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**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
REGULAR MEETING MINUTES
MAY 18, 2011
City Hall Commission Chamber, New Smyrna Beach, FL**

Mayor Adam Barringer called the meeting to order at 6:00 P.M.

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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 CRA/EDAB Director Tony Otte; CRA Administrative Assistant Claudia Soulie; members of City staff and the public. Board Member Jill Carlton was (excused) absent and City Manager Pam Brangaccio had to attend a different meeting.

CONSENT AGENDA – Approval of Regular EDAB Meeting April 20, 2011

Mr. Mayer made the motion to approve the April 20, 2011 EDAB minutes as written; seconded by Mr. McHenry. Motion carried unanimously on roll call vote.

PRESENTATION

A. President and CEO of Team Volusia - Helen Cauthen

Mr. Otte stated that on August 17, 2010 a representative of Team Volusia (TV) made a presentation to the EDAB asking that the EDAB recommend to the City Commission that the City of New Smyrna Beach join Team Volusia. Mr. Otte continued that at the September 14, 2010 meeting the City Commission approved the EDAB recommendation and joined Team Volusia at the Executive Committee level. Since then Team Volusia has hired a number of staff members; established an office and is now conducting meetings and moving forward. Mr. Otte introduced Executive Director and CEO Helen Cauthen.

Ms. Cauthen thanked the EDAB for their time and gave a presentation on the mission of Team Volusia, its accomplishments to date, and future plans. Ms. Cauthen stated that TV was working on bringing Cities and Counties together and form public/private partnerships. She continued that the southeast is a prime area of relocation and that Florida was well positioned.

Ms. Cauthen commented on their current investors and stated that TV was working on increasing their private sector investor base. Ms. Cauthen elaborated on the steps TV has taken

48 to facilitate participation in their programs. Ms. Cauthen ended her presentation by stating that
49 in order for everybody to be the most successful, teamwork was necessary.

50
51 A brief question and answer session ensued about aligning and combining the investors' efforts
52 to bring the most benefit and how TV was tracking and capturing the leads that were generated.
53 Ms. Cauthen explained their partnership efforts and that TV was in the process of creating a
54 very comprehensive website in which lead tracking would be a component.

55
56 The Board thanked Ms. Cauthen for her presentation.
57

58 **OLD BUSINESS**

59
60 **A. Review of Recent Annexations including the area of SR 44 and Colony Park, and**
61 **Plans for that Area**

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63
64 Mayor Barringer recognized fellow City Commissioner Lynne Plaskett in the audience.
65

66 Mr. Otte introduced Planning Manager Gail Henrikson. Ms. Henrikson gave a brief review of
67 recent annexations that have the potential for economic development, including the area at the
68 NE corner of SR 44 and Colony Park Rd. Ms. Henrikson informed the EDAB that the City
69 Commission, at their May 10, 2011 meeting, approved the annexation on second reading and
70 that the owner of this area is planning to subdivide for several proposed new businesses.

71
72 Ms. Henrikson commented that staff was looking at the possibility of linking ingress and egress
73 to vacant land onto SR 44 in a functional yet esthetic fashion as well as reducing the minimum
74 Planned Unit Development (PUD) size requirements to facilitate redevelopment.

75
76 Ms. Henrikson suggested that, in an effort to alleviate some of the traffic on SR 44 especially on
77 weekends, looking at a possibility of extending and paving Paige Ave.

78
79 Mr. Otte inquired if there was already a funding source in place for extending Paige Ave. Ms.
80 Henrikson stated that none was in place yet.

81
82
83 **B. Update of Sewer Assessment Project: Southside of SR 44 between Glencoe and Wild**
84 **Orange**

85
86 Ms. Henrikson gave an update of the sewer assessment project that is underway for the area on
87 the south side of SR 44 between Glencoe Rd and Wild Orange and stated that there are several
88 businesses planned for this area including an "ABC Fine Wine and Spirits" location (moving
89 from US 1) as well as medical offices. She stated that an informational meeting with property
90 owners was held on April 19, 2011 to review estimates of assessed costs per parcel and that staff
91 would be sending out formal petitions which would determine how staff would proceed with the
92 assessments.

93 Mr. Otte gave a general summary on the steps a City has to take in order to implement
94 assessments.
95

96 The EDAB thanked Ms. Henrikson for her update.
97

98
99 **NEW BUSINESS**
100

101 A. Report on Meeting with Dr. Rob Owen, Embry Riddle Aeronautical University:
102 Aerospace Institutes
103

104 Dr. Arlen Stauffer gave a report on a meeting he attended with Dr. Rob Owen of Embry Riddle
105 Aeronautical University (ERAU), Tony Otte and Jim Tager (Principal of New Smyrna Beach
106 High School) for the purpose of exploring a program offered by ERAU, which provides an
107 Aerospace career track within the high school curriculum of participating high schools. Dr.
108 Stauffer continued that there are currently four Florida counties enrolled with this program.
109

110 Dr. Stauffer felt that this program was in line with economic development as it would create a
111 future workforce that could attract aviation related companies to relocate to this area.
112

113 The EDAB stated that they would be very interested in having Dr. Rob Owen make a
114 presentation at a future EDAB meeting.
115

116 **Mr. McHenry made the motion to authorize staff to extend an invitation to Dr Owen to**
117 **make a presentation to the EDAB about the “Aviation Institute” program; seconded by**
118 **Mr. Mayer. Motion carried unanimously on roll call vote.**
119

120
121 B. Review of the Capital Improvement Plan for the Utilities Commission
122

123 Mr. Otte stated that the Utilities Commission (UC) website makes available their Five Year
124 Capital Improvements Plan and that EDAB staff wishes to review the plan to understand where
125 water and sewer utilities are being planned, as these utilities are necessary for Economic
126 Development. Mr. Otte continued that a UC staff member may be available for the August
127 EDAB meeting.
128

129 Mr. Bill Hall, Ex Officio EDAB member and UC Commissioner commented that the UC was
130 ready to move ahead with their projects as part of the Economic Development efforts.
131

132
133 **BOARD MEMBER COMMENTS**
134

135 Mr. Holcomb commented on finding ways to better utilized and market the Sports Complex as a
136 revenue asset.
137

138 Dr Stauffer commented on the increase in public/private partnerships efforts to organize events
139 that are great economic stimulators.
140

141 Mr. McHenry informed the EDAB that a committee has been formed to attempt to bring a Junior
142 Naval ROTC program to the New Smyrna Beach High School and commented on all the local

ECONOMIC DEVELOPMENT ADVISORY BOARD
MAY 18, 2011 MINUTES

143 support they have received. Mr. Mayer stated that an event is being held in support of this ROTC
144 program.

145
146 Mayor Barringer stated that the Balloon Fest was a great success.

147
148 Mr. Otte informed the EDAB that the City was going to partner with the Southeast Volusia
149 Chamber of Commerce (SVCC) to create a business survey and asked Ms. Samantha Bishop to
150 comment. Ms. Bishop, Vice President of the SEVCC, stated that a prior survey had been
151 prepared and distributed and that new questions had arisen, thus creating the need for a revised
152 survey. Ms. Bishop elaborated on the Chamber's efforts and stated that they had an increase in
153 membership and were seeing existing businesses expanding.

154
155 A brief discussion ensued about a group of businesses on West Canal branding themselves as
156 "The Garden District".

157
158

159 **REPORTS AND COMMUNICATIONS**

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161 a. Director's Report

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163 The Members had no questions.

164

165 **ADJOURNMENT:**

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167 There being no further business, the meeting was adjourned at 8:00 p.m.