



**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA
WEDNESDAY, NOVEMBER 16, 2011 – 6:00 PM
CITY COMMISSION CHAMBERS
210 SAMS AVE., NEW SMYRNA BEACH, FLORIDA**

1. CALL TO ORDER

2. ROLL CALL

3. CONSENT AGENDA – Approval of Regular EDAB Meeting August 17, 2011

4. PRESENTATION

None

5. OLD BUSINESS

None

6. NEW BUSINESS

A. Setting of Goals for 2012

1. NSB Economic Development Advisory Board 2011 Top 5 Objectives (Update)
2. Economic Development Summit (Group Reports)
3. Ballot: Recommended EDAB Actions Items: 2012
4. Economic Development Summit: City Manager's Notes

7. BOARD MEMBER COMMENTS

8. REPORTS AND COMMUNICATIONS

A. Director's Report

9. FUTURE AGENDA ITEMS

10. ADJOURNMENT:

Pursuant to *Florida Statutes* 286.0150, if an individual decides to appeal any decision made by the Economic Development Advisory Board with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings. In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Community Redevelopment Office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 424-2265, prior to the meeting.

CONSENT AGENDA

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**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
REGULAR MEETING MINUTES
AUGUST 17, 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
Jill Carlton
Randy McHenry
Paul Mayer
Bill Hall (Ex Officio)

Also present were CRA/EDAB Director Tony Otte; City Manager Pam Brangaccio and CRA Administrative Assistant Claudia Soulie.

CONSENT AGENDA – Approval of Regular EDAB/AAB Joint Meeting June 15, 2011

Mr. Otte stated that on page 4 of 6, line 168 the word FAA should read AAB.

Mr. Mayer made the motion to approve the EDAB/AAB Joint Meeting June 15, 2011 minutes with the above indicated correction; seconded by Mr. McHenry. Motion carried unanimously on roll call vote.

PRESENTATION

A. Robert C. Owen, PhD - Professor and Director Advanced Placement Programs, Embry-Riddle Aeronautical University, Department of Aeronautical Science

Dr. Owen was delayed, so the meeting commenced with NEW BUSINESS. (For the presentation item please go to page 3 of 5).

OLD BUSINESS

None

NEW BUSINESS

A. Business Retention and Expansion Plan (BRE)

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51 Mr. Otte stated that staff had prepared an outline for the preparation of a Business Retention and
52 Expansion Plan and requests discussion. Mr. Otte continued that the preparation of such a plan is
53 important in guiding the efforts of the EDAB and staff in retaining existing businesses, helping
54 existing businesses expand, and recruiting new businesses.

55
56 Mr. Otte continued that the City is working with the Chamber of Commerce and gave an update
57 of what staff is doing to keep measurements on businesses coming and leaving the area.

58
59 Mr. Holcomb felt that keeping track was very important and gave a brief summary of his data
60 management system and stated that the results are a great return on his investment.

61
62 Mayor Barringer inquired about tying in the Business tax receipts. A brief discussion ensued
63 about what data systems can do with information that already exists.

64
65 The EDAB authorized staff to move forward with the BRE. Mr. Otte stated that he would bring
66 back a specific schedule and look into the business tax receipts.

67
68 B. Impact Fee: Consideration of a Suspension of the Transportation Impact Fee

69
70 Mr. Otte stated that at the August 9, 2011 City Commission meeting there was an agenda item
71 asking for a discussion on the Volusia County Council's consideration of suspending
72 transportation impact fees. The City Commission asked that the Economic Development
73 Advisory Board (EDAB) review this topic at their August 17, 2011 meeting and make a
74 recommendation to the City Commission. (Note: last February the City Commission suspended
75 the collection of police and fire impact fees for two years as recommended by the EDAB.)

76
77 Mr. Otte continued that staff would like discussion on the goals of reducing impact fees and if
78 the fee should be suspended or modified.

79
80 Mr. Otte gave a summary of the 2011 Growth Management Bill approved by the state
81 Legislature and the City's Transportation Impact Fee Fund.

82
83 Ms. Brangaccio elaborated on a recent Volusia County Economic Summit report and stated that
84 the City is focusing on job creating industries and/or target markets. Ms. Brangaccio
85 commented that the traditional areas would include the CRA and the Brownfields area at the
86 Airport and the historical neighborhoods.

87
88 Ms. Brangaccio informed the EDAB that staff is looking to make a presentation to the City
89 Commission in October and that the main focus seemed to be on commercial and industrial as
90 well as road impact fees.

91
92 Mayor Barringer summarized previous discussions on this topic with the Mayors from various
93 cities.

94
95 Mr. Holcomb cautioned about overlapping City/CRA incentives, as the CRA has a program to
96 assist with City impact fees.

97

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98 Ms. Brangaccio stated that prospects seem to inquire about existing infrastructure as well as an
99 able workforce and not necessarily incentives. Ms. Brangaccio continued that staff will stay in
100 touch with the County to define the existing workforce and that this topic will be presented as a
101 future agenda item.

102
103 A brief discussion ensued about putting out new ideas for incentives; making people aware of
104 incentives; location being more important than incentives; communicating that the Kennedy
105 Space Center workers are available as an able workforce and the City's positive Image.

106
107 Mayor Barringer suggested mirroring the waiver of the Transportation Impact fees with the
108 timeframe for the Police and Fire Impact fees.

109
110 A discussion ensued about the pros and cons of suspending the fees; the length of suspension
111 and tracking its success.

112
113 Ms. Brangaccio suggested including a questionnaire with the building permit packet asking why
114 they choose NSB and if the suspension of the impact fees made a difference.

115
116 **Mr. Stauffer made the motion to recommend to the City Commission to add suspension of**
117 **the Transportation Impact Fees in with the already suspended Police and Fire Impact fees**
118 **to expire at the end of 2012; seconded by Mr. Mayer. Motion carried unanimously on roll**
119 **call vote.**

120
121 Dr. Robert Owen had since arrived and Mayor Barringer directed the meeting back to
122 PRESENTATIONS.

123
124 A. Robert C. Owen, PhD - Professor and Director Advanced Placement Programs,
125 Embry-Riddle Aeronautical University, Department of Aeronautical Science

126
127 Mr. Otte stated that at the April 20, 2011 meeting Dr. Arlen Stauffer suggested that EDAB
128 representatives explore a program offered to high school students by Embry Riddle
129 Aeronautical University (ERAU). On May 11, 2011 Dr. Arlen Stauffer and Tony Otte met with
130 Jim Tager (Principal of New Smyrna Beach High School) and Dr. Rob Owen of ERAU to
131 discuss the ERAU program, which provides an Aerospace career track within the high school
132 curriculum of participating high schools. There are currently four Florida counties utilizing this
133 program.

134
135 Dr. Owen highlighted the program including the curriculum; Career-based "Majors"; program
136 benefits and associated costs. Dr. Owen stated that the purpose of this program is to address the
137 existing education crisis in aviation.

138 A brief discussion ensued about this program being able to be tailored to local businesses; the
139 ratio of students that finish and are placed, and a possible relation between the Naval ROTC
140 programs.

141
142 Dr. Stauffer recommended creating a resolution in support of the program. Dr. Owen stated that
143 he would recommend holding a meeting with all pertinent personnel to discuss what the needs
144 are and how his program can meet them.

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145 Mayor Barringer suggested drafting a letter on behalf of the EDAB to Jim Tager in support of
146 the program.

147
148 Mayor Barringer thanked Dr. Owen for his time.

149
150 C. Fall Meeting Schedule, including Economic Development Summit Meeting in
151 October

152
153 Mr. Otte stated that staff recommends having an Economic Development Summit Meeting in
154 October and regular meeting in November. Mr. Otte continued that staff further recommends that
155 the EDAB not hold meetings for the months of September and December.

156
157 The October Summit meeting would include a report on Economic Development Advisory
158 Board (EDAB) activities for the first year, a review of economic development efforts as
159 measured against the goals and objectives set by the EDAB and the "100 Day Economic
160 Development Plan", as well as a guest speaker on an economic development topic of local
161 interest.

162
163 A brief discussion ensued about the featured speaker for the summit being an Economist from
164 UCF; the possible summit attendees; a proposed agenda and creating a report card to track the
165 EDAB's efforts.

166
167 **BOARD MEMBER COMMENTS**

168
169 Mr. Holcomb suggested that the new Sports Complex Director and proposed Task Force should
170 focus on creating a relationship between the private and public sector and clearly define its
171 expectations and commitment.

172
173 Mr. Hall inquired about a stipulation that officers of other City advisory boards may not serve as
174 Task Force Members. Ms. Brangaccio stated that this is standard language for all advisory
175 boards.

176
177 Ms. Carlton stated that the Embry Riddle program seemed like a great idea.

178
179 **REPORTS AND COMMUNICATIONS**

180
181 a. Director's Report

182
183 The Members had no questions or comments.

184
185 **ADJOURNMENT:**

186
187 There being no further business, the meeting was adjourned at 7:42 p.m.

NEW BUSINESS

EDAB AGENDA ITEM SUMMARY

Staff Member Making Request Tony Otte

Meeting Date: November 16, 2011

Action Item Title: Development of Economic Development Goals for 2012

Agenda Section: Consent _____ Public Hearing _____ Special Items _____

Summary Explanation and Background

On Saturday, October 22 an Economic Summit was held at City Hall for the purpose of developing recommendations for Economic Development Goals for 2012. The Summit was well attended and was hosted by the City of New Smyrna Beach, the City of Edgewater, and the New Smyrna Beach Community Redevelopment Agency (CRA). The morning session included a presentation by economist Dr. Sean Snaith of UCF's Center for Economic Competitiveness, as well as reports on economic development in New Smyrna Beach and Edgewater. In the afternoon, the attendees were assigned to small groups to make recommendations for the following areas:

1. Airport, Business Parks.
2. Business Retention/Expansion/Recruitment – Incentives/Finance
3. Enhancement of Transportation corridors and Future Infrastructure Needs
4. Retail Marketing, Tourism
5. Medical Campus Retention & Expansion
6. Workforce Development

Each group was led by a leader in that particular field. Group leaders included the Department Head for the Volusia County Department of Economic Development (DOED), a certified planner on the DOED staff, the President of the Workforce Development Board of Flagler/Volusia, the Economic Development Director from the City of Tavares, the VP of Quality/Pt Safety for Bert Fish Medical Center, and the economic development consultant for the City of Edgewater. Each group then presented their findings in a session led by the Director of Business Recruitment and Expansion for Team Volusia.

The EDAB members are being asked to review the attached documents: the 2011 top 5 objectives report, the Economic Development Summit group reports, and the Ballot for recommended action items for 2012. Please bring your ballot filled in with the top 5 action items, and do not hesitate to add items if you wish to include them in your top 5. This is your opportunity to provide guidance for what you believe are the most important action items for 2012!

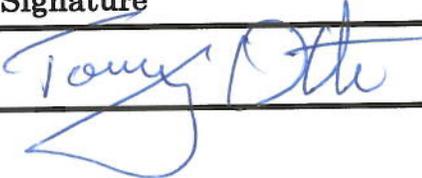
Recommended Action/Motion:

Discussion and development of Economic Development Goals for 2012, and Approval

Funding Analysis: Budgeted_____ If not budgeted, recommend funding account:
To be determined, depending on the action items selected.

Exhibits Attached:

1. NSB Economic Development Advisory Board 2011 Top 5 Objectives (October 2011 Update)
2. Economic Development Summit (Group Reports)
3. Ballot: Recommended EDAB Action Items: 2012
4. Economic Summit: City Manager's Notes

Reviewed By:	Name	Signature
CRA/Economic Development Director	Tony Otte	
Commission Action		

NSB Economic Development Advisory Board 2011 Top 5 Objectives (October 2011 Update)

- **Goal #1 Support Canal Street revitalization, through development of a hotel property (Priority expressed for the Brannon Center property)**

Current Status:

The EDAB expressed support for the 2010 CRA revised Redevelopment Plan which speaks to better utilization of the ICW waterfront for a hotel property to support the revitalization of Canal Street.

Action Steps:

The City Attorney has been requested to review the ownership of the Brannon Center site. The following actions have occurred:

Several Tallahassee law firms were solicited for proposals to resolve issues with the Trustees of the Internal Improvement Trust Fund.

The determination was made to secure an updated title report and senior underwriting counsel has been requested to advise what must be obtained from the Trustees to permit title to be insured.

Once the task is identified, negotiate a retainer to pursue Trustee's approval.

Once Trustees' approval is obtained, negotiate a release of grant conditions with Florida Inland Navigational District, which is funding almost ½ Million in Riverside park improvements in 2011.

- **Goal #2 The revitalization of US 1, and the development of the FEC property (explore all options including new CRAs for these two areas)**

Current Status:

With regards to the 180 acres, the City staff in 2010 submitted to DCA, an EAR-based Comprehensive Plan amendment to create a new "Industrial Mixed Use" category for Industrial land use properties, similar to a TOD. This amendment was approved by the City Commission, Volusia Growth Management Commission, and the Florida Department of Community Affairs, in 2011.

FEC, through local representatives, continues to explore their first phase of development options for the site, as well as their interest in a US 1 CRA.

In January 2011, the CRA and NSB Planning & Zoning Board participated in a bus tour of Ormond Beach, Daytona Beach, and South Daytona (which included presentations by these cities on tools to support US 1 development issues). In 2011, the City Commission adopted revisions to B-3 zoning district along U.S. 1 intended to facilitate redevelopment and new development along the corridor. These changes include reduced setbacks and landscape buffers, a 50% parking reduction and a revised site plan review process for residential structures converting to commercial and conversion of existing commercial uses to a new commercial use.

A June 2011 Joint Meeting with the EDAB reviewed the US 1 CRA concept, to work within the framework of the revised Volusia County CRA ordinances approved in January 2010. The revisions impact new CRAs, and range from the time length of a new CRA; County participation tied to specific projects or economic development objectives; and capping the County CRA contribution to not exceed a City's millage.

A kickoff meeting is scheduled for October 13th by FDOT to begin a US 1 Corridor Study. The purpose of the study is to determine what improvements have been proposed for the U.S. 1 corridor, from the north County line to the south County line. Additionally, the study will look at existing and proposed land uses along the corridor and will work with cities to determine if a uniform cross-section can be created along U.S.1.

Action Steps:

Continue to work with FEC representatives, the Volusia County Council and staff, and City CRA staff to create a new CRA district for the FEC property. Continue to work with FDOT on the U.S.1 corridor study. Prepare a web-based summary of the zoning requirements for properties along U.S.1.

- **Goal #3 Medical District**

Current Status:

The Southeast Volusia Healthcare District has been granted for the last two years, exemptions from contributing to the NSB CRA. After the exemption was granted the CRA budget was amended to exclude CRA monies for improvements to the

medical district. However, the hospital continued with a major renovation of a former bank building on South US 1 for administrative offices.

Action Steps:

The Mayor, City Manager and CRA Director have met with Interim Bert Fish CEO. Dialogue will continue on future partnership items in the district with the CRA.

- **Goal #4 City Airport**

Current Status:

The NSB Airport has a number of vacant, underutilized sites with a commercial/industrial land use and zoning. One of the goals of the EDAB is to recruit compatible aviation and non-aviation job creation business prospects. A joint meeting was held in June 2011, with the Airport Advisory Board and EDAB.

Action Steps:

An inventory is being finalized of the existing vacant properties, as well as commercial building available, for the City's website, as well as Team Volusia. One new parcel available is the old Police Station building, which has been demolished and cleared to market for commercial utilization, through a RFP process. In addition, the City received FAA and FDOT grants for resurfacing of the runways; extension of the taxiway; construction of new hangers; and a fuel farm. The Airport Advisory Board is also reviewing having a contractual FBO to manage the fuel farm and provide additional amenities for individuals utilizing the airport.

In June 2011, the City Commission designated the Airport and the Airport Industrial Park as a Brownfields under the Florida Brownfields program. This program provides incentives for development, and staff is working with a company that has shown an interest in locating to the airport and utilizing these program incentives. Staff will continue to market airport sites with this new incentive.

In mid-2011 the City also purchased the former Pharmex property and is working with a business already in the Airport Industrial Park who wishes to relocate to the former Pharmex site for expansion of their current business.

Staff will follow-up on the discussion held at the joint meeting of the Airport Advisory Board and the EDAB regarding expanding the utilization of properties by amending the existing plat and extending street access to unused properties.

Effective October 1, 2011, the City Commission approved expanding the position of Airport Manager, from a shared administrative position with Public Works, to full-time at the Airport. It is anticipated that this will greatly assist with the various economic development priorities.

It is anticipated that the Airport would be included in the new CRA that is being developed. The current CRA sunsets in 2015 and does not include the Airport or the Airport Industrial Park. This will make CRA incentives, to be approved by the new CRA and City Commission, available for the Airport area.

- **Goal #5 Sport Complex**

Current Status:

NSB maintains and operates the multiuse Sports Complex and plays hosts to numerous community leagues and the Volusia School Board (three high schools play their football games there, as the schools do not have stadiums).

Action Steps:

The City Commission had formed an eight member Sports Complex Task Force to present an overview for long-term options for the maintenance, capital improvements, management and marketing of the complex. The Task Force held their first meeting on October 5th. They will be meeting every other week, through March 2012, for an April Report to the City Commission.

Economic Development Summit
Saturday October 22nd, 2011
9:00 AM- 3:00 PM
City Commission Chamber

Group #1 Airport Business Parks
(Pedro Leon, Facilitator & Rhonda Walker, Reporter)

Initial step should be to have an inventory of properties by:

- Identifying their value
- Assess the layout of the property, access strengths and weaknesses, and marketability
- Synergy-identify existing businesses that may compliment potential businesses or offer partnership opportunities
- Marketability
- Available infrastructures
- Available housing

Identify the workforce to be used as a marketing tool by establishing:

- Characteristics
- Blue or White collar

Market the area as a desirable destination by placing priority on the areas advantages. Market the Airport as an asset to the industrial park and gateway for economic growth.

- Show the vital role that aviation can play within the manufacturing industry

Needed improvements to make the industrial area more desirable:

Airport-

- Fixed Base Operator
- Fuel Farm
- Runway improvements including an extension of runway 11/29 to promote corporate aircraft.

Roadways and utilities infrastructure capacity and/or expansion

Establish partnerships to promote growth and development between:

- Cities and County/ SEVAA
- Cities and Educational Institutes (ERAU, UCF, etc.)
- Cities and Businesses/Property Owners
- Cities and Master Developer (consider an RFP for a developer to accelerate projects

Evaluate the waiver of impact fees against the cost of new growth and the needed capacity to sustain that growth.

Utilize current major events and the new Trails and Rails project to entice potential businesses to the area.

Establish a CRA district for the US1 corridor. First impressions created by the appearance of US1 could possibly discourage potential businesses from relocating to the area.

Evaluate different marketing strategies and determine a course of action.

Market airport and link our trails to Edgewater Balloon festival

Inventory all properties ranking marketing

Group # 2 Business Retention/Expansion/Recruitment -Incentives/ Finance **(Phil Ehlinger, Facilitator & Khalid Resheidat, Reporter)**

The group agreed that at the present time retention of existing businesses is the most important factor given the status of the economy at this time. This is should be the goal for 2-3 years.

Survey of Existing businesses: The SE chamber of commerce has an already a survey out to all businesses.

- What are their priorities?
- What are their needs?
- What are their suggestions?
- How could we help?

Plan of Action:

- Formulating a plan and what sources are available? Where we are now? What are the problems and how do we solve them? What are our goals?
- Establish a time frame for this action plan.

- Establish procedure and task force (hot rod team).
- Work with the chamber since they know the businesses very well.
- Help businesses to lay a foundation.
- Use your occupational license as a tool to reach and educate the existing and new businesses.
- Internal system from Chamber, county, city and business; rapid response team to respond to their needs and questioning.
- Communication with businesses is a must.
- Create a check list for different projects.
- Assist existing and new businesses with marketing, book keeping, and management.
- Help and assist home businesses to move into a brick and mortar if they want too. Sometimes, moving into a brick & mortar is not feasible for some type of businesses.
- Assist existing and new businesses with grant available from different sources whether it's federal, state, county, or local.
- Expand the incubator into regional program to SE Volusia. The county is in the process of contracting with a consultant for a feasibility study (West side, SE side). \$25,000.00 was approved for that. It takes 60-120 days to complete. It takes approximately 3 years for business to graduate.
- Establish the scholarships program like other counties and cities for businesses.
- Maintain open line of communications with all Chambers, counties, and cities.
- Should we formalize the process for retention/expansion of business?
- Brownfield (some time it does sweet the pot) / local match
- Talk to building owners to lower their rent to keep buildings occupied rather than being vacant. Make property owners especially vacant buildings of available grants to beatify and enhance their buildings.
- Make all businesses are aware of the grants available. You might have to go door to door.
- Create a check list for different impact fees.
- Have a team (City & Chamber) visit businesses on a regular bases.
- Develop solutions with partners; city, chamber, county, and businesses and show how important partnership is.
- Ask the customer what they need and how we can help and serve you better?
- Follow up program by the team. This is very important.

Training:

- Training employees for businesses, county, and city on how to deal with customers.
- Customer service is the most important issue in business.
- Training businesses on marketing, book keeping, and management.

- Helping businesses with their business plan if they don't have one.
- Work force / work force Florida.
- Incubator/ contracting with UCF

Education:

- Education plays important role in keeping business alive and healthy.
- Education for both City and business staff.
- Teach businesses on cost parameters of a business.
- Use the occupational license as a tool to teach existing and new businesses on programs, incentives, grants, etc.

FEC property:

- Some members of the group raised the issue of the FEC property. The concern is the businesses on Canal Street need to be sustained before the development of the FEC property.

Financing:

- What would the city and or county do in terms of financing?
- How do we look on loan action? It's very complicated process and how do we administer it?
- SBA has loosened their requirements considerably.

Business Expansion:

- What happened if the business wants to expand?
- Work with establish team Chamber, City, County, and businesses to assist and help.

Incentives:

- How do we get the incentives program out? Use the website; use your task force (hot rod team).

Important questions:

- How do you help existing businesses with more business such as Realtors, lenders, etc?
- How do we get more businesses?

Side notes:

Entrepreneur Academy/recruited volunteers to mentor businesses.

Communication - what do businesses want and need for assistance? Need a rapid response team and implement ASAP through education when bus re ups occupancy licenses and what resources are available. Follow-up to ensure assistance has been given. FEC property - include existing businesses in discussion. Business tips. Tell store owners how they can get incentives. Create a formalized system and action plan

Group #3 - Enhancement of Transportation Corridors and Future Infrastructure Needs

(Marty Black, Facilitator & Gail Henrikson, Reporter)

Discussion generally centered on the US 1 Corridor, as that was identified as the area most in need of improvements. To that end, the following specific items were discussed:

Projects/Needs Identified:

1. **Need to attract outside funding:** It was generally agreed that the CRA could not fund the improvements needed, nor should the CRA be responsible for funding all of the required or desired infrastructure and beautification improvements.
2. **FEC Property:**
 - a. Discussion about the proposed spine road and exit ramps from State Road 44 leading north and south into the site. The spine road would connect Canal Street to Edgewater's industrial park.
 - b. The spine road would also provide a parallel reliever road to US 1. This would be particularly beneficial when 10th Street is blocked because of the train.
 - c. There are significant entitlements in place on this property, including up to 40 residential units per acre and up to 50 million square feet of non-residential building area.
 - d. Access is the primary issue affecting this site. This includes connections to Canal Street, Edgewater and US 1.
 - e. Development of the site would provide additional commerce opportunities to the Historic Westside Neighborhood, as well as other downtown residents.
 - f. The proposed CRA for the FEC site would connect to the proposed Edgewater CRA, which begins at Edgewater's north city limits (10th Street).

- g. The City and FEC need to begin the process of establishing the new CRA for the FEC property now. It was suggested that the City may want to sunset the existing CRA early and start any new CRA now, while property values are low.
- h. The proposed spine road could also contain a bicycle path that would tie into the Edgewater rails/trails bicycle path. This path could then terminate at Canal Street or could tie into future phases of the City of New Smyrna Beach's multi-use trail. This would create a multi-modal project that might be eligible for congressional appropriates.
- i. Development of the FEC property would enhance access to Edgewater's industrial park.
- j. Restoration of passenger rail service could spark development of the FEC property, and play a vital role in the rejuvenation of Canal Street.

3. Daytona State College:

- a. The college is apparently looking at specializing its campuses. It was suggested that medical studies would be appropriate for this campus given its proximity to the Bert Fish Medical Center.
- b. The creation of jobs will be critical to obtaining funding, particularly at the federal level.

4. State Road 44:

- a. The lack of sewer along the corridor was discussed.
- b. There is no long-term funding plan from either the UC or the City to extend sewer service to this area of the City.
- c. The group questioned whether there was a mismatch between the activities of the UC and what its mission should be.
- d. The consensus of the group was that the City should continue to request that the UC focus on infrastructure issues that would complement the City's on-going economic development efforts.

5. Visual Enhancement of US 1:

- a. Edgewater is currently pursuing options to enhance landscaping along US 1.
- b. The two cities should coordinate their efforts in order to provide visual consistency in the corridor. This is particularly important as there is not buffer or separation between the two cities and they appear to be one continuous municipality to drivers along the corridor.

6. State Road 442:

- a. This corridor really has three distinct sections:
 - i. Old core (US 1 through Florida Shores)
 - ii. Conservation area west of Florida Shores)
 - iii. Interchange with I-95

- b. Each of these sections would require a different approach to infrastructure, beautification and development.

7. Processes:

- a. Both cities need to continue to streamline the development approval process.
- b. Each of the three major corridors (SR 44, SR 442 and US 1) should be branded.
- c. Expedite development approvals along these corridors to encourage new development and redevelopment.
- d. Reduce the number of public hearings required for approvals and provide staff with more administrative authority to approve projects.

8. Geographic Advantage:

- a. Edgewater and New Smyrna Beach are geographically located in a strategic position for distribution to south Florida. Companies recently in contact with the City have indicated that they do not want to locate further south than Titusville.
- b. This also provides an advantage for manufacturing plants that are considering locating in this area.
- c. This is a role for the interchange areas in Edgewater and New Smyrna Beach, which may want to focus on locating manufacturing and distribution centers in those areas.

9. Concurrency:

- a. Creating a traffic concurrency exception area will be key, particularly along US 1, in encouraging new development.
- b. It may be possible to place a charter school on the FEC property to encourage residential development.

10. UC Parcel at SR 44 and I-95:

- a. A question was raised as to how this site, at one of the City's major entryways, would be used to stimulate economic development and create jobs.

Group #4 - Retail Marketing Tourism
(Bill Neron, Facilitator & Donna Banks, Reporter)

Retail:
Branding

- ✓ Slogan or tag line
Decorative license plates for the front of the car
T-shirts “Ask Me About NSB” or “Follow Me To NSB” or “In NSB Common Courtesy Counts”
- ✓ Hats
- ✓ Assist a small business to do nothing but NSB paraphernalia
- ✓ Make sure every graduating senior has a T-shirt that says “As I seek my future, I’ll remember NSB is my home”

Government Side of Retail

- ✓ Stream line the permitting process by having a list of everything you need for each permit requested, so that perspective business owners will not have to visit City hall more than one or two times “One Stop Shop”
- ✓ Better customer service in all city and retail locations “Common Courtesy Counts”
- ✓ Vision meetings with residents, the college, the hospital on a their own turf by having introduction of City Staff Night also have a day where the staff goes to the schools for introduction, particularly the Mayor and the City Manager. Have the schools do an assembly of sorts.
- ✓ Consider mixed use commercial/residential buildings
- ✓ Review land use and guide lines. More flexibility in codes
- ✓ Involve local specialist on all local land use opportunities
- ✓ Planning – Begin with the end in mind.

Marketing/Tourism

- ✓ Return to marketing countries like Canada and the colder states
- ✓ Do more press releases on everything from festivals to dance recitals
- ✓ Better signage and message center
- ✓ Retain a public communications officer/marketing specialist
- ✓ Become part of the E-alert and code red systems
- ✓ Public education on all projects in more layman language
- ✓ More Florida resident incentives to stay in NSB, i.e., stay Friday and Saturday and get Sunday for ½ price. Florida residents only (heads in beds)
- ✓ Take advantage of the ¼ page offered by the Observer for free

Branding Tavares; evaluate our end goal - do we know? What about codes, land use and disconnects and Tallahassee reduced role. Solving disconnects will move us forward faster.

Communication is key. Success comes when information is readily available. Common courtesy counts.

In Tavares customer service with respect is critical. Better signage. Engage local people in plans and use their suggestions. Pride in what you have and figure out what we want to be when we grow up

Group #5 - Medical Campus Retention & Expansion
(Linda Breum, Facilitator & Pat Drosten, Reporter)

Create a boundary - two tiers

First tier cleanup industrial. Extend doctor office parking garage on shell lot on east side of hospital. Medical district to include Edgewater and New Smyrna Beach on US 1, tie into Canal Street skyway across SR 44. Stipends for hospital employees to live, exercise and wellness facility with Hospital District. Appearance - attract more doctors; building appearance; assisted living facilities on US1; medical offices work well with residential; tie in with FEC on east side of railroad

Abundance of medical offices outside the district. Incentives to bring them to the district.

Keep small town feeling while improving perception of services.

Hospital is very much a visible part of community. Making that areas appearance more professional looking would help community as a whole.

Making the hospital and surrounding area more homey (boutique hospital) and utilizing vacant properties and buildings would improve perception.

Parking garage would make it more patient friendly and make it look more professional.

Facilitate feeling of security for potential and existing residents.

Making a more defined hospital district would attract more medical businesses to the area.

Pedestrian friendly, health and wellness promotion.

Medical uses much less invasive to residentially adjoined properties.

Possibility of a partnership between City and hospital for fitness programs.

Former 24hr fitness building on us 1 was mentioned as possible location. The owner has approached both the city and this hospital about acquiring the property. Development of exercise and wellness center.

Florida healthcare facility in Edgewater was discussed as well as well workforce incentive at the city of Edgewater.

Establish boundary lines - include other service/complementary businesses ie. Restaurants, retail,

Better pedestrian access, crossing sr44. Walk way over? Skyway?

Boundaries clean up industrial area south of hospital, Washington to the north, magnolia to the east, Edgewater fl health care facility to the to the south, us 1 to the west. Tie cities together and assist in redevelopment of us 1. Branding as Edgewater / New Smyrna Beach Medical District.

Need for continuing/assisted care facilities. Many opportunities in the Described district area. Conversion of mom and pop hotels and individual residential homes for adult care facilities.

Hospital has the responsibility for recruitment of new medical personnel for ancillary services.

Possibly partnering with a developer to develop existing vacant property for medical office uses.

Stipend for medical personnel to live within district area?

Group #6 - Workforce Development
(Rick Fraser, Facilitator & Tabitha Russell, Reporter)

Encourage the Chamber of Commerce to set up a Mentorship Committee (possibly including representatives from Edgewater, New Smyrna Beach, The Center for Business Excellence, the School Board and the Chamber) to recruit mentors for a mentoring program.

Identify, categorize and publicize a list of all available educational resources (colleges, trade schools and work training programs) for the community.

Recommend and support the Embry Riddle Partnership Program with New Smyrna Beach High School which would include funding sources.

Develop a work internship program between local businesses and the community.

Each City's Economic Development Advisory Board shall determine their targeted industries and identify training/educational needs.

There are many resources that businesses don't generally know about. Need to market their services. We should start up mentoring programs - New Smyrna Beach High School. Identify what industries we have; a good shot at Edgewater - composites industry New Smyrna Beach - healthcare

BALLOT

Recommended EDAB Action Items: 2012

Please vote for the top 5, with 1 being the highest priority

Airport

- a. Prepare and maintain an inventory of businesses within the airport area including suppliers and buyers, to assist in the marketing of available properties – Airport staff
- b. Prepare and maintain a detailed inventory of available properties – Airport staff
- c. Market available property – Airport and EDAB staff
- d. Re-plat industrial park property and make arrangements for infrastructure improvements: plan, finance, construct – Airport Advisory Board, EDAB

Medical District

- a. Develop (EDAB) with Hospital District a redevelopment plan that includes:
 - i. A boundary map
 - ii. Visual improvements in the area with CRA participation
 - iii. Targeted projects to improvement private properties
 - iv. Long term plan for both properties (UC and City) to the south
 - v. Incentives for Hospital employees to live in the CRA district and for medical offices to move into the district
 - vi. Improved pedestrian and vehicular access from Canal St and US 1

SR 44

- a. Implementing the sewer assessment district – City staff
- b. Identify other sections needing utilities and work with the UC to develop a plan for service - EDAB
- c. Plan to fill in gaps in infrastructure at the I-95 interchange - EDAB

US 1

- a. Plan for the new CRA to include US 1, the Historic Westside, and Canal St – City staff
- b. Coordinate with the City of Edgewater for visual enhancements – City staff
- c. Prepare a Transportation Concurrency Exception Area – City staff
- d. Complete the Form Based Code and consider extensions to the remainder of US 1 – City staff

Historic Westside

- a. Publicize grant opportunities – CRA staff
- b. Continue participation at monthly community meetings – City staff
- c. Seek opportunities for visual improvements – City staff

FEC Property

- a. Planning and Zoning activities to include:
 - i. Developing a new and separate CRA for the FEC development

- ii. Planning for transportation access, seeking the best methods to link to adjacent areas including the Historic Westside and the Edgewater Industrial Park and CRA

Economic Gardening/Business Retention/Recruitment

- a. Chamber of Commerce activities to include:
 - i. Conducting Business visitation plan and implementation
 - ii. Conducting Business surveys
 - iii. Developing a data base and information broadcast system using city occupational license data
 - iv. Developing a “rapid response team” to address issues facing an individual business regarding retention and expansion
 - v. Coordinating and leveraging training and workforce development opportunities
 - vi. Working with the County to expand the Business Incubator program into Southeast Volusia
 - vii. Developing a bank consortium to provide small business loans
 - viii. Partner with City staff and Realtors for recruitment:
 - 1. I-95 interchange
 - 2. Airport
 - 3. US 1 sites

Sports Complex/Trails

- a. Sports Complex Committee activities to include:
 - i. Developing a Plan for the types and intensity of events that can be accommodated at the Sports Complex
 - ii. Marketing of the Sports Complex as a regional and state-wide event site
- Implementing Events to ensure return visits

Brannon Center Property

- a. Implementing plan for Brannon Center title work (City staff):
 - i. Hire outside counsel to seek title clearance

On-going Efforts (EDAB, City staff)

- a. Develop and maintain Partnerships
- b. Monitoring and reporting on Education, with special emphasis on working with Daytona State College and Bert Fish Medical Center to develop medical education programs
- c. Streamline permitting procedures and expedite permits in key areas: US 1, SR 44

**ECONOMIC DEVELOPMENT SUMMIT
(City Manager's Notes)**

Dr. Sean Snaith, Facilitator/Director of Institute for Economic Competiveness
University of Central Florida
Saturday, October 22, 2011

Economic recovery model gravy bowl recovery model from 2009..playing out through 2011 2.8% is his best guess on recovery from quarter 111 2011 People just stop spending within a recession...leads to pent up demand!..I.e. If income is raising then spending should raise as well. But labor market is pushing downward..nationally is worst than flA...10% plus...pressure is building up...bursts of spending...end of 2010 was an example of spending being up...then 2011 downward.

Home Equity has been destroyed so people save more...spend less...so economy down.

1 year worth of GNP was the personal wealth wiped out in 2009.

Housing market wealth down from 13.2 to 6.1 trillion from 2005 to 2010..no sign of recovery in home equity market...it's not the great depression era...we will not be changed forever..we are not changing a mini age of saving...we are getting more practical.

Debt downgrade...oil prices were up...all weighed down the 2011 economy...double dip coming? All factors chipping away at the base..Dorian gray deal with the devil...are the sins starting to show for this recovery? Cut taxes, spent recovery monies, Feds have done everything they can in USA. The more rapid the response...the more rapid the recovery...twist and shout is twist and doubt.

2% or less in growth forecasts..businesses holding tight through elections of 2012.

CPI includes energy and food..as those items can rise and fall on non inflation factors.

Consumers are bummed out...not since 1980. 13% inflation and 6% unemployment.

The sky mall approach to USA forecasts...policies that sounded good on plane!

Sky mall policies..

TARP and Foreclosure Prevention Act to address mortgages at were underwater ARRA...shovel ready projects for infrastructure Health Care reform and HIRE act 2010 American jobs act We ate all curled up in a ball...waiting it out in terms of the economy.

Greece is not that important to USA...but they were worried about the Europe market Question...do we veer off the road to be Greeks...make an orderly exit and reform tax structure and rein in the entitlement pgms...social security and Medicare.

FLORIDA...Siamese twins of real estate and labor market...doesn't matter which comes first in terms of recovery of state...either will work for recovery to occur...market is the main battle in the real estate..housing market is a war...while do we help the ones that we can not save...about the people who keep paying and have seen their worth go underwater.

Not until 2014 in terms of growth in Florida...2012 and 2013 are curl up years.

2012...some small gains in labor market up...construction market will stay down Growth market in health and education...boomers will need more health care..

Two or more years down still in local govts...as new lower appraisals come in for homes..

Population growth will stay at 1 percent or less...prices still going downward...unemployment rates will stay high, but leisure and hospitality are up...pent up demand for vacation time in USA. International tourism is up.

Paddle your little webbed feet hard...but cruise liner is not going to be impacted.

How do we get ready as small City levels...prepare for growth, look at processes and procedures, assist local businesses as much as we can, economic growth will be also driven by international business...you can make

a difference, we can take the right steps..partnerships ate the answer to access the economic development scenio.

Lifelong education and training and monies spent on K to 12. Jobs will change and how we approach a change in careers is most important to individuals. Tax revenues will be needed to support the education improvements...he also mentioned police and fire funding.

Recipe for economic development has numerous ingredients ...we must be willing to try.

REPORTS AND COMMUNICATIONS

ECONOMIC DEVELOPMENT REPORT

November 10, 2011

Announcements

- Walmart Opening: the grand opening for the new Walmart is scheduled for Wednesday, November 16, at 7:30 am.
- Cracker Barrel has closed on an outparcel at the new Walmart.
- The Team Volusia website (www.teamvolusiaedc.com) is now available. The site lists sites for sale and lease with over 60 sites in New Smyrna Beach.
- Free Marketing Class: The Small Business Development Center will hold a Marketing Class free of charge on Monday, November 14, from 5:30-7:15 PM at the Thai Mango Restaurant, 424 Canal St, featuring Dr. Bree Morrison. Dr. Morrison has extensive corporate and marketing experience. Reservations are required: call (386) 506-4723 or email sbdc@DaytonaState.edu.

City Commission items regarding economic development:

- November 8 meeting
 - a. Agreement for the second year of participation in Team Volusia
 - b. Approval of contract for the rehabilitation of T-hanger E at 1990 Aero Circle
 - c. Approval of a Social Media Policy for the NSB Waterfront Loop, the branding for the CRA area. This policy provides guidelines for using Facebook, Twitter, and other social media for marketing.
 - d. Continued the final reading on an update of sign regulations.
 - e. Approved revisions to the Level of Service Standards for water and sewer concurrency.
 - f. Approved a lease for 65 parking spaces from the Coronado Community United Methodist Church adjacent to the Civic Center.
- October 25 meeting
 - a. Increased the maximum allowed distance for off-site parking in Mixed Use Zoning from 1,000 feet to 1,500 feet.
 - b. First public hearing on an ordinance for a Comprehensive Plan change for the 41 acres North of SR 44 and east of Colony Park Road.
 - c. Approval of the CRA's first "Opportunity Site Grant Program" application for funds: for the renovation of the Pennysaver building.
- October 11 meeting

- a. Awarded bids for the Flagler Boardwalk project and Esther St seawall project (phase 1 of park, stormwater, and parking lot project)
- b. Established land use regulations for Tatoo Parlors, Pain Management Clinics, and Internet Cafes.
- c. Review of staff report on parking in the Flagler Ave area.
- September 27 meeting
 - a. Amended the South Village PUD: 1,364 acres south of SR 44, west of I-95, east of Hunting Camp Rd.
 - b. Approved the annual budget for the Utilities Commission.
 - c. Suspended the City's Transportation Impact fees for non-residential construction permitted before December 31, 2012 and constructed before December 31, 2013.
 - d. Appointed 8 members to the Sports Complex Task Force to serve temporary six month terms.
- August 23 meeting
 - a. .Approved continued marketing services agreement for the NSB Waterfront Loop.
 - b. Approved the creation of a Sewer Assessment District on the Southside of SR 44, Between South Glencoe Road and Walker Road.

Update on the EDAB's Top 5 Goals:

- A. **Sports Complex:** The City Commission has appointed the Task Force, and a Sports Complex Manager has been hired.
- B. **Airport:** Rhonda Walker has been appointed the full-time Airport Manager, reporting to the City Manager.
- C. **Support of Canal Street and Flagler Avenue Revitalization-**
 - 1. Report on title – staff is awaiting a report on what items are needed to make the title insurable. Once the report is received, staff is planning to hire outside legal counsel in Tallahassee to process a request for title from the state Board of Trustees.
 - 2. Dunn property – remediation of the site to a commercial use standard is complete
 - 3. Marketing:
 - a. Billboard has been leased on I-95 in partnership with the Canal St Historic District
 - b. Discount program for participating merchants is underway.
 - 4. The Wayfinding signage system has received preliminary approval from FDOT – a requirement since some of the signs are proposed to be located in the FDOT Right of Way. The consultant is preparing the plans for

submission to FDOT for final approval. It is anticipated that the signs will go out for bid and be installed by the end of the calendar year.

D. **Hospital District:** Staff plans to attend portions of the district retreat scheduled for Friday, November 11.

E. **Revitalization of US1 (FEC property)**-At their meeting on April 6th, the Volusia Growth Management Commission found the EAR Based Amendments (including the FEC property) consistent. These amendments were approved (5-0) by the City Commission at its' April 12, 2011 meeting. There were no appeals to the amendments, so they are now in place.

Other Activities

1. Business Visitation Surveys: the SE Volusia Chamber of Commerce is conducting business surveys and an "economic climate" survey on-line.
2. Business Incubator Project – staff will meet with the property owner soon to discuss the future plans for the site at Washington and Dimmick (Barbershop building).
3. On November 5 an Employment Readiness Workshop was held at the Babe James Community Center. The workshop was well attended and was the subject of a story in the News Journal the following day. Another workshop is being planned.

Soulie, Claudia

From: Brangaccio, Pam
Sent: Tuesday, November 08, 2011 7:15 PM
To: Soulie, Claudia
Cc: Otte, Tony
Subject: Fwd: Participate in Southeast Volusia Chamber of Commerce's Survey

Include with EDAB agenda packet.

Sent from my iPad

Begin forwarded message:

From: Southeast Volusia Chamber of Commerce <jessica@sevchamber.com>
Date: November 8, 2011 4:01:38 PM EST
To: pbrangaccio@cityofnsb.com
Subject: Participate in Southeast Volusia Chamber of Commerce's Survey
Reply-To: jessica@sevchamber.com

Having trouble viewing this email? [Click here](#)



Southeast Volusia Chamber of Commerce Economic Condition Survey

Dear Pam,

The Economic Condition Survey you are receiving has been created to help explain the conditions and expectations of the small business community in Southeast Volusia County.

It would be truly appreciated if you could offer a few minutes to fill out this 10 question survey. All answers will remain confidential if you choose.

Take this survey

 SafeUnsubscribe


Trusted Email from
Constant Contact
Try it FREE today

This email was sent to pbrangaccio@cityofnsb.com by jessica@sevchamber.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Economic Condition Survey

* Required Question(s)

- 1. Your answers to the below survey will be a critical component of an Economic Condition Report, which is being compiled and delivered to private and public groups in an effort to explain the conditions and expectations of the small business community in Southeast Volusia County. Your contributions are greatly appreciated.**

You will also be receiving this survey via the November/December SEV Chamber newsletter. Please only complete and return one form of your choice.

The below fields are optional.

First Name:

Last Name:

Job Title:

Company Name:

Address 1:

Address 2:

City:

State/Province -- Select a state --
(US/Canada):

Postal Code:

- * 2. Staffing levels in 2011 are defined as:**

- Same as 2010
- Less than 2010
- More than 2010

*** 3. Staffing forecast for 2012 is projected to be:**

- Same as 2011
- Less than 2011
- More than 2011

*** 4. Revenue comparison for 2010 to 2011:**
Please indicate letter choice and enter percentage.

- A) Increased by a percentage of...
- B) Decreased by a percentage of...
- C) Stayed the same.

50 characters left.

*** 5. Your estimation of the Southeast Volusia County economy for 2012 is:**
Please indicate letter choice and enter percentage.

- A) Growth by what percentage?
- B) Shrink by what percentage?
- C) Will stay the same.

50 characters left.

*** 6. On a scale of 1 through 10, with 10 being the strongest influencer, indicate what impact each of the following influences have on the local economy.**

	1	2	3	4	5	6	7	8	9	10
Credit or the Ability to Borrow Money	<input type="radio"/>									
Local Government	<input type="radio"/>									
Housing Conditions	<input type="radio"/>									
Employment Opportunities	<input type="radio"/>									
Tourism	<input type="radio"/>									

Infrastructure (utilities, roads, etc.)	<input type="radio"/>									
Education (trained workforce)	<input type="radio"/>									
Leisure Services (parks, recreation, etc.)	<input type="radio"/>									
Large Scale Business Development	<input type="radio"/>									
Large Scale Residential Development	<input type="radio"/>									

*** 7. Does what is happening in Government have an impact on your local business? Choose yes or no.**

	Yes	No
Local Government	<input type="radio"/>	<input type="radio"/>
County Government	<input type="radio"/>	<input type="radio"/>
State Government	<input type="radio"/>	<input type="radio"/>
Federal Government	<input type="radio"/>	<input type="radio"/>

*** 8. On a scale of 1 through 10, with 10 being the most optimistic, how optimistic are you that the overall well-being will be better in 2012?**

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

*** 9. What percent of your business comes from the local Southeast Volusia communities (New Smyrna Beach, Edgewater, and Oak Hill) versus the outside area?**

50 characters left.

*** 10. If there were one, what would you say is the greatest obstacle to the growth of your business?**

350 characters left.

* 11. **What one thing would you do to swiftly impact the local economy if you had the ability to effect change?**

350 characters left.

Finish