

Economic Development Advisory Committee
THURSDAY
February 11, 2010
7:00 PM

City Council Chambers
16 Colomba Road DeBary, Florida 32713

MINUTES

I. Call to Order

Chair Vihlen called the meeting to order at 7:00 p.m.

II. Roll Call

Present: Chair Sid Vihlen Jr., Vice Chair Val Emerson, Dawn Fitzpatrick, John Atkinson, Chris Yacenda, and Jim Chestnutt

Absent: City Manager Dan Parrott (excused), Nathan Enright (excused), Kristi Knight (alternate)

Also present: City Consultant Kassandra Esposito Blissett, Mayor Bob Garcia

III. Approval of Minutes

- Meeting of January 14, 2010

Mr. Yacenda moved to approve the minutes, and Ms. Fitzpatrick seconded. The motion carried unanimously.

IV. Old Business

Mayor Garcia thanked the Committee for their effort to help the City grow in the right direction. He stated that he met with Volusia County Economic Development regarding sustainability, as well as a representative from Bank of America and Riverside Bank to discuss programs available to bring new business into the City.

- Discussion Regarding City Brochure

Chair Vihlen said that Cheri Mangum, a local public relations professional, met with Ms. Blissett and reviewed the current City brochure. Ms. Mangum verified that she would be happy to work with the Committee as a volunteer to create the brochure for the City.

Chair Vihlen stated that due to the Sunshine law, the Committee cannot discuss anything outside of the monthly meetings regarding the brochure. He asked the members what they envisioned for the brochure. He mentioned several options such as fold-out type to include business statistics, education, cultural, recreation, and demographics.

Vice Chair Emerson voiced the need for the Committee to meet with Council for further direction. She said that John Likakis finalized a brochure several years prior and wanted to make sure the Committee had access to that brochure for review.

Ms. Blissett said that Mr. Likakis and Ms. Barbara Poulton have worked diligently on the existing brochure, and Chair Vihlen was given a copy of the product they produced.

John Likakis stated that he created a revision on a nine inch by twelve inch sheet, instead of the eight and a half inch by eleven inch sheet previously submitted; that it includes a compilation of information given out over the years and updated photos; that he does not have pride of authorship to the brochure; that he has over forty years of advertising experience; and that he is willing to volunteer his time to help with the brochure.

Chair Vihlen invited Mr. Likakis to work with Ms. Mangum in conjunction with the Committee following the guidelines of the Sunshine Law. He also stated that he will have Ms. Blissett arrange a meeting between the two.

Ms. Blissett offered that City staff has photographs on file of various areas of the City that might be used for the brochure.

Ms. Blissett asked Mr. Atkinson what the requirements were for utilizing photos taken of children. He said that prior to using the pictures; a parental consent form would be required to be filled out.

V. New Business/Presentations

- Discussion Regarding Joint Workshop with City Council

Chair Vihlen stated that Ms. Blissett brought the idea to Council and a suggestion was made for a Saturday meeting. There was consensus to set the workshop date for Saturday, February 20, 2010 from 10:00 a.m. to noon. An alternate date of March 6, 2010 was chosen.

Chair Vihlen reviewed the bullets from the January 14th meeting that were sent to the Council for the joint workshop agenda.

- Input and Discussion Regarding Economic Development Element of the DeBary Comprehensive Plan

Ms. Blissett said that the Council was interested in specific comments the Committee had regarding this issue. She also said that it was approved for transmittal, and it is not a time sensitive subject in regards to receiving the comments.

By consensus, the Committee requested this be a future agenda item. Ms. Blissett was asked to send a reminder email to the committee to review the evaluation and appraisal report (EAR).

VI. Public Participation

Ms. Blissett said that Mr. Larry Allen provided additional economic development material on disk and that was given to Chair Vihlen.

Chair Vihlen stated that he would provide that information to Mr. Likakis and Ms. Mangum.

It was noted that every member was reappointed to the Economic Development Advisory Committee by City Council at its last regular meeting.

VI. Adjournment

Chair Vihlen announced the meeting was adjourned at 7:35p.m.

**APPROVED April 15, 2010
CITY OF DeBARY
Economic Development Advisory Committee**

Chair Sid Vihlen