

City of DeBary
Regular Economic Development Advisory Committee Meeting
THURSDAY
MARCH 20, 2003
6:00 PM

Florence K. Little Town Hall
12 Colomba Road

MINUTES

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

Members Present; Carol Lawrence, Donald E. Kitner, Dick Tosh, Tom Donohoe, and Jane Wright.

Absent: Betty Gigantino, Don Woodruff and Tracy Good.

Others Present: Vice Mayor George Coleman, City Manager Richard Diamond, and Assistant City Manager Maryann Yaskanich.

3. **Approval of Minutes**
January 16, 2003 Regular Meeting

Chair Lawrence noted that the amendments to the ordinance that established the Committee was still pending Second Reading of the Ordinance. The Minutes were approved as submitted.

4. **Discussion: Ordinance No. 13-98**
Creation of Economic Opportunity Fund

Postponed until the next meeting.

5. **Discussion: Strategic Plan Priorities**

A professional Website was discussed; that a designer could be hired if funding were approved by the City Council; that a method of regular updates would be needed; and that some items of the Strategic Plan could be promoted on a Website. Other elements suggested as priorities included holding the next business roundtable, supporting the Countywide Economic and Tourism Development Program; interfacing with the County Quick Response Team; and that the High Quality Design Guidelines for New Development was part of the Gateway Corridor Standards already in place. There was discussion of challenges to the enforcement of Gateway Standards. Other items for priority included working with the City in regard to a Community Redevelopment Agency (CRA), the Industrial Park owners and a Business Retention and Expansion Program as well as a program to facilitate expedited permitting; and that the City had a goal set for a future City Hall site as needs expanded.

It was discussed that Saxon Boulevard Extension would need to be completed if the Progress Energy property in that area is to be developed; that funding was not available at this time; that the EDAC could attempt to assist in promoting the area; that a Commuter Rail stop would be an impetus for development; that the EDAC could take a proactive role by promoting the elements of the Strategic Plan; that the City was working to acquire Grant funds to purchase waterfront property for the City that would promote the "River City" image; and that Lake Monroe Park was being improved and hiking trails extended down to the Park.

Participation with the County Economic Development Department was discussed; that a member of DeBary EDAC could become an ambassador; that there was a Business Assistance Team in place; and that the EDAC become proactive to recruit businesses to the area. City Manager Diamond discussed the Recruitment Assistance Program eligible to municipalities; that the group visits trade shows and would share their space for promotion of a City; that they would provide technical assistance to recruit a specific company to come to a specific site; that there were criteria for wages and number of positions; that the City would have to provide the costs involved in the recruitment process; that eligible businesses included medical firms, technology, aviation, auto sub-assembly, marine industry, transportation, medical research/development, and communications but not retail, hotel concerns or the like; that the local Chamber of Commerce had to be involved; and that there was a Workshop in April that the EDAC could attend. It was discussed that appropriate industrial properties were very limited in DeBary; that it would be difficult to promote the Progress Energy property without the completion of the Saxon Boulevard extension; that developers could be encouraged to provide sites; that there were a number of commercial properties available on 17-92; and that industrial zoning was not appropriate in all areas.

There was further discussion that Ordinance 13-98 may be difficult to implement; that some incentive might be offered to encourage development of the Progress Energy property; that the Mayor had formed a coalition to promote a High School and completion of Saxon Boulevard and was not getting a favorable response from Progress Energy; that the EDAC could request a meeting with their Economic Development representative to review their plans for the property; that it would have to be a public meeting; that whether or not a roundtable would be appropriate; that the technical assistance of the RAP program to pursue companies that had shown an interest in existing space at Springview; and that the Volusia Information Partnership involved City and County Economic Development Committees to search for appropriate properties for recruited companies.

There was further discussion of the Saxon Boulevard extension and attempts to persuade the County to develop that road and that a prospect had to be found to further that project. It was decided that a meeting would be set up with Sophia O'Keefe in regard to the Industrial area; that results of the RFP for the CRA project should be ready for the next meeting also; that the priorities discussed would be reviewed by Committed Members and finalized at next meeting. The website was discussed again; that it would be helpful to research information for economic development; that the current volunteer maintaining the City of DeBary website would accept suggestions for changes and improvements to the existing site; and that the next meeting would be held on April 17, 2003.

6. **Other Business**
None.

7. **Adjournment:** The meeting adjourned at 7:25 PM.

APPROVED JUNE 26, 2003
Economic Development Advisory Committee
City of DeBary

Carol Lawrence, Chair