

City of DeBary
SPECIAL CITY COUNCIL MEETING WITH
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Saturday
February 20, 2010
10:00 AM
City Council Chambers
16 Colomba Road
DeBary, Florida 32713

MINUTES

I. Call to Order

Mayor Garcia called the meeting to order at 10:00 a.m.

II. Roll Call

Council Members Present: Mayor Bob Garcia, Vice Mayor Norman Erickson, Council Member Jack Lenzen, and Council Member Leonard Marks

EDAC Members Present: Chair Sid Vihlen, Jr., Vice Chair Val Emerson, Nathan Enright, Chris Yacenda, Dawn Fitzpatrick and Kristi Knight

Others Present: City Manager Dan Parrott, Consultant Kassandra Blissett, and John Likakis

III. Public Participation For Any Issues Not On the Agenda - Citizen comments are limited to three minutes per speaker.

None.

IV. Additions, Deletions, or Amendments to the Agenda

None.

V. New Business

1. Final City Brochure Expectations.
2. Council Direction Regarding EDAC Review/Recommendations for Land Use.
3. Encouraging Renovation/Retrofitting/Upgrades of Vacant Commercial Buildings.
4. Council Direction Regarding EDAC Recommendations for Commuter Rail Corridor Planning.
5. Incentives to Attract New Business and Job Growth.

Vice Chair Emerson spoke about getting businesses to move to DeBary and the new commuter rail station that is coming to DeBary. She said that the City should start leveraging the bargaining position that DeBary is in because of the commuter rail station.

Mr. Yacenda said DeBary is not the only place in central Florida that has vacant land, and the City needs to make its resources appealing to businesses. He said they should start looking for a tax base that does not rely so heavily on residential property.

Council Member Marks agreed and said they need to get the brochure completed and out to the public to try and sell DeBary.

Chair Vihlen stated that the EDAC needs to walk away with a clear understanding of what the Council would like them to work on and asked Council to consider the four items suggested by the EDAC.

Vice Mayor Erickson addressed item two and said that he does not want land use or zoning changes considered by the EDAC, and he would rather see the LPA consider those topics.

Chair Vihlen asked the other Council members their responses to item two.

Mr. Parrott recommended that the focus of the Committee remain on economic development.

Council Member Marks and Council Member Lenzen agreed that the Council should be responsible for land use and zoning. Council Member Lenzen said he would like the EDAC to gather information from applicants, rather than provide zoning recommendations to Council.

Mayor Garcia said that DeBary residents would like to see restaurants and shops within DeBary so they do not have to drive to Orange City or Sanford. He agreed that land use and zoning should be addressed by the Council.

Ms. Blissett stated that in terms of the City brochure, the Committee has been gearing it towards residents and businesses alike, and they wanted to ensure that the Council agreed. There was Council consensus that the brochure should be written to attract both business and residents.

Vice Chair Emerson said that it is important for the Committee to understand what the City's properties are currently zoned for, so they can advise the applicants who come to the Committee with various ideas and plans.

Mr. Enright said that the goals of the City's comprehensive plan should be sold to the businesses looking to pitch ideas to the Committee.

There was discussion regarding the review of the comprehensive plan and the need for the Council to look at it annually.

Ms. Blissett stated the EDAC is currently looking at the economic development element of the comprehensive plan.

Chair Vihlen asked the Council to discuss item three and asked what EDAC could do to encourage renovation and improvements to existing buildings.

Mr. Yacenda stated that the City's priorities need to change as the economy changes, and it is no longer a seller's market. He recommended looking to code enforcement to improve the look of the Gateway Corridor to make DeBary more appealing to renters and buyers of commercial properties.

Mr. Parrott voiced the importance of understanding the inventory of commercial buildings and the infrastructure available to those properties.

Vice Chair Emerson discussed the need for code enforcement.

Mr. Parrott suggested gathering information relative to item three from other cities.

Council Member Marks asked if relaxing the Village Overlay rules would help the situation.

Chair Vihlen said the Committee could look at the overlay rules, study them fully, and then come back to Council with recommendations and ideas.

Council Member Lenzen said they should look to other cities that have been around for a long time to find out how they improved their downtown areas and encouraged redevelopment.

With regards to item four, Chair Vihlen said that Council might consider commuter rail corridor planning a land use item that the Council should address.

Council Member Lenzen said he would like to consider all options and would be interested in the Committee's opinion.

Vice Mayor Erickson said he would be interested in hearing presentations from EDAC to let the Council know what applicants have suggested.

Mayor Garcia said he thought Mr. Parrott should speak to potential applicants about zoning.

Chair Vihlen summarized that for item four, the Committee should present ideas to Council as a presentation under Committee Reports.

Chair Vihlen asked the Council to comment on incentives to attract new business and job growth.

Mr. Parrott said the Council needs to decide what type of industry is appropriate for DeBary.

Vice Mayor Erickson said he believed there would be tax subsidies to promote growth in the area around the commuter rail station.

Mayor Garcia recommended the use of Volusia County's incentive program, and he said they have a program for sustainability of existing businesses.

Chair Vihlen stated that although DeBary does not have funds to budget for incentives, there is funding available through State and County programs; that the Committee should become familiar with the County programs and become more engaged with their staff; and that they would strive to utilize the County and State when the opportunity presents itself.

Council Member Lenzen said he would entertain tax abatement if it is beneficial to the City. He said that he did not think the City should pay a company to move to DeBary, but they could provide impact fee waivers, tax waivers, or permit fee waivers. Mayor Garcia agreed with Council Member Lenzen and said he would be willing to listen to anything.

Vice Mayor Erickson said he would be open to tax abatement.

There was discussion regarding the requirement that the Gateway Corridor architectural standards shall apply to all redevelopment if it exceeds fifty percent of the assessed value of the

existing structure. Council Member Marks voiced concern that the requirement is often times too expensive for people to undertake. There was also discussion regarding the high expense of stormwater retention.

Mr. Parrott suggested a regional retention area to accommodate several businesses instead of one per parcel.

Vice Mayor Erickson said he would like to look at what trips overall compliance in the overlay, and then perhaps raise the limit to sixty or seventy percent.

Council Member Marks said he would like to start a DeBary business organization as there is no longer a Chamber of Commerce. Mayor Garcia said he was approached by several businesses who wanted to form a group.

There was discussion regarding ideas for promoting DeBary businesses.

Council Member Marks said he received a call from EDAC member Mr. Chestnutt, and he was unable to attend the joint meeting because he is sick.

Council Member Marks thanked the EDAC members for giving their time to meet with the Council.

VI. Adjournment

The meeting adjourned at 11:42 a.m.

**APPROVED June 2, 2010
CITY OF DeBARY
CITY COUNCIL**

Bob Garcia, Mayor

ATTEST:

Stacy Tebo, City Clerk