization is dedicated to ensuring that  
70 youth sports programs continue to be available for area children. Professor Kenyon introduced  
71 his students who gave a brief summary of the report, which included the following  
72 components:  
73

- 74 1. Market Analysis
- 75 2. Company Description
- 76 3. Marketing and Sales Strategies
- 77 4. Services Provided
- 78 5. Operations
- 79 6. Management and Ownership
- 80 7. Funds required and their uses
- 81 8. Financial Data  
82

83 Mr. Holcomb stated that it was very important to start utilizing New Smyrna’s resources that  
84 have not been tapped into and to combine them with the current ones for maximum impact.  
85 Mr. Holcomb continued that youth sport events are large revenue generators and that the City  
86 needed to capitalize on this. Mr. Holcomb presented a video from a local college that has a  
87 hands-on Agriculture Department and recommended that New Smyrna’s Agriculture  
88 Department should team up with the proposed not-for-profit organization.  
89

90 The EDAB thanked Professor Kenyon and his students for a very informative presentation and  
91 a brief discussion ensued about the current fixed costs to run the Sports Complex as well as the  
92 necessary steps to get the proposed program implemented, starting with talking to local sport  
93 leagues and key personnel of already successful programs.

94 **2. OLD BUSINESS**

95  
96 A. Goals for 2011

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98 During their January 19, 2011 meeting the EDAB defined their top 5 objectives for 2011 and  
99 asked staff to review their current status and propose action steps to get them implemented.

100  
101 Ms. Brangaccio had comprised a memorandum that listed the objectives and action steps as  
102 follows:

103  
104 **1. Support Canal Street revitalization, through development of a hotel property**  
105 **(Priority expressed for the Brannon Center property)**

- 106  
107
  - City Attorney to provide legal opinion on ownership of Brannon Center site

108  
109 **2. The revitalization of US 1, and the development of the FEC property (explore all**  
110 **options including new CRAs for these two areas)**

- 111  
112
  - Meetings have been scheduled and discussions have begun with Volusia  
113 County and FEC representatives.

114  
115 **3. Hospital District**

- 116
  - The new Bert Fish CEO has been invited to attend an EDAB meeting to  
117 discuss the hospital's future plans. It is anticipated that dialogue will begin on  
118 future partnership items.

119  
120 **4. City Airport**

- 121
  - Finalization of list of existing vacant properties and commercial buildings for  
122 posting on the City's and Team Volusia's website

123  
124 **5. Sports Complex**

- 125
  - Presentation by DSC students of an overview for option for the maintenance,  
126 management and marketing of the complex; City Commission to review FY  
127 2011-12 budget for the Sports Complex

128  
129  
130 Ms. Brangaccio commented that the City Commission will hold a planning session on March 9,  
131 2011 to discuss neighborhood strategies.

132  
133 **B. Review of Proposed sewer project on SR 44 from S. Wild Orange Dr to S. Glencoe**  
134 **Rd.**

135 Mr. Otte stated that at several previous meetings the subject of the need for centralized sewer  
136 service on the south side of SR 44 had been mentioned. Mr. Otte continued that this new  
137 service would be needed to serve a proposed location for "ABC Fine Wine and Spirits" as well  
138 as adjacent properties.

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140 Mr. Otte stated that City staff had received an estimated cost of \$498,397.25 to construct an  
141 extension of the municipal sanitary sewer system to serve the area on the south side of SR 44  
142 from just west of Wild Orange Dr to just east of Glencoe Rd.

143  
144 Mr. Otte continued that Staff was in the process of identifying options for obtaining the  
145 financing for this project and that one option would be to allocate the cost and assess the  
146 property owners who benefit from the improvement.

147  
148 Ms. Brangaccio stated that this sewer assessment was only Phase I and commented on steps  
149 staff was going to take, which include sending out notices to property owners; a formal survey  
150 and a resolution by the City Commission indicating an intend to assess.

151  
152 Staff was requesting that the EDAB determine if it wants to make a recommendation to the  
153 City Commission on this matter.

154  
155 A brief discussion ensued about the need for proper infrastructure in areas with high  
156 development potential. The EDAB concurred with staff's recommendation.

157

158 **3. NEW BUSINESS**

159

160 None

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162 **4. BOARD MEMBER COMMENTS**

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164 Mr. Stauffer stated that he was very encouraged by the Youth Sports project and was hopeful  
165 that it will keep moving forward. He also commented that the City just needed to stay on the path  
166 it was on to beautify the Hospital District.

167

168 Ms. Carlton commented that she would like to see the changes on the website implemented as  
169 soon as possible. She felt that, while the content had improved, the site was somewhat hard to  
170 navigate. Ms. Carlton continued that she was happy to hear about the progress with the utilities  
171 on SR 44 and that the Sports Complex project would be a great venture.

172

173 Mr. Holcomb inquired if the Community Redevelopment Agency would have monies available  
174 to implement the changes to the website. Mr. Otte stated that there is promotional money  
175 available and that the CRA could probably assist with at least part of the cost. Ms. Brangaccio  
176 stated that staff would bring back website progress reports to keep the EDAB updated.

177

178 Mr. Mayer stated that he wanted to endorse the action items that the City Manager presented  
179 today.

180

181 Mayor Barringer informed the EDAB about a recent trip he had taken to Washington DC with a  
182 delegation of City Managers and Commissioners from across Florida. He stated that it appeared  
183 almost every city was facing the same issues pertaining to economic development and the  
184 creation of jobs. Mayor Barringer felt that the private sector actually created the jobs; that

185 public/private partnerships needed to be formed and that the City of New Smyrna Beach was on  
186 the leading edge of this effort. Mayor Barringer thanked the EDAB and staff for all their efforts.  
187

188 Mayor Barringer recognized his fellow Commissioners Reiker and Grasty and thanked them for  
189 attending today's EDAB meeting.  
190

191 **5. REPORTS AND COMMUNICATIONS**

192 a. Director's Report

193 Mr. Otte commented that the County's Department of Economic Development and Team  
194 Volusia are each providing staff with a weekly list of prospects and what staff was doing in  
195 regards to these partnership efforts.  
196  
197

198 Mr. Otte continued that there had been discussion about the need to develop CRA Programs that  
199 assisted new and existing businesses thus aiding the economic development. Mr. Otte stated that  
200 there are two approaches to this topic:  
201

- 202
- 203 1. Advertise that funding is available and seek applications with general guidance as  
204 to the types of projects to be accepted, anticipated funding amounts per project,  
205 and a deadline for the submission of applications; or  
206
  - 207 2. Develop one or more specific programs, with specific guidelines similar to the  
208 format used for the existing CRA programs.  
209

210 Mr. Otte stated that the CRA was holding a special workshop on February 21, 2011 to discuss a  
211 draft program.  
212

213 Mr. Otte informed the EDAB that March 7, 2011 will be the submittal deadline for the Request  
214 for Proposal (RFP) for 160 N. Causeway; that the City Commission had reviewed a draft RFP  
215 for 103 Faulkner Street and that this was one of the strategies of the City Commission to  
216 encourage and incentivize development.  
217

218 **ADJOURNMENT:**

219  
220 There being no further business, the meeting was adjourned at 7:49 p.m.