

City of DeBary
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING
THURSDAY, NOVEMBER 14, 2002
8:00 AM
Florence K. Little Town Hall
12 Colomba Road

Minutes

1. Call to Order - Chair Carol Lawrence

Members Present; Carol Lawrence, Don Woodruff, Tracy Good, Betty Gigantino, and Tom Donohoe.

Absent: Dick Tosh, Donald E. Kitner, and Jane Wright.

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

Chair Lawrence noted that some items on the Agenda would need to be discussed at an additional meeting.

2. Approval of Minutes:

September 12, 2002

No objection; minutes were approved as presented.

October 10, 2002

Approval was deferred until the next meeting.

3. Disbursement of Opportunity Fund Obligation

a. Browning Press (No. 5 of 5)

Rosemary Obenland of Browning Communications, formerly Browning Press, reviewed information provided. It was noted that Staff had provided information indicating that Browning Communications was in compliance with the Opportunity Fund Agreement. Member Woodruff moved to approve. Member Good seconded. The motion carried unanimously. The Committee extended their thanks that DeBary was chosen for their place of business. Ms. Obenland offered to arrange a tour for the Committee and that there was expansion planned for the Company.

b. Sunshine State One-Call of Florida, Inc. (No. 5 of 5)

Ruby Crosser of Sunshine State One-Call appeared. It was noted that Staff had provided the information indicating that Sunshine State One-Call was in compliance with the Opportunity Fund Agreement. The Committee extended their thanks that DeBary was chosen for their call center. Ms. Crosser invited the Committee to tour their facilities. Member Woodruff moved to approve. Member Good seconded. The motion carried unanimously.

It was discussed that the City Council had requested that the Committee review and present their findings concerning the draft Gateway Standards at the next City Council meeting; that a Special EDAC Meeting be held on November 21, 2002; and that the absent Members should be contacted for their availability at that meeting. City Manager Diamond stated that the draft Gateway Standards had been reviewed by County Staff and revisions to the current draft document were needed; that other local cities' appearance standards had been used as models for preparing the City's Gateway Standards; and that they were combined with existing Land Development Code standards for overlay zoning districts to allow for consistent application to all development. The matter was tabled until November 21, 2002.

4. Discussion of Business Roundtable - see draft letter attached.

Chair Lawrence reviewed her meeting with City Manager Diamond. She presented the lists of business and property owners to be used for the mailing of invitations to the Business Roundtable; that members of the general business community would be added to the invitation list; that the proposed letter of invitation was appropriate; that Chair Lawrence would refine the letter; that the letter was substantially ready to be mailed to the business and property owners of DeBary; and that additional discussion of the meeting format for the Business Roundtable would be held at the Special Meeting. Additional discussion of the purpose of the Business Roundtable was held; that the City's Strategic Plan was to be presented along with other matters impacting the City and business owners; that the feedback of attendants would be sought; that the meeting might be time intensive; that other Committee Members, City Council Members and Council Members Elect would be attending. The future Town Center project was discussed; that impact to businesses on Highway 17/92 could be minimized by implementation of the Beautification Grant Program; that the Business Roundtable would encourage more involvement and communication between government and business; that funds had been budgeted by the City Council for some elements of the Highway 17/92 Streetscape improvements; and that the Streetscape Committee would be meeting to discuss which elements should be a priority. It was discussed that a copy of the final letter of invitation would be faxed to the Committee Members; that the City Council meeting had been changed to December 11, 2002 and would probably have a long agenda; that a more appropriate date for the Business Roundtable would be December 13, 2002 with breakfast at 7:00 a.m. and a 7:30 a.m. start time; that personal invitations, in addition to the letter of invitation, should be extended by Committee Members to business and property owners; and that a Council Member should address the meeting to update attendees on Council matters. There was discussion concerning the requirements for the creation of a Community Redevelopment Agency and that any incentives offered to businesses would be subject to different objectives for property owners and for businesses renting. There was further discussion that the Council would be consulted whether they would care to address the meeting. It was determined that the Special Meeting on the 21st would begin at 7:30 a.m. in order to allow time to discuss remaining matters.

5. Prioritize the Strategic Plan Elements

The matter was tabled until the Special Meeting.

6. Discussion of:

Ordinance No. 13-98 - Creation of Economic Opportunity Fund

Ordinance No. 24-98 - Creation of Beautification Program

There was discussion of a letter that the County's Economic Development Department forwards to prospective businesses and businesses interested in locating to DeBary; that a similar letter from the Committee could be sent. Discussion of the Ordinances was held; that Member Kitner was not in attendance; that there did not appear to be a conflict between the Ordinances; that the program funding was designated by the City Council during budget adoption; that neither of the programs were funded this fiscal year; that the EDAC had an interest in participating in recommendations; that the EDAC would have to recommend any amendments to the Ordinances; that Ordinance 24-98 was directly related to the effect of the Gateway Standards on existing businesses; that the beautification of medians from Saxon Boulevard to the Bridge had been funded; and that maintenance in that area was being taken over by the City; and that implementation was only waiting on the finalization of the FDOT Memorandum of Agreement. There was discussion of Ordinance 13-98, that Member Good had met with City Manager Diamond to review wage limits. It was agreed to further discuss the matter at the Special Meeting.

7. Discussion of Gateway Corridor Standards Draft

The matter was tabled for the Special Meeting.

8. Other Business

City Manager Diamond discussed and distributed information provided by Volusia County's Economic Development Department to be displayed for distribution in several locations.

9. Adjournment The meeting adjourned at 9:15 AM.

**APPROVED January 16, 2003
City of DeBary
Economic Development Advisory Committee**

Carol Lawrence, Chair