

City of DeBary
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
THURSDAY, JUNE 27, 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, Tracy Good, Vice Chair Don Kitner, Dick Tosh, Don Woodruff, and Jane Wright

Members Absent: Tom Donohoe and Betty Gigantino

Others Present: Council Member George Coleman, Steve Kelly - Florida Planning Group, Linda White - West Volusia Chamber of Commerce, and Assistant City Manager Maryann Yaskanich.

2. Approval of Minutes:
May 30, 2002

Mr. Kelly was asked if the City's No. 1 priority was to support the Countywide Economic Tourism Development Program. Mr. Kelly stated that tourism should not be locked in as a No. 1 priority for the Volusia County Economic Development Plan. Mr. Kelly was asked if he was aware of any studies concerning commuter light rail, which demonstrate that there is a significant usage of a system or is it likely that if the proposed commuter light rail is realized that it ultimately would be bailed out by the taxpayer. Mr. Kelly stated that he personally feels that light rail is not feasible for the area because the residential density is not high enough to support a system.

The minutes stood approved as corrected.

3. Request by Florida Public Utilities for First Payment Under
Jobs Growth Agreement

Chair Lawrence stated she was concerned that the fulfillment of the terms of the agreement exceeded the one-year term in the agreement; that this may present a contractual problem and there should be a modification to the agreement in the future if the agreement will exceed the one-year term. Assistant City Manager Maryann Yaskanich stated that staff should have pursued an Addendum; that Vice Chair Kitner will provide an additional letter explaining that delays were incurred due to the length of the development review process before this recommendation goes to the City Council. Committee Member Woodruff moved that the Committee recommend to the City Council that payment be made, with the stipulations that were mentioned by Assistant City Manager Yaskanich. The motion was made by Committee Member Woodruff and seconded by

Committee Member Tosh. Vice Chair Don Kitner abstained from the vote. The motion passed unanimously.

4. Florida Planning Group - Discussion of Marketing Strategy Report

Mr. Kelly stated that he had two items he wanted to discuss. One item is the report, which contains the suggested Economic Development Strategy that the Committee received at last month's meeting and the other item is a draft slide show for presentation to the City Council. He reviewed the draft Economic Development Strategy. The floor was opened for questions or comments. The question was asked what resources would the City be expected to invest in this strategy? Mr. Kelly stated that the main investment would be in funding the landscaping and streetscape programs. This would also increase property values and would beautify the community. Purchasing parkland would also be a required investment. The question was also asked about hiring an advertising agency to promote the Economic Development Strategy. Mr. Kelly stated that this would be a one-time investment costing about \$30,000 to \$40,000.

It was questioned if there could be a partnership with the County in attaining this goal. Assistant City Manager Yaskanich stated that the City has 90% construction drawings for the beautification of medians from Saxon Boulevard to the Lake Monroe Bridge on Highway 17-92. The City plans to apply for a FDOT Beautification Grant this summer and, if funding is granted, the medians should be under construction by next summer. City Manager Diamond has been working with a group of volunteer planners to develop gateway appearance standards to be included in the City's zoning code.

Committee Member Good stated that DeBary is at the County's mercy concerning the issuance of building permits. He asked what DeBary could do to achieve a quicker process for the issuance of building permits. Mr. Kelly stated that pre-approved commercial spec buildings may help to shorten the permitting process; that it is not design standards that is the problem, but the time for development review.

City Council Member George Coleman stated that the Committee should present a report to the City Council on the progress on the Economic Development Strategy to keep them abreast of the matter. Mack McShea, 71 Alano Rd, stated that the Committee should focus on the Main Street DeLand program and compare what it was five years ago with what it is today. He stated that Main Street DeLand receives funding through the State and the County; that they have their own Web sites and recruit private business into the City of DeLand. He suggested that DeBary has to focus on these same things and come up with that one person who can develop this type of program. It was suggested that a one-page report with realistic recommendations to improve the Economic Development climate in the City be presented to the City Council for review and approval. The direction of the City as far as addressing growth and economic development must be determined. It was stated that this idea would be premature at this time and to let Mr. Kelly finish his job. Mr. Kelly suggested that once the recommendations have been identified for City Council they could be placed in the final report.

Mr. Kelly presented his slide presentation. The possibility of in-house permitting was discussed and suggested this item may be presented to the City Council. There was some discussion on prioritizing the items to be presented to the City Council. There was question on what the end cost

would be to the City. It was stated that the City pays approximately \$300,000 to Volusia County for Growth Management functions which include zoning, permitting and development review. It was suggested that a representative from the County should appear and explain what their economic development process is, what they are working on and what direction they are going to take. The Committee needs to determine how the City can merge with the County program in order to know what to recommend to the Council to make the City's program work. It was stated that DeBary is waiting for growth rather than preparing for growth. The City is growing, but the staff and City offices do not grow.

It was suggested that the Committee might appear at the August Council meeting to make a presentation of the Economic Development Strategy. It was suggested to have a workshop first to discuss the presentation. It was suggested by Chair Lawrence to ask Rick Michael, Director of Volusia County Economic Development, to meet with the Committee, after which the Committee can meet as a group before making their presentation to the City Council. It was suggested to set the meeting with Mr. Michael for July 11th.

Linda White, Chamber of Commerce of West Volusia, suggested that the City needs to think long and hard about the process of taking Growth Management services in-house. There is much capitol outlay, staffing, computers, computer programming, and all the other costs involved with staffing up. She went through the process in Deltona and that it is not an easy process.

5. Presentation by Dick Tosh
re: Volusia Economic Development Activity

It was stated that the County Council has approved the Economic Development Strategic Plan, with a 7-0 vote. The County will fund this plan as much as possible. It was suggested that Mr. Kelly be provided a copy of the Strategic Plan so that he may comment.

6. Other Business
None
7. Adjournment - The meeting adjourned at 9:30 AM.

**Approved July 11, 2002
Economic Development Advisory Committee
City of DeBary**

Carol Lawrence, Chair