

**City of DeBary**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**  
**THURSDAY, MAY 30, 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, Betty Gigantino, Tracy Good, Vice Chair Don Kitner, and Dick Tosh.

**Members Absent:** Don Woodruff and Jane Wright.

**Others Present:** City Manager Richard Diamond, Assistant City Manager Maryann Yaskanich, Council Member Coleman, Steve Kelly - Florida Planning Group, and County Council Member Big John.

**2. Approval of Minutes:**

March 2, 2002 Special Meeting

Chair Lawrence entertained a motion to approve the minutes of March 2, 2002 as corrected. Motion to approve was made and seconded. There was no further discussion.

March 28, 2002 Meeting

Chair Lawrence stated that, hearing no additions or corrections to the minutes of March 28, 2002, the Minutes stood approved as read.

April 11, 2002 Meeting

Chair Lawrence stated that, hearing no additions or corrections to the Minutes of April 11, 2002, the Minutes stood approved as read.

**1. Florida Planning Group - Discussion of Marketing Strategy Report**

Chair Lawrence introduced Mr. Steve Kelly of Florida Planning Group. Mr. Kelly stated that he would hit the high spots of the Economic Development Strategy. This presentation includes: Section Four: Economic Strength and Weakness, Section Five: Business Improvement Target, and Section Six: Economic Development Strategy.

Mr. Kelly proceeded to state facts about the population of DeBary and how it relates to an Economic Development Strategy. He stated that over half of the people in DeBary are retired; 7% are empty nest middle class; 15% are blue collar workers; and the other 23% are middle class. He stated that the reason the County has had problems with economic development is that tourism and middle class retirees are the economic base of Volusia County's economy. There are few key industries in DeBary. Only 51% of the income that comes into the County is earned by people going to work everyday. For example,

Seminole County has less people than Volusia County but has a larger work force. Mr. Kelly stated that retail business has declined in Volusia County. The pay scale is lower in Volusia County, which may be a plus in luring companies to relocate to DeBary. DeBary would be a good place for companies wanting to serve the Orlando and Daytona market. DeBary has a highly skilled work force. DeBary has a small town feel, which lends itself to attracting Economic Development Target industries. Economic Development target companies would be smaller companies serving both markets and businesses whose owners live in the City, and Seminole County companies seeking lower costs.

Mr. Kelly stated that the River City USA logo is great. A sound community self - investment program is needed for DeBary. It was also stated that the County's economic development efforts need to be supported by the City. The idea of a Towne Center is the means to start to change the image of commercial properties.

Mr. Kelly presented the DeBary scorecard. He stated that DeBary is not a bad location to be considered regional; that DeBary schools are close to the best in the County. The types of businesses needed for economic development such as trucking and warehousing, and what would draw such businesses to the area were discussed. A technology park near I-4 and Saxon Blvd. would lend itself to DeBary's idea about coordinating FPC to develop a corporate business partner. An industrial park for DeBary was also mentioned. The No. 1 priority is to support the County-wide Economic/Tourism Development Program; and to assist the County in maintaining the database, which contains data on the community (updated every year), and buildings available for new businesses. A website needs to be established for the City with City specifics and City information. Design standards, landscaping and sprucing up the City play a big part in City recognition and desirability. The aim is to try to get Florida Power to develop their property as a high-end corporate business park. Preparation of a simple guide to doing business in DeBary was suggested. It was suggested to acquire as much land along the riverfront as possible and turn it into a place that people will want to visit which will help strengthen the residential market. It was suggested to have a business roundtable twice a year to help improve relations with business owners in the area.

It was stated that DeBary does have a Web page in place already, which is [debarry.org](http://debarry.org).

The floor was opened for questions and discussion.

Big John, 330 Mason Ave., Daytona Beach, asked about impact fees, commuter rail in DeBary, and fences around retention ponds on 17-92. He stated that he wishes to make it a County initiative to get rid of every fence. Committee Member Good stated that the fences are a safety issue. Big John stated that the engineers could take care of any safety concerns or issues. There was discussion on this issue. There was discussion about commuter rail and a station possibly being located in DeBary. Committee Member Donohoe stated that having a rail station would be very convenient for the people of DeBary, Orange City and DeLand. Committee Member Good asked about the establishment of the Towne Center and what it would do to the existing businesses in DeBary. It was stated that the primary purpose of the Towne Center would be to serve the growing population. Committee Member Gigantino said that the business owners on the corridor are not happy with the

proposed Towne Center. It was suggested that the City should take care of the existing businesses first, before investing money in the Towne Center. City Manager Diamond said that the issue of the Towne Center was whether it would be a strip center or a town center type of architecture and development and that the Comprehensive Plan states that mixed use development is permitted. A plan for a downtown streetscape is in place. Big John suggested that a review of the City's planning and zoning documents be conducted and to take a look at the Holly Hill documents to see what they have done. There was some discussion on what type of retail and office businesses would occupy a Towne Center vs. a strip center and the difference in rent costs. It was suggested to have a meeting with the retail owners on Highway 17-92, to receive their input. The next Economic Development meeting is scheduled for the 27<sup>th</sup> of June at 8:00 AM.

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

None

5. **Other Business**

None

6. **Adjournment**

The meeting was adjourned at 9:40 AM.

**Approved June 27, 2002**  
**City of DeBary**  
**Economic Development Advisory Committee**

**Carol Lawrence, Chair**