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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.