

**City of DeBary**  
**Regular Economic Development Advisory Committee Meeting**  
**Thursday**  
**MAY 1, 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, Tracy Good, and Betty Gigantino.

Absent: Jane Wright and Don Woodruff.

Others Present: Vice Mayor Coleman, City Manager Diamond, and Assistant City Manager Yaskanich

3. Approval of Minutes

February 20, 2003 Regular Meeting

March 6, 2003 Special Meeting

There was a correction to the minutes of March 6, 2003, that Don Woodruff, Don Kitner and Dick Tosh were appointed Members at large. Minutes were approved with corrections as noted.

Ordinance 13-98 was discussed; that funding was not available; that a recommendation could be made to the City Council; that the minimum salary level needed to be increased in order to provide incentives to prospective businesses; that the salary base be tied to the County levels; that the County used a wage average and did not consider benefits as part of the wage package; and that the Ordinance was restricted to non-managerial employees. Chair Lawrence entertained a motion to request the City Council to amend Ordinance 13-98 and adopt the County Wage measurement of 115% of the wage recognized by the Governor's office and does not include benefit packages and covers non-managerial employees. Motion was made and seconded. It was further discussed that benefit packages be included; that hospitalization or minimum health coverage were addressed in the Ordinance; that the Ordinance included language allowing comprehensive evaluation; that specific language could be included; that the figure was sufficient as stated; and that Staff would draft the recommendation. The motion carried unanimously.

Chair Lawrence requested a discussion of other business; that the appointment of EDAC Members was revised by Ordinance; and that it was voted upon by the City Council.

4. Discussion of Prospective Industrial Employer Locating in the City

Presentation by Volusia County Economic Development Department

Mr. Rick Michael, Director of Economic Development for Volusia County, provided a summary for discussion of a recommendation to the City Council; that the County encouraged business relocations

to Volusia County and in DeBary; that an electronics component distributor was considering relocation to Seminole, Orange, or Volusia County; that the firm employs 20 employees; that the average wage was in excess of \$28,000; that a 12,000 square foot facility would be constructed with capital investment of over \$600,000 used to determine the tax base return; that the EDAC recommend to allow \$1500 per position from the Opportunity Fund by the City of DeBary; that with \$500 additional from the County, the Springview site would be competitive; that Option A included performance guidelines and Option B would provide funds toward impact, permitting and other fees; and that the latter option was preferable to the County. It was discussed that the firm was a collection and redistribution point and not manufacturing; that a recommendation in the next 60 days was requested; that the County would provide a one time payment to the City and the City would distribute funds as necessary; that there were funds that could be utilized by the City if approved by the City Council; that County contributions included infrastructure already in place; that employees were primarily from out of the area and would bring new dollars into the City; that the County exercises due diligence in enforcing performance guidelines; and that Option B offered more protection for the City and the County. It was further discussed that tax abatements had previously been granted to some businesses; that the company was being promoted due to the amount of capital investment even though salaries were just under the Volusia County guidelines; that Seminole was offering \$2500 per position; that DeBary could offer a more cost effective location for the company and there was a strong customer base in Volusia; and that there were three employees already living in the Volusia area. Motion was made to recommend to the City Council an Option C that would combine Options A and B. The motion was seconded. The motion carried unanimously.

#### 5. Review and Evaluation of RFP for Redevelopment Study

Linda White and Dave Bridgeman from the Chamber of Commerce and John Peters, who is Director of Public Works for the City of Altamonte Springs, and Vice Mayor Coleman were recognized as attendees.

It was noted that six proposals had been received; that a short list of three to four consultants should be selected to appear for presentations at a Saturday meeting; that June 7, 2003 at 9:00 AM was agreeable. Ranking of proposals selected GAI, HHI, Civic Design and Ivy, Harris, and Walls for presentation and that time limits would be imposed.

#### 6. Discussion: Strategic Plan Priorities

Models for proposed websites were discussed; that a fall roundtable should be scheduled; timing of other events was discussed; and that a December meeting might still be more appropriate. It was discussed that a liaison to the County Economic Development Department should be appointed; that a website could be costly but was important to marketing; that the website would need to offer broad appeal and appropriate information; that it could possibly tie in with advertising; that Rick Michael, Director of Economic Development for Volusia County, had a resource that would help Member Gigantino; and that other priority items could be incorporated into the website. Vice Mayor Coleman was consulted regarding the status of the proposed Town Center property and the School Board as discussed at the City Council Meeting. It was discussed that a Member of the DeBary EDAC should be selected to interact with the County EDAC; that City Manager Diamond attended the meeting and that Member Kitner would attend as well. Priority 7 was discussed regarding feasibility of an in-house Planning, Zoning & Permitting Department; that the City Council had investigated costs and needs in the past; that specific issues could be brought before the County to facilitate resolution; and that there was an assistance team in place to assist with economic development issues.

It was noted that a number of priority issues were underway; that others could be implemented in the course of the year; and that other items could not be addressed until related matters were resolved. It was discussed that a representative from Progress Energy should be invited to speak to the Committee. Assistant City Manager Yaskanich noted that there had been delays getting permits from FDOT for the landscaping in the medians on 17-92. It was discussed that a number of items would also be covered if a CRA were implemented in the City.

7. Other Business

Vice Mayor Coleman noted activities and items under review by the City Council of the City of DeBary. It was noted that Volunteer Appreciation Day would be held on May 2, 2003. Discussion was held concerning activities and meetings of the Chamber of Commerce, partnership opportunities for DeBary, and that the Chamber was committed to interaction within the communities and providing comprehensive information to prospective businesses and residents.

8. Adjournment: The meeting adjourned at 7:50 PM.

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

**Carol Lawrence, Chair**