

City of DeBary
Economic Development Advisory Committee Meeting
THURSDAY
July 20, 2006
7:00 PM

Florence K. Little Town Hall
12 Colomba Road DeBary, Florida 32713

MINUTES

1. Call to Order

Chairman Don Kitner called the meeting to order at 7:08 p.m.

2. Roll Call

Present: Leonard Marks, Chairman Don Kitner, Mitch Geier, Joe Alemany, Gretchen Ganas, and Carol Lawrence

Absent: Tim McLaughlin (excused)

Also Present: City Planner Anita Gonzalez and City Manager Maryann Courson

3. Approval of Minutes

- Regular Meeting of April 20, 2006

Ms. Lawrence made a motion to approve the minutes of April 20, 2006. Mr. Geier seconded the motion. The motion passed unanimously.

4. Old Business

- A. 2006 Business Forum – Review of Questionnaire Results and Discussion of Event Success

Mr. Geier noted that there was only a 1% response to the survey. Mr. Marks stated that the presenters did not mention how they could help the businesses of DeBary. He added that if the Committee tries to hold another Business Forum in the future, perhaps they might help the business owners form their own new business organization.

Ms. Lawrence suggested that perhaps the businesses are doing well, and they did not feel that they needed to attend the Forum.

The Committee discussed apathy in the business community.

The Committee discussed the fees associated with the Chamber of Commerce membership. Ms. Lawrence said she was not in favor of the Committee promoting a DeBary business association. Both Mr. Marks and Mr. Geier stated that they would be willing to participate in the creation of such an endeavor.

Ms. Gonzalez said she would look for any names included on the survey responses received, so that the Committee members could contact them. Mr. Geier suggested getting a core group of business individuals together for a social meeting like breakfast, lunch, or dinner.

Chairman Kitner stated that they would try to acquire a core group, get dates and times for a social meeting in September, and then discuss it further at the August meeting.

B. Beautification Matching Grant Program -Discussion of Eligibility Criteria

Mr. Marks made a motion to limit discussion of the grant program to one hour, and Ms. Lawrence seconded. The motion passed unanimously.

The Committee discussed the rating system submitted by Mr. Marks and the system utilized by New Smyrna Beach. They also discussed eliminating the terms “partial and total” on the improvement categories.

The Committee agreed to add additional points for businesses facing 17-92, discussed resurfacing of parking lots, and decided to add paving to the list. The following categories were discussed:

- Façade improvements 1-5
- Signage improvements 1-5
- Landscaping improvements 1-5
- Awnings canopies windows doors 1-5
- Painting fencing and lighting 1-2
- Add three points for businesses facing 17-92

Mr. Marks stated he would make the changes discussed by the Committee, and would email it to Ms. Gonzalez prior to the following week.

5. New Business

A. Brochure

This discussion was tabled until August.

B. Business Listing for City Website based on Occupational License Records

The Committee discussed a possible business listing for the City website. Ms. Ganas stated that a lot of the occupational license records are incorrect.

Mr. Alemany made a motion to include a business listing on the City website based on occupational license records. Mr. Geier seconded the motion. The motion passed unanimously.

6. Other Business by Board, Staff or the Public

Mayor Coleman noted that paving of parking lots is rather expensive and suggested awarding the grant only to DeBary residents.

7. Adjournment

Chairman Don Kitner announced the meeting was adjourned at 8:55 p.m.

**APPROVED August 17, 2006
CITY OF DeBARY
Economic Development Advisory Committee**

Chairman Don Kitner