

City of DeBary
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
THURSDAY, FEBRUARY 14, 2002
8:00 AM
Florence K. Little Town Hall
12 Colomba Road

MINUTES

1. Call to Order - Acting Chair Carol Lawrence

Members Present: Acting Chair Lawrence, Tom Donohoe, Betty Gigantino, Tracy Good, Donald Kitner, Dick Tosh, Don Woodruff, and Jane Wright

Also Present: Council Member George Coleman, Mayor Rosamonda, Linda White - West Volusia Chamber of Commerce, and Assistant City Manager Maryann Yaskanich.

2. Approval of Minutes: January 10, 2002 Meeting

Acting Chair Lawrence entertained a motion to approve the minutes of the January 10, 2002 meeting. Minutes stood approved as submitted, with no changes or additions.

3. Presentation by Carol Lawrence

Re: Election of a Committee Chair

Acting Chair Lawrence declared the floor open for nominations. A motion was made to nominate the former Vice Chair, Carol Lawrence, to become Chair. The motion was seconded. No other nominations were heard. Nominations were closed without opposition.

4. Presentation by Carol Lawrence

Re: Election of a Committee Vice Chair

Carol Lawrence made a motion to nominate Donald Kitner. The motion was seconded. No other nominations were heard for Vice Chair. The nominations were closed without opposition.

5. Other Business

The RFP's for the Economic Development Marketing Strategy Report received in the mail were discussed. Tracy Good asked if the Committee had decided on three nominees to be interviewed, or if the nominees would be reviewed by the City Manager.

Carol Lawrence said she thought that the Committee had that responsibility and would welcome the City Manager's input, because of his experience in reviewing this type of proposal. The method of ranking the candidates was discussed. It was mentioned that it would be an injustice to rank the candidates by order without that particular candidate's presentation. Each Committee member present stated their top selections of the RFP's submitted. Availability of these candidates was also discussed, as well as the pros and cons of some of the candidates.

The tabulation of the Committee members' votes were seven votes for Florida Planning Group, five votes each for KTM and for Anderson and Associates. There was a tie of four votes each, for Real Estate Research Consultants of Orlando and Urbanomics. It was decided to glean more information from these candidates by a face-to-face meeting.

Tom Donohue stated that the MPO currently has a travel survey under way, and reminded the Committee that the MPO Citizen Advisory Committee had to scrap everything that it did at one of their meetings and start over again because the Committee was not all on the same page in their evaluations of RFP's. It was suggested that everyone at this meeting be on the same page so that this does not happen. It was brought up that all Committee members should have the same criteria in judging these candidates. Carol Lawrence stated that this is where the advice and counsel of the City Manager comes into play, as he may pick up on some of the things that may be overlooked by the Committee in some of the proposals that have been rejected. The resumes that were presented were self-serving and that there is a critical component that the Committee does not yet have, which is the responses from references. It was also suggested by Carol Lawrence that some of the work products of the consultant be seen and reviewed. It was suggested that input from the City Manager and Mayor would be helpful. It was mentioned that the decision as to recommending a specific proposal is really up to the Committee. The selection criteria is the criteria that several cities have used in the past to rank RFP's, that it is not specific to economic development RFP's, and it can be used as guidelines. The criteria was discussed in more detail. It was discussed whether four or five candidates be brought before the Committee in the next couple of week for their individual presentations.

The question was raised about hiring staff or other alternatives to implement an economic development program. Committee member Betty Gigantino asked if the Committee could establish five or six areas of criteria to follow during the presentation of those selected, and that all candidates will address all of the same issues. There was a discussion on what criteria to follow so that it will be the same for all candidates.

A motion was made by Dick Tosh to recommend that five candidates be requested to make a presentation. These five would be Florida Planning, Anderson, KTM, Real Estate Research Consultants and Urbanomics. There was a second to the motion. There was no further discussion and no opposition. It was suggested that 45 minutes be given each candidate for their presentation and that the rest of the candidates remain out of the Hall during each presentation. Saturday, March 2nd was scheduled for the presentations

with a light lunch from 12:30 to 1:00 PM. It was also suggested that samples of the candidates' work be submitted in advance, for review.

It was suggested by Carol Lawrence that, during the next two weeks, the Committee review the proposals in greater depth and submit any questions and concerns about the proposals to the City Manager. These comments would then be circulated to the Committee. It was also suggested to prepare a list of questions to be answered at the presentations.

The Mayor extended his appreciation for all the hard work and voiced his excitement about a marketing study and also gave the Committee his advice for the interviews of the candidates.

Councilman Coleman voiced his opinion as to the consultants coming in to do the job. He said that DeBary has an adequate staff to do the job and questioned if it is necessary to spend the money to have a consultant do the job. There was some discussion about having contract professionals do the job; DeBary was compared to Orange City and Deltona; and the growth planning of each was discussed. Growth planning of the I-4 Corridor and the Greenway was also discussed.

6. Presentation by Dick Tosh

Re: Linda White - Director of the Chamber of Commerce West Volusia and Member of the County Economic Development Committee

Linda White presented her view of the activities at the County level for economic development, and the goals and objectives for a Comprehensive Economic Development Plan for the County. Developing an image for the County was one of the goals. She also told how the Sunshine Law is prohibitive in planning meetings. She also mentioned that it appears that there is also a lot of micro economic development initiatives occurring around the County, in each city. She stated that the communication pathways are not really good right now, again referring to the Sunshine Law. The floor was opened up for questions. The Sunshine Law says, basically, that two people who are appointed by a government body have to meet in public and not in private to discuss issues that would come before them for a vote. Also, any records that are received through those bodies, must be made open to the public.

Linda White also stated that the County has plans to purchase lands for conservation purposes. It was also stated that the County would probably prefer to fund infrastructure improvements to promote economic development and not help small business, which leaves something for the cities to work on.

In addressing the question of the re-naming of Volusia County, Ms. White stated that the opinion of most people is to remain with the name *Volusia County*.

The Mayor stated that, once an economic development plan is in place, his vision is for the Chamber of Commerce to help execute that plan. He also stated that all three cities, Orange City, Deltona and DeBary, need to support each other to successfully execute that plan. The Mayor also stated that everything the City does to invest in the community will always have a return on investment, which will not always be monetary. Some of the return will be reputation. He stated that a macro plan is needed Countywide, and a micro plan is needed for the cities.

A new promotional piece (a unique map) was shown by Linda White. This map will be available at City Hall.

7. Adjournment The meeting adjourned at 9:15 AM.

CITY OF DeBARY

**Approved by Committee
on March 28, 2002**

Carol Lawrence, Chair

