

**City of DeBary**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**WORKSHOP**  
**THURSDAY, AUGUST 22, 2002**  
**7:30 AM**  
**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, Betty Gigantino, and Tracy Good.

**Others Present:** City Manager Diamond, Assistant City Manager Maryann Yaskanich, and Council Member George Coleman

**Absent:** Tom Donohoe and Jane Wright.

**2. Approval of Minutes:**

**None**

**3. Review revised slides – Market Strategy Plan  
Recommendation to City Council**

Slides were reviewed; that a slide for community weaknesses needed to be added; that Steve Kelly would be doing the narrative at the Council meeting; that location strengths were proximity to I-4, railroad location and the possible development of the Florida Power property on Saxon Blvd.; that the grading scale for Key Business Issues did not show rankings with similar cities; that comparisons needed to be made; that the grades of the Key Business Issues did not appear to match items shown as DeBary strengths; that recommended targets were smaller companies; that home businesses were in question; and that many of the developments in the area do not allow licenses for home-based businesses; that there was no emphasis on technology industries in the definitions for smaller companies; that locally available reliable power might be an inducement for those types of businesses; that regular contact with the County Economic Development Committee was critical to growth in DeBary; that the strategy could include more development of riverfront areas; and that the land use map did not show much riverfront property available. City Manager Richard Diamond noted that Florida Power & Light might work with the City to obtain grants for approximately 60 acres, north of the St. Johns River, containing environmentally sensitive areas.

Additional discussion noted that the slowness of the permitting process within the County was a weakness; that having City staff taking over permitting processes for the County would involve substantial startup costs; that fees collected would eventually cover running costs. City Manager Richard Diamond noted that the City Council had reviewed alternatives to County contracting; that feasibility of having private companies perform some growth management tasks was being investigated; that the County was in the process of improving computer systems to integrate and accelerate the permitting processes; and that the County was employing private contractors to assist

in processing increased permit volumes. It was discussed that having more control of the permitting process within the City would allow faster development and attract more business; that the County could appoint specific staff members to handle specific issues for DeBary which would enhance communication. Expanding the City website was discussed; that it was an ongoing process and the webmaster was a citizen volunteer; that a link to the County provided information on available buildings and sites; that information specific to DeBary was needed; and that a link to print permitting forms could be added.

It was noted that the County was providing Guides To Doing Business to include each city; that suggestions under community self investment were being implemented with the Landscaping and Streetscape planning underway in the City; that a commercial façade improvement program might be implemented with the use of grant funds or other monies; that there was an existing grant Ordinance, but there were administrative issues when first implemented; that Permitting and Code Enforcement within the City would complement such a program; that there might be a way to assist in enacting the Community Beautification Grant and current Ordinance and pursue City funding; and that some standards for the new Town Center might be added for the north area of Highway 17-92.

Gene Stump, Candidate for Mayor, stated that the old areas of DeBary could co-exist with the newer areas; that the older areas might appeal to different segments of the population; and that owners of commercial properties should be responsible for the appearance of their facades.

It was discussed that there was a workshop held by the City Council to review a new concept plan for the proposed Town Center and that there appeared to be a consensus that the new plan held broader appeal. It was noted that there was an estimate provided of \$35,000 to \$40,000 startup cost and \$5,000 continuing costs to implement an advertising campaign; that those funds might be utilized for other projects to attract business to DeBary; that a marketing campaign could be tied in with the County and Chamber of Commerce without major expenditure of funds; that the hiring of an advertising agency might be considered in the future; that recommendations could be prioritized; and that the time line could be presented to the Council as a 5 to 10-year plan.

Design Guidelines were discussed as being in the Streetscape Committees purview. City Manager Richard Diamond noted that there was landscaping plans already approved for installation; that some funding was still pending; that time for non-conforming signs was expiring and those would need to be enhanced; that he was drafting Gateway Standards to present to the City Council; that much of the landscaping in the City's overlay districts already met many Code and Development standards; that Gateway Standards would precede the Town Center project; that there might be funds available in the budget for additional streetscape improvements; that the Comprehensive Plan called for a redevelopment study to be done for part of the Highway 17-92 corridor; that the County had to approve any new Community Redevelopment Agency's; that State law had changed definitions for eligible Community Redevelopment Agency properties; and that the Mayor was working with the County, the School Board, the County EDAC and Florida Power Corporation to get the extension of Saxon Boulevard completed.

It was discussed that Steve Kelly would do the presentation to the City Council; that information from City Manager Diamond was available to him; and that Committee Chair Lawrence would be introducing the presentation.

It was discussed that some SHIP housing funding was available to the City; that the Community Development Block Grant funding was based on the 1990 census and would be updated; that CDBG grant funds had been used in DeBary for roads, sidewalks and drainage improvements; and that there was information available to homeowners from the County to apply for rehabilitation funds.

The Business Development slide was discussed; that there were three new businesses considering moving into DeBary and that the County, City and Chamber of Commerce were meeting when calls were received from businesses to provide comprehensive information to those prospects.

The Business Round Table was discussed and that outreach to existing businesses was planned.

Committee Chair Lawrence entertained a motion for a recommendation to present the plan to the City Council on September 4, 2002. Committee Member Tosh moved to present to the City Council with the consultant, with revisions as discussed. It was discussed that priorities had not been set to specifically recommend actions; that the recommendation would be for the City Council to support the plan. Committee Member Gigantino seconded the motion. Additional discussion noted that the City Council would be requested to allow the EDAC to execute the plan and would ask for their recommendations. The motion passed unanimously.

#### **4. Other Business**

Assistant City Manager Maryann Yaskanich announced that the Land Development Code, the Comprehensive Plan, the Future Land Use Map and Zoning Map were all now available on the website. It was noted that the next meeting of the EDAC would be held on September 12, 2002. Council Member Coleman commented on the best method of presentation at the City Council Meeting. Committee Chair Lawrence thanked all of the Members for their hard work.

**5. Adjournment:** The meeting was adjourned at 8:35 AM.

**Approved October 10, 2002  
Economic Development Advisory Committee  
City of DeBary**

**Carol Lawrence, Chair**