

City of DeBary
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
THURSDAY, JULY 11, 2002
8:00 AM
Florence K. Little Town Hall
12 Colomba Road

MINUTES

1. Call to Order - Chair Carol Lawrence

Members Present: Betty Gigantino, Vice Chair Don Kitner, Chair Carol Lawrence, Dick Tosh, Don Woodruff, and Jane Wright.

Members Absent: Tom Donohoe and Tracy Good

Also Present: City Manager Richard Diamond, Richard Michael - Volusia County Economic Development Director, Mayor Rosamonda, Assistant City Manager Maryann Yaskanich, and Linda White - West Volusia Chamber of Commerce.

2. Approval of Minutes:

June 27, 2002

There were no changes or additions to the minutes. The minutes stood approved as read.

A workshop with Steve Kelly, Florida Planning Group, was scheduled for August 1st at 6:30 PM to discuss the City's Economic Development priorities.

3. Presentation: Volusia County Economic Strategic Plan

**By: Richard Michael, Director, Department of Economic Development,
County of Volusia**

Mr. Michael stated that the County has just completed a 9-month economic development planning process. He stated that about 250 people had participated in that process; which included an Oversight Committee. He stated that the plan is now a work in progress and that there are 260 different strategies to deal with economic development issues, including business recruitment, business retention, the importance of being able to work with existing companies, work force development, tourism, and the development of various community development issues. He stated that a lot of foundation blocks are being laid. Mr. Michael stated that one of the concerns is addressing environmental issues as well as enhancing quality of life. This is accomplished by raising employment opportunities and wages to bring more people and wealth into the community. He stated that there are about 167,000 persons currently working in Volusia County and growing at a rate of about 4% per year. About 45,000 of the 167,000 people are under-

employed, meaning they have better skills than what they are applying in the employment market.

Mr. Michael stated that they are trying to tie the educational elements of the community with educational facilities so to meet the future needs of the community's students. It is good to look for employers that are going to put 200-300 or 200-400 people to work. Employers have to be guaranteed that there is a viable work force for their employment needs. He stated that the Overall Economic Development Plan, with dollars committed by the County and cooperating agencies, amounts to over \$50 million dollars committed to economic development. When those dollars are leveraged with the private sector and State and Federal resources, it is a viable 60-month plan that includes about \$100 million dollars in investment. He mentioned that Volusia County is having an identity problem and that the population of the various cities is not sufficient to draw large companies into the area. Changes in the communities' populations is the basis for how to access the needs, type of employment and training that is needed to support the type of companies that the County needs to recruit. He stated that most of the growth in Volusia County is coming from other counties in Florida.

Mr. Michael opened the floor for questions. Vice Chair Kitner questioned the plan to bring the cities together and asked if that was an issue in Volusia County. Mr. Michael stated that it is more of a perceived issue than a real issue. He stated that the County has created a department that provides resources and tools to assist the cities. He stated that it is a partnership effort, in terms of investment, to provide professional staff assistance and the various tools that are necessary to help DeBary and its personnel to do the best job. He mentioned that the County formed a group called V.I.P., the Volusia Information Partnership. This group provides an opportunity to bring a representative from each of the 16 cities, as well as the eight Chambers of Commerce together and discuss marketing issues and each city's approach to these issues. Committee Member Tosh asked Mr. Michael what would be the County's role in assisting the development of areas for business expansion. Mr. Michael stated that larger companies are looking for leasing opportunities and want to be able to move into facilities in 120-160 days and do not wish to wait months to acquire space. There needs to be development along the major Interstate corridors, I-95 and I-4; there are about 160 miles of frontage on these Interstate highways with no development. Distribution Centers that can be leased are really needed in these areas. Eight to ten thousand people in the community already have the technology skills to run these distribution centers; these centers also create a large tax base for communities. Manufacturing is prevalent in Volusia County with about 460 facilities already in place, employing about 13,000 people with an average manufacturing wage of \$32,000 compared to the average wage of \$24,000. That manufacturing employment is providing the County with significant value added jobs. The four areas of manufacturing in Volusia County are: 1. Aviation and Avionics, 2. The Speedway, 3. Marine Industry, and 4. Medical Products. Chair Lawrence asked Mr. Michael what he saw for the future of DeBary. He stated that one of the drawbacks for DeBary is that it is not directly on

the Interstate. He stated that DeBary has several hundred acres at Saxon Blvd. which could be used for office parks and manufacturing facilities. He suggested to wait and see what some of the Florida Power Corp. consultants have to say about the development of the property.

The question was asked, how can the Committee work with the County to achieve the goal for the City? Mr. Michael stated: to know what each party can do and what their capabilities are, to know what the obstacles are and understanding and working together towards overcoming the obstacles. He stated that no developer is looking at less than 200 acres to develop. DeBary needs to identify acreage that could be used for development.

4. Other Business:

Mayor Rosamonda commended the Committee for their time and effort. He mentioned that the St. Johns River bridge construction is moving quickly and that it appears that every piece of property on 17-92 is for sale and DeBary is poised for growth. He stated that a Council workshop would be held on August 8th with the Empire Cattle Company to negotiate a development agreement for the property at Dirksen and South Highway 17-92.

5. Adjournment. The meeting adjourned at 9:25 AM.

**Approved August 1, 2002
City of DeBary
Economic Development Advisory Committee**

Carol Lawrence, Chair