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**CITY OF NEW SMYRNA BEACH  
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)  
REGULAR MEETING MINUTES  
APRIL 20, 2011  
City Hall Commission Chamber, New Smyrna Beach, FL**

Mayor Adam Barringer called the meeting to order at 6:10 P.M. (due to a Special Meeting of the City Commission that preceded the EDAB meeting).

**ROLL CALL:**

The following members answered to roll call:

Mayor Barringer  
Jack Holcomb  
Jill Carlton  
Arlen Stauffer  
Randy McHenry  
Paul Mayer

Also present were City Manager Pam Brangaccio; CRA Director Tony Otte; CRA Administrative Assistant Claudia Soulie; members of City staff and the public. Ex Officio Board Member Bill Hall was absent (excused).

**CONSENT AGENDA** – Approval of Regular EDAB Meeting March 16, 2011

**Mr. Mayer made the motion to approve the March 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. Bert Fish Medical Center – Representative**

Mr. Ed Noseworthy, President and CEO of Bert Fish Hospital thanked the EDAB for the opportunity to be present and gave a brief summary of the recent merger between Bert Fish Medical Center and Adventist Health Systems/ Florida Hospital. Mr. Noseworthy elaborated on the legal proceedings that ensued as a result of this merger and continued that they were in the

48 process of “unwinding” the merger as well as hiring a consultant to aid in starting the merger  
49 process from the beginning. Mr. Noseworthy ensured the EDAB that the hospital and its staff are  
50 very committed to the Community.

51  
52 Mayor Barringer thanked Mr. Noseworthy for his time and stated that he was aware that Mr.  
53 Noseworthy has great plans for the hospital and for the community and extended the City’s full  
54 support in any way.

55  
56 **b. Update on Transportation Projects**

57  
58 • City Projects

59  
60 Mr. Khalid Resheidat, Assistant City Manager stated that the City Commission held a goal  
61 session in 2010, which included goals for improvements to SR 44/I95; SR 44/ Canal Street;  
62 Myrtle Ave Infrastructure, Gateway Landscaping and US1 Gateway signs. Mr. Resheidat  
63 elaborated on CRA projects which include Signage and Wayfinding; Flagler Ave Boardwalk;  
64 Mary Ave and Orange Street Streetscapes in construction phase and Washington Streetscape in  
65 design phase.

66  
67 Mr. Resheidat informed the EDAB that a conceptual plan had been developed for the Swoope  
68 Site (east side of US1 across from Airport) which currently houses Utilities Commission (UC)  
69 equipment and serves as the County’s artificial reef. Mr. Resheidat commented that his staff had  
70 applied for three (3) grants and stated that this conceptual plan was created in response to the  
71 City Commission’s suggestion that the Swoope Site be used as access for boats to the  
72 Intracoastal Waterway in order to relieve the North Causeway ramps.

73  
74 A brief discussion ensued about the proposed phases of the project; their economic impact on the  
75 site; resurfacing of the roadway leading from US1 to the site; a proposed completion date of  
76 2013 and potential relocation of the UC’s equipment.

77  
78 • Volusia County Engineering and Construction

79  
80 Mr. Jim White, Senior Project Manager informed the EDAB about Volusia County projects in  
81 the New Smyrna Beach area, their funding and construction schedule. These projects include  
82 widening of Street from Myrtle Ave to US1 and the Turnbull Bay Bridge replacement.

83  
84 Mr. Resheidat added that several public meetings were held pertaining to the Turnbull Bridge  
85 which included FDOT and Volusia County.

86  
87 • FDOT

88  
89 Mr. Amir Asgarinik, FDOT Transportation Systems Manager stated that the FDOT was working  
90 on several intersection projects on US 1 and continued that these projects would be funded for  
91 design, but not for construction and include US1 north of Canal; US1 at Washington; US 1 at  
92 Wayne Ave and US 1 at Turnbull. Mr. Asgarinik stated that these would be minor improvements  
93 like adding turn lanes and improvements to the side streets.

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Mr. Resheidat felt that the most significant intersection is the one at Canal Street and US1 and that the improvements might entail the FDOT purchasing a portion of the former Dunn Lumber property the CRA had recently purchased.

Mayor Barringer suggested branding each of these intersections with landscaping. Mr. Resheidat stated that the City's landscape consultant had been contacted.

Mr. Welzenbach felt that it was critical that the City provide their input during the design phase.

- Transportation Planning Organization (TPO)

Mr. Karl Welzenbach, Volusia TPO Executive Director gave a brief history on how the TPO got its name and stated that TPO staff provides the support necessary for the TPO Board members and their advisory committees to implement the long range transportation goals. Among other things, these activities include providing technical expertise in the development of transportation plans and programs, promoting public involvement in the decision making process and supporting local communities in their general planning efforts. Mr. Welzenbach informed the EDAB about the process of securing project funding.

Mr. Welzenbach stated that the TPO is responsible for the planning and programming of federal and state transportation dollars for Volusia County projects. Mr. Welzenbach continued that his organization receives about \$5.2 Million per year and those were divided up between transit, pedestrian and bicycle projects and traffic operations and safety. Mr. Welzenbach continued that the TPO has provided the City with funds for its beautifications projects and multi-use bike trail project. The TPO coordinates with FDOT and Mr. Welzenbach elaborated on a SR 44 Corridor Study that FDOT is in the process of doing, to study the effects of possible increase in traffic if all the proposed new projects get implemented. Mr. Welzenbach stated that the TPO was also working with local governments to create commonality in the design along certain corridors.

Mr. McHenry inquired if the TPO had any input on undergrounding utilities. Mr. Welzenbach stated that this effort would need to be coordinated with the local utility company, but that federal funds through the Transportation Community Safety Program (TCSP) are available to address this issue.

Mr. Mayer asked to address Mr. Asgarinik and inquired if it would be possible to put signage on the North Causeway Bridge viewable from the waterway, letting southbound boaters know that they are in New Smyrna Beach. Mr. Asgarinik stated that he would check into this request with FDOT.

Mr. Holcomb inquired if there were any plans for installing a traffic light at the intersection of Industrial Park Dr and US1, as he felt it was very narrow and dangerous to navigate if you were trying to turn north on US1 from Industrial Park Dr. Mr. Resheidat stated that several studies had been done by FDOT which indicated that a traffic light was not warranted. A brief discussion ensued about that intersection.

140 Mr. Stauffer asked the EDAB for their initial thought on a potential partnership between the New  
141 Smyrna Beach High School and Embry Riddle Aeronautical University (ERAU) that he felt  
142 would benefit the City. Mr. Stauffer continued that Professor Owen at ERAU had developed a  
143 program called the "Aviation Institute" which is an elective curriculum for High School students.  
144 This program was currently implemented in nine (9) different High Schools across the Country.  
145 Mr. Stauffer suggested to have Dr. Owen from ERAU make a presentation to the EDAB and  
146 continued that Principal Tager of NSB HS was very interested in possibly implementing this  
147 program at his HS.

148  
149 **Mr. Mayer made the motion to authorize staff to extend an invitation to Dr Owen and**  
150 **Principal Tager to make a presentation to the EDAB about the "Aviation Institute"**  
151 **program; seconded by Ms. Carlton. Motion carried unanimously on roll call vote.**

152  
153 Mayor Barringer asked to move straight to REPORTS AND COMMUNICATIONS, as a group  
154 was present to give a brief update on the Sports Complex.

155  
156

157 **REPORTS AND COMMUNICATIONS**

158  
159 Mr. Otte thanked the Mayor and stated that the improving the utilization of the Sports Complex  
160 is one of the five (5) goals of the EDAB and that Ms. Liz Yancey, Parks and Recreation Director  
161 and her group were present to update the EDAB. Ms. Yancey introduced her group as being the  
162 Leisure Services Director for the City of Edgewater Jack Corder; Southeast Volusia Chamber of  
163 Commerce Executive Committee President Kenneth Bohannon; Southeast Volusia Chamber of  
164 Commerce Executive Vice President Samantha Bishop and Mike Funaro with Small Pond  
165 Media. Ms. Yancey continued that her team had met on several occasions to come up with ways  
166 to better market the NSB Sports Complex short term, medium term and long term.

167  
168 Mr. Corder stated that the group started off by evaluating the benefits and possible short comings  
169 of the NSB Sports Complex and checking with other Cities to find out what they were doing to  
170 increase their Sports Tourism. During their evaluations they were told that some groups do not  
171 use the NSB Sports Complex, because it does not adequately meet their needs for field size. Mr.  
172 Corder gave some options for short term use, but felt that if the City wanted to make the Sports  
173 Complex a part of their Economic Development goals, long-term changes were needed.  
174 Suggestions of long-term changes were turning the current Sports Complex into a full-size  
175 Softball/Baseball complex and relocate the soccer and football fields to the FIND site in  
176 Edgewater adjacent to their Industrial Park. The group felt that the Cities of Edgewater and New  
177 Smyrna should combine their efforts and work on the long-term solution to develop the FIND  
178 site and to work with the Advertising Authority to find a target market.

179  
180 Ms. Brangaccio felt that this needed to be a regional discussion including the County, the School  
181 Board and the University as partners and that the City of New Smyrna Beach needed to maintain  
182 what was currently there.

183 A brief discussion ensued about directing the focus to small scale tournaments and to increase  
184 the participation at the current Sports Complex while working on long-term solutions.

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185  
186 Mayor Barringer thanked the Group for their time and effort.

187  
188 Mr. Otte touched on a few points from his Director's Report, specifically the proposed sewer  
189 assessment on SR 44. Mr. Otte continued that a public meeting was held to get property owner  
190 input.

191  
192 Mr. Otte continued that staff has been working with the Chamber of Commerce in regards to  
193 Business Surveys. Mr. Otte asked that he was available for any questions that the EDAB may  
194 have.

195  
196 Ms. Brangaccio commented that this EDAB agenda contained items that City staff had been  
197 working on to inform the EDAB of progress made. Ms. Brangaccio asked Ms. Henrikson,  
198 Planning Manger to address the EDAB about a recent meeting with the Volusia Growth and  
199 Management Commission (VGMC) in regards to the FEC property Future Land Use. Ms.  
200 Henrikson stated that the ordinances were signed and would be forwarded to the Department of  
201 Community Affairs (DCA).

202  
203 Ms. Brangaccio complimented Ms. Henrikson on all her dedicated work with the City's Planning  
204 projects.

205  
206 Ms. Brangaccio stated that staff was working on creating an agenda for the joint EDAB/Airport  
207 Advisory Board (AAD) on June 15, 2011 at 6:00 pm and continued that topics like available  
208 properties; new properties; Airway Circle road project and the goals of AAD in terms of  
209 marketing the Airport would be included.

210  
211 **BOARD MEMBER COMMENTS**

212  
213 Mr. Randy McHenry gave the EDAB staff the name and phone number of an individual that  
214 needs a facility (26,000 Warehouse) to relocate his business and asked the EDAB if they had any  
215 idea for an available location.

216  
217 Mr. Stauffer stated that he was excited about the current forward movement of the City.

218  
219 Mr. Holcomb commented on the Sports Complex discussion and reiterated that the City needed  
220 to take the available resources and work to expand them as well as focus on creating  
221 partnerships.

222  
223 Ms. Carlton felt that sometimes it seems that items were being discussed but no apparent results  
224 obtained, but that the positive forward momentum the City is currently experiencing made it  
225 worthwhile to keep going.

226  
227 Mayor Barringer thanked Mr. Otte and Mr. Resheidat for their hard work and Mr. Stauffer for all  
228 his efforts with the Balloon Fest and its economic impact for New Smyrna Beach. Mayor  
229 Barringer was confident that the City was moving in the right direction.

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231 **ADJOURNMENT:**

232

233 There being no further business, the meeting was adjourned at 8:10 p.m.