

**City of DeBary**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**WORKSHOP**  
**THURSDAY, AUGUST 1, 2002**  
**6:30 PM**  
**Florence K. Little Town Hall**  
**12 Colomba Road**

**MINUTES**

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

**Members Present;** Carol Lawrence, Donald E. Kitner, Dick Tosh, Don Woodruff, and Jane Wright  
**Others Present:** City Manager Diamond, Assistant City Manager Maryann Yaskanich, Council Member George Coleman, Gene Stump, Bob Headrick, Florida Planning Group Representative Steve Kelly, Chamber of Commerce Director Linda White, and Volusia County Director of Economic Development Richard Michael.

**Absent:** Tom Donohoe, Betty Gigantino, and Tracy Good

**2. Approval of Minutes:**  
**July 11, 2002**

Motion was made and carried to approve minutes as revised.

**3. Final Review and Discussion of the Market Strategy Plan**

Discussion was held reviewing the Plan presentation; that it would be necessary to prioritize items; that no-cost or low-cost plans be pursued quickly; that staff input would be necessary; that support of the Countywide program would involve minimal or low costs; that DeBary could piggyback off of the County; that the County's Website was already providing comprehensive information; that community "branding" would involve some costs for promotion at \$25,000 to \$40,000 for startup costs and a lower yearly cost for maintenance; and that it could add to property values. Additional discussion was held regarding activities to support the County's Economic Development program; that the City could either pay the County for some services or set up a City program; and that other counties had programs that could be emulated. City Manager Diamond discussed the County's Quick Response Team; that the City might have similar needs in the future; and that the County had a list of cities for promotion of businesses.

Discussion was held on other items and costs for design standards and landscaping improvements; that there might be some cooperation between the City and business owners; that some median designs were ready for approval; that there were funds in the next year's budget for landscaping enhancement; that there were additional funds available through state programs; that there might be future rehabilitation of older properties; that forthcoming census information might make more funds available for the City through the CDBG grant; that there were manufacturing companies interested in the new Springview Industrial Park; that the site plan for offices and warehouses had been approved; that there was limited vacant land of sufficient size to attract large manufacturing; and that small business and office space would be appropriate to many areas.

Development by Florida Power of 1000 acres off of Saxon Blvd. was discussed; that City Manager Diamond had met with the County, Florida Power, and the Volusia County School Board regarding future development of schools, commuter rail sites and road extension; and that the Real Estate Division of Florida Power seemed receptive to those plans.

Item 7 referred to the creation of a guide providing site location assistance, permitting and other useful information for establishing businesses in DeBary; that one of the goals and objectives of the City Council of the City of DeBary was to have a Development Guide and Checklist put together including County information for Code requirements, the Comprehensive Plan and other information; and that much information was available at the County's Website and other internet sources for demographic and density information.

Item 8 covered the creation of a Community self-investment program; that there was need for riverfront access and public facilities for recreation; that reserved open space and good property values would attract employees that would, in turn, support business development; that there would be substantial costs for land purchases but there appeared to be voter support for similar programs in other areas; that the County should be consulted on land acquisition; that matching grant funds might be available for money expended; and that the proposal supported the Town Center project under review.

Item 10 addressed business retention and expansion and related to Item 11 regarding a business roundtable; that communication with existing businesses was needed to determine incentives to keep expanding firms in the area; that business owners be made aware of demographic and economic information available via those lines of communication; and that tie-in programs could be implemented between organizations. It was discussed that there was little community information currently available other than through Chamber of Commerce efforts; that website links to businesses could be added to the City's Website or the Chamber of Commerce's Website; that the Chamber of Commerce currently made those links available; that the Chamber was providing small business counseling; and that it was often difficult for small business owners to remain current on proposed changes within the City. It was also discussed that the City's location would be attractive with completion of I-4 construction; that property prices were already attracting new business; and that, to many, a reduction in commuting time would be desirable in spite of salary differences.

It was discussed that financial support from the City of DeBary would be crucial to some of the programs; that the information presented was comprehensive and detailed; that priority of issues needed to be determined; that there were sub-items in categories that could be more immediately addressed; and that identification with Sanford and the Seminole area would be more effective than the Daytona area from a business standpoint.

Discussion of action to support the County's economic development reviewed the need for participation in projects affecting the City; the need to streamline permit application processes either within the City or the County; that a method of communication regarding projects and changes was needed between the County, City and the EDAC; that to facilitate communication to the Committee and further to affected businesses, a volunteer or future staff member at City Hall might be needed; that professional staff might be needed in the future to address incentive issues

and other matters influencing prospective businesses; that not all businesses would need incentives in the form of dollars; that there would be 12 additional staff members at the County level in October to support the cities; that cooperative efforts between the County and the City could be implemented for cash incentives needed; and that the EDAC could provide more outreach to businesses.

It appeared to be the consensus of the EDAC that item 1, to support and participate in County Economic Development, should be implemented. City Manager Diamond was asked to review the status of the City's Website; that there was more information being made available, such as Parks and Recreation, City Council Minutes, planning information including the Comprehensive Plan and links; that additional links and updated information could be added; that business links and available building site and real estate information should be added; and that checklists and applications could be printed from the site.

Item 3 was discussed; that new signage and brand recognition information was desirable; that the addition of waterfront access sites would reinforce the image; that property owned by the State near the river was to have trails added; that there were 80 acres of environmentally-sensitive property available on the river that might be suitable for grant purchase; that an estimated cost of \$25,000 to \$40,000 was for an advertising agency and signage and \$40,000 to \$50,000 for marketing; that DOT was removing landscape at the I-4 interchange; and that a rise in property values could be shown to justify proposed improvement and maintenance costs.

Item 4, to develop high quality design guidelines, was discussed; that much of it would be part of the Streetscape design; that much of that planning was underway under the Land Development Code; that obtaining the cooperation of existing property owners might fall under the Streetscape plan; that improvement of Highbanks Road needed consideration; that some financing incentives might be provided by banks for improvement of older existing properties; and that new neighborhoods might benefit from additional plantings.

There was additional discussion of items 5 and 6; that item 6 should be pursued; that it was a long-term plan for direction of future development; that Florida Power would have a different view of desirable development; that Florida Power was one of the largest landowners in the area; and that a location with interstate access and surrounding open space was desirable.

Item 7, regarding a guide to business in DeBary was discussed; and that there was information available from the County that included information for DeBary contacts but was not yet on the Website.

The adoption of a community self-investment program was discussed as a long-range program; that there was County funding invested in a riverfront park; that DeBary Community Park was leased from Florida Power; that there were negotiations underway to obtain an additional ten acres; and that there were an additional 80 acres that might be acquired from FPL at a future date.

Item 10, to adopt a business retention/expansion program was discussed; that the Chamber of Commerce was a good resource; that there were currently approximately 35% of DeBary businesses participating in the Chamber; and that functions could be held to include all businesses; and the

Chamber could be a vehicle to disseminate information and encourage interaction. It was also discussed that a tie-in to item 11 would be appropriate.

A date for presenting EDAC's recommendations to DeBary City Council was discussed; that September 4<sup>th</sup> would be the target date; that another meeting of the EDAC would be held prior to that date; and that the consultant would handle the presentation; and that outreach was needed to draw the business community together. A meeting date was set for the EDAC on August 22, 2002 at 8:00 AM. It was noted that placement on the Agenda for the City Council meeting would be under "Presentations."

City Council Member Coleman noted that, although proximity to Sanford was a positive factor, the City was dependant on Volusia County for funding of many projects and needed to maintain that focus and connection; and that for downtown development ideas, changes to lifestyle trends needed to be reviewed. It was discussed that the focus was for DeBary to become a more desirable location than the Sanford area.

**4. Other Business**

**5. Adjournment** The meeting adjourned at 9:40 PM.

**Approved September 12, 2002  
Economic Development Advisory Committee  
City of DeBary**

**Carol Lawrence, Chair**