

**City of DeBary**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**  
**THURSDAY, MARCH 28, 2002**  
**8:00 AM**  
**Florence K. Little Town Hall**  
**12 Colomba Road**

**MINUTES**

**1. Call to Order: Chair Carol Lawrence**

**Members Present:** Chair Carol Lawrence, Tom Donohoe, Tracy Good, Dick Tosh, Don Woodruff, and Jane Wright

**Members Absent:** Vice Chair Don Kitner and Betty Gigantino

**Also Present:** Steve Kelly - Florida Planning Group, Mayor Rosamonda, Linda White - West Volusia Chamber of Commerce, Council Member Coleman, City Manager Richard Diamond and Assistant City Manager Maryann Yaskanich

**2. Approval of Minutes: February 14, 2002 Meeting. There were no additions or corrections. The minutes stood approved as submitted.**

**3. Discussion of Market Strategy Report with Florida Planning Group:**

Chair Lawrence welcomed Steve Kelly from the Florida Planning Group. Mr. Kelly reviewed the main reasons why communities engage in economic development planning: to increase business for existing companies, to attract more businesses to grow the tax base, and to create employment opportunities for the residents who may be under-employed, or all of the above. Mr. Kelly distributed an outline of areas in which Volusia County would focus its economic development strategy: Chambers of Commerce, cities, and the County government should work together, so that no entity would be competing against another; business and development expansion, working with assets already in place; tourist enhancement/development; workforce development, (a study already has been done which shows a number of under-employed persons in Volusia County); community development, focusing on the Interstate interchanges for future business parks; trying to expand the uses of the International Airport in Daytona; and maintaining an enhanced quality of life.

Mr. Kelly stated that Volusia County has a significant number of retiree households, which is changing as the expansion of Orlando grows. Tourism brings in a billion dollars each year, which is one of the County's biggest revenue areas. The County's manufacturing sector is fairly healthy and is driven by construction of new housing. The health care area has grown in the last ten years. The pay structure of Volusia County lags behind Seminole County at an average of nearly \$2 per hour. Seminole County's job growth has been 54% over the last ten years, while Volusia County has only grown by 15%.

One of the pages Mr. Kelly handed out was a breakout of the things his group will be doing when an analysis of DeBary is completed. This included factors such as proximity of business to its customers and access to an Interstate and to an airport. Florida, being a peninsula, and away from everywhere, tends to be a negative. Other factors being real estate costs and the availability of office or factory buildings. Florida is considered a pro-business state with its right-to-work laws. Lack of a skilled work force is a major concern. Florida's (counties and cities) low tax rates are a plus. Utility rates and availability will be looked at, more so since the problems with utilities in California. Affordable housing is another major concern; housing being less expensive in Florida than in northeastern states is a plus. Another key negative is poor quality public education with a low school attendance record. Cultural/recreational activities are plentiful in Volusia County.

Florida Planning Group will take all of these factors into consideration when preparing its report.

Committee Member Tracy Good suggested that the development of a Town Center could probably be the driving force for development in that area. He suggested limiting growth to match the community and maintain the quality of life in the City. Committee Member Jane Wright stated that the South Highway 17-92 area should be examined to improve its appearance. Committee Member Don Woodruff stated that he would like to see small businesses and a professional office complex in the area, rather than retail businesses. Committee Member Tom Donohoe stated that he wants to have an identified plan and not have a crisis dictate the growth of the City. It was suggested trying to entice some of the high-tech employees from the UCF area to come to live in DeBary. Committee Member Dick Tosh stated that he does not want to see DeBary as just a bedroom community and that DeBary needs to offer good paying jobs to keep families here. There was a discussion concerning the land inventory.

Mayor Rosamonda stated that this area is prime for professional offices and small businesses. It was stated that there could be a commuter railway connecting Kissimmee with DeLand in the future, which will bring tourists and visitors to the area. The importance of the Sanford-Orlando Airport was discussed. Mr. Kelly stated that the next step is to do a background information analysis. The next regularly scheduled meeting will be held April 11, 2002 at 8:00 AM.

**4. Presentation by Linda White, West Volusia Chamber of Commerce:  
re: Volusia Economic Development Activity**

It was stated that Ormond Beach wants to build an industrial park. Linda White stated that the Volusia Information Partners, a sub-group of the County Council, have met. She stated that radial studies of economic factors were being done; one study was done with the center of the radial being at 1295 Saxon Blvd and that the further away from the center of the radial an area was, the higher the household incomes became. She distributed a market profile on household income in the area, which listed the potential of high-tech jobs for this area.

**5. Other Business:**

Mayor Rosamonda stated that the Florida Power Industrial Park will not be seen by just driving through DeBary, due to traffic using Saxon Blvd. as designed. Also mentioned were

the future high school, meetings on the Town Center; the Streetscape conceptual plan; and more land for a sports complex.

It was stated that a shuffleboard facility at Bill Keller Park, which would utilize CDBG funding, would be brought before the Council next week.

6. **Adjournment:** The meeting was adjourned at 9:15 AM.

**Approved May 30, 2002  
City of DeBary  
Economic Development Advisory Committee**

**Carol Lawrence, Chair**