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**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
REGULAR MEETING MINUTES
MARCH 16, 2011
City Hall Commission Chamber, New Smyrna Beach, FL**

Mayor Adam Barringer called the meeting to order at 6:00 p.m.

ROLL CALL:

The following members answered to roll call:

Mayor Barringer
Jack Holcomb
Arlen Stauffer
Randy McHenry
Paul Mayer
Bill Hall (Ex Officio)

Also present were City Manager Pam Brangaccio; CRA Director Tony Otte; City Attorney Frank Gummey; CRA Administrative Assistant Claudia Soulie; members of City staff and the public. Board Member Jill Carlton was absent (excused).

CONSENT AGENDA – Approval of Regular EDAB Meeting February 16, 2011

Mr. Holcomb made the motion to approve the February 16, 2011 EDAB minutes as written; seconded by Mr. McHenry. Motion carried unanimously on roll call vote.

PRESENTATION

None

OLD BUSINESS

None

NEW BUSINESS

A. Review of the potential for development on SR 44, Airport and FEC

Mayor Barringer stated that they would defer item A. under NEW BUSINESS until later in the meeting and commence with item B. as the City Attorney was present for this agenda item. All agreed.

48 B. Discussion on Riverside Park ownership

49

50 Mr. Otte stated that the placement of a hotel in the Canal Street area was selected as the number
51 1 goal for the Economic Development Advisory Board (EDAB) for 2011. One of the possible
52 locations for a hotel in the Canal Street area is in Riverside Park, the present site of the Brannon
53 Center.

54

55 Mr. Otte continued that Mr. Frank Gummey, City Attorney, had previously advised that the
56 matter of ownership of this property needed to be researched and that he had prepared a
57 memorandum. This memorandum begins with the premise that the island that became Riverside
58 Park was titled to the State as a matter of law. The memo concluded that in order for the Park to
59 be converted to a commercial, non-public use, an insurable leasehold or fee simple title would
60 need to be acquired by the City and that it would be necessary to obtain corrective instruments
61 and/or a judicial decree to obtain insurable title.

62

63 Mr. Gummey further stated in this memo that he had discussed this matter with a number of
64 persons knowledgeable in the acquisition of state lands, and their best advice was to retain the
65 services of an attorney well experienced in handling transactions with the state Board of Trustees
66 of the Internal Improvement Trust Fund, because this board is a unique institution with a long
67 history. However, there would be cost involved with no guarantee of success. Mr. Otte clarified
68 that this topic did not pertain to the entire Riverside Park, but only to the portion that housed the
69 Brannon Center.

70

71 Mr. Gummey gave a brief history on the Brannon Center site based on his research and felt that
72 it would be in the City's best interest to seek Tallahassee counsel.

73

74 A discussion ensued about the stipulations in the grants that were received for this site which
75 stated that a portion of this park had to be kept available for public use; meeting with the grantors
76 to talk about public/private partnerships; certain ownership regulations not applying to sovereign
77 lands; moving the Brannon Center to a location near the library and what steps could be taken to
78 proceed in securing this title.

79

80 Mr. Holcomb felt strongly about establishing ownership for the Brannon Center. Mayor
81 Barringer informed the EDAB that the City Attorney's memorandum had been presented to the
82 City Commission and that they had additional questions for the City Attorney. Mayor Barringer
83 suggested that an EDAB member could address the City Commission stressing that this site was
84 a key element in the City's redevelopment efforts.

85

86 Mr. Holcomb believed that the economic benefit of this site outweighs the risk of spending
87 money for a title search that may not be successful and inquired if the CRA had any funding
88 available. Mr. Otte stated that a hotel on Canal Street was mentioned in the recent CRA
89 Masterplan update and that he could conceive possibly partnering with the City on the cost.

90

91 Mayor Barringer stated that a motion was needed recommending that the City Commission
92 authorize the City Attorney to research how much it would cost to acquire a title.

93

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94 Mr. Tolley, 803 Fairway Drive, suggested doing a Request for Proposal (RFP) for attorneys to
95 present their cost to resolve the title issue.

96

97 **Mr. Holcomb made the motion to authorize the City Attorney to 1. Research cost to**
98 **acquire title and 2. Present this item to the CRA; seconded by Mr. McHenry. Motion**
99 **carried unanimously on roll call vote.**

100

101 Mr. Gummey left the meeting right after the motion was called. Mayor Barringer thanked him
102 for his efforts and his time in attending the meeting.

103

104 Review of the potential for development on SR 44, Airport and FEC

105

106 Mr. Otte stated that every week both the Volusia County Department of Economic Development
107 (DOED) and Team Volusia (TV) distributed a list of companies interested in opening a new
108 business location (the prospect lists).

109

110 Mr. Otte stated that in order to respond to these requests, and to assist in marketing properties,
111 helping businesses grow, and recruiting businesses, staff is in process of building an inventory of
112 properties throughout the City to include vacant buildings for sale or lease as well as vacant
113 properties suitable for development. Mr. Otte continued that staff also wished to add those
114 properties to the County's economic development website and Team Volusia's website (once
115 established).

116

117 Mr. Otte stated that when a site is being offered for sale or lease, the availability of water and
118 sewer service was a key factor in assessing the site's readiness for development and that in the
119 commercial and industrial areas of the City, water service was usually readily available. Mr. Otte
120 continued that due to the patterns of growth in the past, sewer service was not always available
121 and that Utilities Commission staff had supplied several maps indicating the availability of sewer
122 service in the commercial and industrial areas of the City.

123

124 Mr. Otte informed the EDAB of properties that were ready or nearly ready for development:

125

126 **State Road 44 Corridor**

127

- 128 • The Surfboard Lane area, a 6 lot subdivision that at one time was planned for one or more
129 hotels.
- 130 • The new Walmart area, with 7 out parcels and a site plan that includes another anchor store (in
131 addition to Walmart);
- 132 • The area around Home Depot, which has one vacant out parcel lot.
- 133 • A small lot adjacent to Kentucky Fried Chicken to the west.

134

135 Mr. Otte also stated that the County Department of Economic Development staff believes that
136 the SW quadrant of the I-95 and SR 44 interchange would be a very valuable future site for a
137 business as it has a linkage via SR 44 to I-4 and to points further west, including I- 75. Mr. Otte
138 continued that at the present time water or sewer service was not available in this quadrant.

139

140 **Airport area**

141
142 The Airport Industrial Park area is a valuable asset that should be analyzed to enable it to reach
143 its maximum potential. Points of interest to be studied include:

- 144
- 145 • A valuable lot will be made available when the former police and fire station is demolished at
146 the corner of Industrial Park Rd and US 1.
 - 147 • The property on the north end of Airway Circle needs to be studied. A determination needs to
148 be made regarding the feasibility of connecting Industrial Drive and Airway Circle, which
149 could create two more lots adjacent to the taxiway and several other lots.
 - 150 • In order to obtain funding for the infrastructure and street work needed, there may be grant
151 money available for a major portion of the funding for the infrastructure, from FDOT or EDA.
 - 152 • On Turnbull Bay Road to the south of the Airway Circle and Industrial Road properties are
153 several parcels.
 - 154 • The industrial property on the south side of South St, (on the north side of the airport), is
155 served by sewer.
 - 156 • The Tionia Rd industrial property and properties adjacent to the south have sewer service.
157 Some of the industrial properties on the east side of Tionia Rd are in the county.
- 158

159 Mr. Otte stated that staff was requesting direction from the EDAB for marketing these sites and
160 creating additional lots at Airway Circle. Mr. Otte continued that staff wanted to thank Paul
161 Mayer for all of his work in gathering information for this discussion and also introduced Kevin
162 Jameson, the new Planner who took the position of Jake Baker.

163
164 Mr. Mayer felt that an immediate option could be to extend Airway Circle as far out as the 1983
165 plat permitted as this would possibly open up three (3) large parcels with access to the tarmac
166 and runway and maybe (3) interior parcels that do not require Airport access.

167
168 A brief discussion ensued while the Board was reviewing old plat maps of Airway Circle
169 pertaining to the pros and cons of connecting Industrial Drive with Airway Circle; the need for a
170 Fixed Base Operator and an Airport Marketing Person; a partnership with Embry Riddle; setting
171 a joint meeting with the Airport Advisory Board and the expansion of the Airport.

172
173 Mr. Stauffer wanted to clarify that Airport Expansion did not mean increasing its size, but rather
174 its economic development and filling some of the vacancies.

175
176 Mayor Barringer thanked Mr. Mayer for all of this work and suggested finding out what type of
177 buildings people were looking for around the Airport in an effort to fill some of the vacancies.

178
179 The Board agreed to have staff schedule a joint meeting with the Airport Advisory Board in May
180 or June.

181
182 Hearing no further comments on the Airport Properties topic, Mayor Barringer gave a brief
183 summary of actions with regards to development on SR 44. He stated that Walmart was looking
184 into marketing its current site to make sure that it would not be vacant when they relocate; the
185 City Commission had waived annexation fees for Colony Park area to be annexed into the City;

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186 staff had met with the counsel representing the FEC property to discuss Comprehensive Plan
187 Changes, coordination with Volusia Growth Management (VGM) and that this project was
188 moving forward.

189

190

C. Discussion on New CRA Area

191

192 Mr. Otte stated that the present Community Redevelopment Agency sunsets in 2015 and that
193 City and County staff recently held a general discussion on what the County might be interested
194 in for the formulation of a new CRA. Items discussed included:

195

196 • Both the City and the County wished to have a new CRA encompass US 1, from an area
197 north of the airport to Tenth St. US 1 had been identified as having a number of blighted
198 properties in need of redevelopment.

199 • There seemed to be a consensus that the current CRA area on the beachside should not be
200 included in the new CRA, as both the City and County wished to recapture that tax base.

201 • The area of the new CRA needed to include the Airway Circle area and other industrial
202 properties at the airport.

203 • The Historic Westside area included in the current CRA needed to be expanded.

204 • The Canal St Historic District, North Causeway, and hospital areas in the current CRA
205 needed to be included in the new CRA; and

206 • The FEC property needed to be in the new CRA.

207

208 Mr. Otte continued that there are a number of conditions that the County now requires in the
209 creation of new CRAs, including a provision that the County's contribution will not exceed a
210 City's contribution in the funding of the new CRA. Mr. Otte stated that proposed projects for the
211 new CRA included the US1 Corridor; Transit/Transportation related topics; Medical District
212 improvements; Infrastructure improvements and commercial and residential property
213 revitalization of the Historic Westside.

214

215 Ms. Brangaccio further summarized additional stipulations for a new CRA and stated that
216 Volusia County actually recommended the new CRA include the Airport. Ms. Brangaccio
217 continued that members of the Planning and Zoning Board and CRA went on a bus tour along
218 US1 as part of their visioning efforts for 2011.

219

220

BOARD MEMBER COMMENTS

221

222 Mr. Mayer complimented Mr. Otte's and Ms. Rhonda Walker's (Airport Manager) enthusiasm in
223 regards to extending Airway Circle and stated that he heard that Federal aviation money might
224 be available to fund this project and he felt that it was worth looking into.

225

226 Mr. McHenry inquired how the EDAB could find out if monies were available. Ms. Brangaccio
227 stated that this could be a topic for the joint EDAB/Airport Advisory Board meeting and
228 continued that staff has been able to obtain various grants in the past.

229

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230 Mr. Mayer commended Ms. Walker for all the work she had done to improve the image and look
231 of the Airport, which instills a feeling of pride.
232

233 Mr. Hall wanted to make sure that all the different entities working on economic development
234 within Volusia County were going in the same direction.
235

236 Mr. Holcomb felt that the Airport as well as the Sports Complex were revenue assets and asked
237 staff to update the EDAB at each meeting on the 5 objectives that they had set. Mr. Holcomb
238 also stated that public/private partnerships (Airport and Sports Complex) were very important
239 and would like to see them established.
240

241 Mayor Barringer recognized Dr. Arlen Stauffer as he had received the “Citizen of the Year”
242 award for New Smyrna Beach and was also selected as a Volusia County finalist for this honor.
243 Mayor Barringer commended all the EDAB members for their commitment and that he had
244 received positive comments about the City’s economic development efforts from the public and
245 Volusia County council members.
246

247 Mayor Barringer suggested that staff update the Board on the top 5 objectives each month in the
248 Director’s Report.
249

250 Mr. Stauffer thanked the Mayor for his kind words and stated that the EDAB was a part of the
251 “100 Day Economic Development Plan” that the Mayor had envisioned. Mr. Stauffer also
252 suggested including the Sports Complex into the new CRA.
253

254 Ms. Brangaccio stated that staff incorporated each Advisory Boards’ top goals into the City
255 Commissions Top 10 Goals whenever possible to keep them moving forward.
256

257 **REPORTS AND COMMUNICATIONS**

258
259 A. Director’s Report
260

261 Mr. Otte added that he recently attended a Southeast Volusia Chamber luncheon where a
262 representative from Team Volusia was present and he commented on the current economic
263 forward movement.
264

265 B. Volusia County Council to commission tourism marketing study
266

267 Mr. Otte stated that staff would keep the EDAB informed on this study. Ms. Brangaccio
268 mentioned that reappointments of the Southeast Volusia Tourism Bureau were on the County
269 Council agenda and that staff would let the EDAB know about any possible changes.
270

271 Ms. Brangaccio informed the EDAB that the City had secured federal grants for entryway
272 signage and median landscaping on SR 44 and I-95 and those projects were moving forward.
273

274 **ADJOURNMENT:**
275

276 There being no further business, the meeting was adjourned at 7:35 p.m.