

**City of DeBary**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**  
**THURSDAY, APRIL 11, 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, Committee Member Tom Donohoe, Vice Chair Donald Kitner, Committee Member Dick Tosh, Committee Member Don Woodruff, and Alternate Member Jane Wright.

**Members Absent:** Betty Gigantino and Tracy Good.

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

2. **Approval of Minutes:**  
**March 28, 2002 Meeting**

Minutes were not available.

3. **Florida Planning Group – Discussion of Marketing Strategy Report:**

Mr. Steve Kelly, Florida Planning Group, discussed the population, income and job information for the County and DeBary. He also presented the Target Industries Assessment. It was mentioned that DeBary wanted to be presented as "Small Town America." Mr. Kelly stated that Volusia County is behind the national averages when it comes to college graduates. He stated that there are six clusters in DeBary, the largest being called "golden pond," with middle class retired seniors; that the economic base is retirees, therefore, not inputting too much into the economy. He stated that the incomes in Volusia County, as an average, are less than the rest of Florida; that retail trade and services dominate this type of local economy; and that the malls are responsible for drawing a lot of the retail business away from the area. He stated that health care is responsible for the growth of jobs; that businesses planning to relocate would look here because of being able to pay the work force less than surrounding areas, such as Orlando or Jacksonville, which would be a couple of dollars less an hour. He stated that Volusia County has about 80,000 more people and about the same number of jobs as Seminole County but that the number of people who go to work everyday is almost equal. Mr. Kelly gave more comparisons of Seminole County to Volusia County. He stated that we do not have a lot of economic base from which to grow and that we are an emerging economy. He stated that the next step is to find out what the County is planning on doing and how DeBary can fit in with Volusia County's Economic Development Strategic Plan. The floor was opened for questions. A

question was asked how DeBary could capitalize on the St. Johns River to bring people to this area. It was suggested to develop community self-investment projects. The topic of schools was discussed. Mr. Kelly stated that companies, that are interested in relocating, begin to notice a community when the population reaches a certain number, i.e., Jacksonville has over 1 million population. Volusia, as a whole, lags behind in attracting businesses due to a general lack of higher educational attainment.

4. **Presentation by Dick Tosh**  
**re: Volusia Economic Development Activity**

None.

5. **Other Business:**

Linda White, Chamber of Commerce of West Volusia, stated that Volusia County's Strategic Planning Group has nearly disbanded. They may meet again in one year when they will look at the progress on the County's plan.

Committee Member Woodruff suggested that DeBary make its own decisions regarding economic development and not base them on what the County is going to do.

6. **Adjournment:** The meeting was adjourned at 9:45 A.M.

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

**Carol Lawrence, Chair**