

# **Economic Development Advisory Committee**

**Thursday**

**April 15, 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, Vice Chair Val Emerson, Dawn Fitzpatrick, and Nathan Enright

Also present: City Manager Dan Parrott

Absent: John Atkinson (excused), Chris Yacenda (excused), Jim Chestnut (excused),  
And Kristi Knight (excused)

### **III. Approval of Minutes**

- Meeting of February 11, 2010

Chair Sid Vihlen entertained a motion to approve the minutes. Mr. Enright moved to approve the minutes. Vice Chair Emerson seconded. The motion carried unanimously.

### **IV. Old Business**

- City Brochure Update

Chair Vihlen stated that the brochure stands current as it has been updated by John Likakis; that Cheri Mangum would be able to meet in the upcoming week to talk about putting the format together with the artwork and information discussed; and that he would work with Mr. Likakis to coordinate a meeting with Ms. Mangum.

Vice Chair Emerson asked Mr. Likakis if he would be adding any additional information in regards to school demographics or additional content discussed at the previous meetings. Mr. Likakis answered by stating that the revision the Committee holds is the final revision he has completed. He recommend printing the brochure on a 9 by 12 inch sheet, which is a non-standard size, to allow more free flowing space on the final layout and can easily be mailed in a standard envelope. He also suggested working with Ms. Mangum to crop and shift things up and down to have more space to place captions under the pictures.

Chair Vihlen said the end goal is to finalize all information that would be going into the brochure at the next meeting.

Vice Chair Emerson asked that a recent picture and information of the Gateway Center for the Arts be included into the brochure. Mr. Likakis suggested having Alan Williamson take some pictures of the building and that he would work with the brochure layout to accommodate the art center.

- Discussion of Information Received from Other Municipalities Regarding Development Incentives (New and Existing)

Chair Vihlen stated that the Committee solicited five different municipalities and received development incentive information back with those requests regarding new and existing businesses. He stated that the main problem with incentives is that each requires some form of budget to incorporate. He noted that aside from the feel good nature of owning a business in DeBary and the tax incentives already given by the government, it would be hard to move forward with a deeper discussion at this point without a budget to cushion the money based incentives.

Mr. Parrott explained that when a City is looking to build its economic development, it has to be willing and able to match what other cities are doing. He said that when a business looks to relocate they look at a few different things and when the list of things are about the same or equal, that is generally when the incentives kick in. He said that once the goals and visions are identified by the Committee, then Council could move forward and discuss a budget for business incentives.

Chair Vihlen noted that after meeting with Volusia County Economic Development and being placed on their mailing list on January 14, 2010, there have been a couple interests generated within the City for new business. He went into further detail on the current interests the City has received.

Vice Chair Emerson asked Mr. Parrott if Council would consider generating a vision of what the City is in the position of giving in regards to economic incentives for growing new and current businesses in DeBary. Mr. Parrott stated that there are incentives offered by the State and County that the City could utilize. He recommended that the Committee approach Council with a business plan for approval, ideas for generating business and increasing or creating a budget for economic development.

Chair Vihlen offered information regarding the County and State incentive programs available. He also presented the idea of utilizing those programs, tailored to meet the Committee's goals and present those ideas to Council.

The committee discussed current interests in depth and talked about passive steps that could be taken for contacting and educating those interested, current business owners, and/or ways to be a liaison through the county, for example. Additionally, there was discussion regarding the Sunshine Law.

#### **V. New Business/Presentations**

- Discussion Regarding Joint Workshop with City Council

Chair Vihlen and Vice Chair Emerson both stated that the Joint Workshop with City Council that was held on February 20, 2010 went very well and that it gave a good focus to understanding how to better serve Council in the advisory capacity.

Chair Vihlen stated that Council Member Marks suggested the Committee look into promoting a business type membership organization that would meet on a periodic basis and form a group to enhance and discuss commerce within the City. Chair Vihlen noted that he spoke with Finance Director Jimmie Seelbinder and received an alphabetical list, generated by the County, of businesses that currently operate within the City to help facilitate the implementation of this organization. Mr. Vihlen asked Mr. Parrott to agenda this item on the next monthly meeting for further discussion.

Vice Chair Emerson suggested creating a brochure or a survey to hand out to each of these businesses to gather a greater understanding of their needs and to also let them know who the EDAC is and how they may be able to help. She also suggested creating a kiosk to place somewhere in City Hall that would be specifically for businesses to solicit their information to the public. Mr. Parrott added that it is difficult for a government building to advertise private businesses but suggested using additional places like Winn Dixie, for example, that offer better traffic flow.

Mr. Enright noted that the survey should be tailored to match the output response the Committee is looking to generate, instead of just soliciting businesses with a bunch of random questions.

The Committee discussed ways that they could create this survey for a final draft. Ms. Fitzpatrick suggested that the Committee look into the agenda item that was presented by the DeBary Business Group at the April 7, 2010 regular Council meeting. Mr. Vihlen noted that this group is not official and offered information from a conversation he had with the owner of H&R Block who is also the head of this group. The Committee agreed to send an invitation to this gentleman to attend the next regular monthly meeting.

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

Chair Vihlen asked Mr. Parrott to give the Committee further direction regarding the Economic Development Element of the DeBary Comprehensive Plan.

- Discussion of Pending Prospects from Volusia County Department of Economic Development

This item was previously discussed.

## **VI. Public Participation**

George Coleman, 286 Deleon Road, said that there have been good incentives with business taxation in the past. He noted that while working with EDAC, smaller businesses were able to venture into the City with added incentives, and it worked out well.

Mr. Likakis suggested that the Committee become involved with the happenings of the commuter rail system that is in the beginning stages of development. He offered some examples of how the fast rail system and the warehouses available could be important to building businesses within the City.

Mr. Vihlen noted that the City has the opportunity to offer a wide range of transportation services which can in turn make it a central hub in the future for commuters and businesses alike.

## **VII. Adjournment**

Chair Vihlen announced the meeting was adjourned at 7:53p.m.

**APPROVED May 13, 2010  
CITY OF DeBARY  
Economic Development Advisory Committee**

**Chair Sid Vihlen**