

City of DeBary
Economic Development Advisory Committee Meeting
TUESDAY
June 25, 2008
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 7:00 p.m.

2. Roll Call

Present: Chairman Don Kitner, Vice Chairman Joe Alemany, Mark Meister, Chris Yacenda, Rich Gunter, Sid Vihlen, Jr. and Helene Leininger (alternate member)

Absent: Val Emerson (excused)

Also Present: Assistant City Manager Anthony Gonzalez

3. Approval of Minutes

- Meeting of April 22, 2008

Vice Chair Alemany moved to approve the minutes, and Mr. Yacenda seconded. The motion passed unanimously.

4. Old Business

- City Brochure

Chairman Kitner noted a few changes in wording and asked the Committee for any corrections or changes they would like to see on the brochure.

Mr. Yacenda questioned the budget allocation for the brochure. Mr. Gonzalez answered that he would get the figure prior to the next meeting.

Mr. Yacenda said that the firm that printed his business brochures could work on the project and have the layout done in two days. He added that staff emailed him the pictures and verbiage in a word document, but it is not in a printable format at the current time.

Ms. Leininger stated that she has a company that can also print the brochures. She questioned the scope of the project and how many brochures the Committee planned on printing.

Vice Chair Alemany pointed out a photo that he did not like and asked if they could substitute a drawing of the new city hall.

Mr. Gonzalez said he did not know the exact amount budgeted, but he assumed the amount would not cover the expensive, high gloss product.

Mr. Yacenda said he would get together with Catalogue Solutions and then forward it back to staff. He asked Mr. Gonzalez to find out how many they would like for the first print.

Mr. Gunter questioned whether the Chamber of Commerce was supposed to promote the City through their publications.

Mr. Vihlen discussed some wording changes. Ms. Leininger stated that the current document is very wordy, and they need to decide if it is advertising or an editorial piece.

The Committee discussed various ways to edit the brochure and decided to get a cost for 5,000 brochures. Mr. Gonzalez requested that all estimates be sent directly to him.

5. New Business

Mr. Yacenda spoke about his disappointment that the Council did not follow the Committee's recommendation to opt out of the County's CDBG program. He said that the Committee spent a considerable amount of time discussing the issue, and both sides were not represented for the whole Council to discuss.

Mr. Vihlen suggested that a detail position of the Committee could be presented verbally during a public hearing next time the Council discusses a Committee issue at one of their meetings.

Chairman Kitner said that in the past, the city manager would meet with each Council member individually prior to the meetings to present this kind of information, but the new Council members are not meeting with the city manager to get the kind of details that Council members have received in the past.

Chairman Kitner said that in the future, he would meet with the city manager to discuss anything submitted by the Committee before it is presented to Council.

6. Other Business by Board, Staff or the Public

Ms. Leininger asked why the Committee did not receive any information on the proposed horse race track and card room. Vice Chair Alemany stated that the city manager had informed him that the City had not received any application regarding the issue, and an application for a rezoning would be sent to the City Council, not the Committee.

7. Adjournment

Chairman Kitner announced the meeting was adjourned at 7:55 p.m.

APPROVED July 23, 2008
CITY OF DeBARY
Economic Development Advisory Committee

Chairman Don Kitner