

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT LAKESHORE ECO-ECONOMIC &  
MICRO-INCUBATOR STUDY SUB-COMMITTEE MEETING  
FRIDAY, DECEMBER 14, 2012**

A Regular Meeting of the Economic Development Lakeshore Eco-Economic & Micro-Incubator Study Sub-Committee was held on Friday, December 14, 2012 in the City of Deltona's 2<sup>nd</sup> Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 3:30 p.m. by Vice Chairman Kesler.

**2. ROLL CALL & DETERMINATION OF QUORUM:**

Chairman	Roy Braddy	Absent (excused)
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Tanya Boggs	Present
Sub-Committee Member	Joe Cerrato	Present
Sub-Committee Member	Bob Desmond	Absent (excused)
Sub-Committee Member	Janet Deyette	Present
Sub-Committee Member	Jean Guida	Absent
Staff Liaison	Jerry Mayes	Present

Also present: Bryan Nipe, City of Lake Mary, John Kizer, DEOD Volusia County and Christine Peacock, resident of Deltona.

**3. PLEDGE OF ALLEGIENCE: Pledge was recited.**

**4. APPROVAL OF MINUTES & AGENDA:**

**A. Adoption of the Minutes – November 9, 2012:**

Vice Chairman Kessler asked if everyone had a chance to review the minutes from November 9, 2012 and if there was any discussion; if not a motion is in order.

**Motion was made by Mr. Cerrato, seconded by Ms. Boggs to approve the minutes for November 9, 2012 as published.**

**Motion carried with members present voting unanimous.**

**B. Additions or Deletions to the Agenda:**

Vice Chairman Kesler welcomed the guests and public as well as the two (2) new members to the Sub-Committee, Janet Deyette and Tanya Boggs. He asked if they would like to give a little background about themselves. Ms. Deyette stated she is a former City Commissioner for District 5 serving from 2005 to 2010 and prior to that she served on the Planning & Zoning Board for six (6) years. She stated she had also served on the TPO (Transportation Planning Organization) for five (5) years while on the City Commission and is now serving on their Citizens' Action Committee. She stated she had also served previously on the Parks & Rec. Board. Mr. Mayes commented that Ms. Deyette had decided to abandon most of all of that to serve on this sub-committee. Tanya Boggs stated she is currently with Fairwinds Credit Union and is a long term resident of forty (40) years and actually does live in the lakeshore community. She stated she is very excited about the business and lakeshore aspect of this committee. Vice Chairman Kesler asked if anyone had any questions or comments regarding the new members. Mr. Cerrato welcomed both new members and stated he looked forward working with them. Vice Chairman Kesler stated we also have a presentation dealing with the lakeshore eco-economic study project. Mr.

Mayes commented those are the changes to the agenda today.

**5. WELCOME OF GUESTS & PUBLIC:**

Vice Chairman Kesler welcomed the guests and asked if they would like to identify themselves. Bryan Nipe from the City of Lake Mary introduced himself and stated he will be the guest speaker regarding the economic impact of trails on the community. Christine Peacock introduced herself as being in attendance to observe and is interested in joining the sub-committee. John Kizer of the Volusia County Department of Economic Development introduced himself.

**6. CITY LIAISON REPORT:**

**A. Update on DEDAB request for time slot at Commission Workshop:**

Mr. Mayes reported the City Manager had stated it was not a problem to a lot time for the DEDAB at a workshop and at last Saturday's meeting the Commission had discussed the days they planned to meet. He stated from now on the workshops will take place on the second and fourth Mondays of each month at 6:30 p.m. instead of 4:30 p.m. to give the public a better chance to attend. He stated the Commission came up with about forty topics to be discussed at the workshops and this sub-committee will be one of the topics.

**B. Update on request to DSC to become educational partner in micro-incubator:**

Mr. Mayes stated DSC had requested a letter from the City Staff explaining that the micro-incubator would like to have an educational partner who could provide non-credit classes on business for the micro-incubator participants; this request has been sent already. He stated if DSC is unwilling to participate we can contact Embry Riddle or Stetson University and also Bethune Cookman College may want to take that spot. He pointed out that it is common knowledge that Bethune Cookman is interested in having a campus here in Deltona. He added that Mr. Hardman from Stowaway Self Storage where we are looking at locating the micro-incubator and his developer/builder were in this week meeting with staff from Planning, permitting and fire with their plans. He stated they should be able to finalize their plans and finish their application within the next four to five weeks. He stated that is something that is moving forward as they have committed to do it. He stated if for some reason the Commission should decide they do not want to move forward with this project Mr. Hardman stated that will still be okay because they will use the offices for executive offices. He stated he hopes the city will take the recommendation that will be put to them later this year. Mr. Cerrato asked what the time frame would be for the sub-committee and DEDAB to get something ready to put forward to the Commission. Mr. Mayes stated staff has already been working on the package; we are only waiting to get a response from DSC or one of the others regarding a partnership with an institute of higher education. He stated this will probably be recommended in the second quarter report to the Commission in 2013.

**C. Update on Progress Energy discussions regarding Lakeshore Eco-Economic Project:**

Mr. Mayes stated he had sent an email to Progress Energy and had received a reply from Mr. Hoenstein the economic development manager for Progress Energy regarding discussion about using part of that property as a park and parking for trails or Sunrail. He read the email that read "after discussions with our real estate, generation group and community relations departments it was made clear to me that we are not ready to release any of the property at this time. I am always looking for ways to leverage our real estate assets for economic opportunities so if anything should change and we do decide to make any property available I will let you know. Happy Thanksgiving". Mr. Mayes stated from that it appears at this time Progress Energy does not want to participate in our study, plans and recommendations etc. at this time. He reminded the sub-committee members that Progress Energy is only one (1) of twenty-one (21)

stakeholders we are addressing in that area. He stated the next one he will be addressing will be the Enterprise Preservation Society (EPS). Mr. Cerrato asked if Mr. Mayes could possibly have a map for the sub-committee to see the area showing the different properties and stakeholders at the January or February meeting. Mr. Mayes stated he actually has three (3) separate maps as it is a large area. He stated the maps include different parks also involving Volusia County however it does not list all the individual land owners as it would be the Enterprise area and whoever represents that area. He added Stone Island in general is included and he would have to determine who the person or committee would be representing them. He stated as discussed earlier in the year this is going to be a long process of getting through the stakeholders before we can get to a central committee to come together to gather ideas and decide what will work. He stated his last item for this project is we have tentatively scheduled a 5K Run for February 16, 2013 to help bring exposure and recognition to the new trail, Thornby Park and Inspiration Playground in that area. He added the City is somewhat of a sponsor and he is pleased to say that all the paid for sponsorships have already been taken. He stated there will be other non-paying sponsors such as water from Publix. Vice Chairman Kesler asked about the location of the 5K Run and the actual distance so the ham operators could be contacted about their possible participation as had been mentioned at a previous meeting. Mr. Mayes stated it would begin at Deltona Middle School utilizing their parking and the parking at Deltona Water and would travel to Thornby Park and back. He stated he will furnish a map.

**7. OLD BUSINESS:**

**A. Public Sector Participants contributions: None**

**8. NEW BUSINESS:**

Vice Chairman Kesler introduced and welcomed Bryan Nipe the Parks & Recreation Director for the City of Lake Mary. Mr. Mayes stated he would give a little introduction of Mr. Nipe that included one major reason for inviting him to speak at this meeting; that being Mr. Nipe worked very closely to develop and put in place Seminole County's extremely successful "Florida's Natural Choice" campaign. Mr. Nipe stated he was attending the meeting to talk about the economic impact of developing the trails but prior to working for the City of Lake Mary he managed the natural lands, trails and parks for Seminole County for about 6 years. He stated the trails became a very popular destination there and they realized the trails were not just a place for residents to go to walk or exercise or socialize but they found there was an opportunity to lure people from other places as a destination. He stated they focused a lot on sports tournaments and youth athletic teams and if you were not just providing a couple of fields but also trails and nice parks to go to with a hotel down the street intermingled with restaurants it would become an all-inclusive destination for people who traveled to participate in those sports. He stated he worked with their Convention Business Bureau sports marketing person to determine the direct economic impact of these tournaments by surveying the people as to why they were coming; was it the fields or was it the other amenities. He stated they found it had a lot to do with the trail system there. He stated they are not the only ones doing this as the City of Deltona and Volusia County have a partnership with the River Sea Loop through five other counties throughout the region. He stated another area that is doing well is Winter Garden that went from about a 10% occupancy rate in the downtown area in the 1990's to about a 90% occupancy rate presently. He stated that can be specifically attributed to the City Manager and the Mayor building a trail right down through their downtown corridor. He gave another example of the Pinellas trail system in Dunedin. He stated he is originally from south Florida and has an under-graduate degree in economics and a master's degree in landscape architecture and this is what he does. He stated he had not done this presentation since he has been with the City of Lake Mary. He stated Lake Mary is mostly residential and only has a little trail about two (2) miles long so there isn't a lot of economic impact. He stated the reason Seminole County and Lake Mary built their trails was to benefit the residents and then they repackaged the trails for a destination for visitors with marketing partners at the Conventioneers' Business Bureau (CBB). He pointed out that Seminole County was sliced up by rail

corridors that went all different directions and over time the railroads went defunct which left a lot of open areas so what do you do with them. He stated back in the 1990s the county started to put together funds to put in paved and unpaved trails and once these trails were put in it became obvious they were actually connecting communities such as Oviedo to Winter Springs, Casselberry to Altamonte, Sanford to Lake Mary/Longwood to Geneva out to the East. He stated the trails became not only a place to ride around for a couple of hours but to take day trips or even have competitive rides. He stated trails are convenient and safe and there is a value to them as parks and trails add value to real estate. He stated however the reality is that when you are closer to the urban environment you are inviting trash dumping, possible drug activity and vandalism. He stated they found that out over the years and once they took those areas over, developed something nice and patrolled them these activities did not happen. He stated the trail system not only cleaned up old rail beds, cleaned up the aesthetics and raised the intrinsic values but they provided amenities for businesses, hoteliers, service industries, sporting events and conventions. He stated he is still working with CBB who were marketing to the leisure folks, health and wellness, nature enthusiasts, retirement coordinators in addition to hoteliers, businesses and the service industry. He stated they worked to get out the word through their partners websites, visitors bureaus, online sports people, outdoor adventure blogs, email blasts and print in local publications. He stated if Deltona is really interested in developing out more trails or some sort of lake front destination you will have many opportunities to have eco-tourism especially being located on the beautiful St. Johns River. He stated all the cities and the county of Seminole are designated gateway trail communities by the Office of Greenways and Trails Organization through their 501c3 where if you are co-located on the Florida National Scenic Trail (nearby or on it) you can become part of this group. He stated this basically gives you the opportunity to be recognized by that organization as a trail supporter on their website with locations, maps etc. He stated the CBB has dedicated a whole page on their website to trails showing the different things you can do. He added the Florida's Natural Choice Organization has gotten big and offers some discounts through their "Wild Card" campaign to businesses that get involved. He pointed out that Seminole County has approximately 30,000 acres preserved which is about 30% of the county that is under State, local and the county that includes 10,000 acres in park and natural lands. He concluded by stating he wanted to talk to the sub-committee about how Lake Mary positioned itself and how the county is still positioning itself. He offered if anyone had any questions he would be happy to help and in the future as you move forward he will have an open door. He stated you can visit at the Lake Mary events center or if you want to come to Seminole County he can hook you up with the right people. Mr. Cerrato commented he would like to thank Mr. Nipe for coming and that he has always been impressed with Seminole County with what they have done with all their development. Ms. Peacock a resident in attendance commented she had a background in destination marketing and she feels a hotel or some type of short term residence situation is integral to a destination. Mr. Mayes stated the Deltona Inn is in that area although it is a 1960s' motel. He stated he always comes away with about six to eight things when speaking with Mr. Nipe for him to follow-up on. He asked Mr. Kizer who the tourism contact would be in Volusia County. Ms. Deyette commented she believed it would be Cindy Sullivan who is with the West Volusia Tourism Authority. Mr. Mayes asked Ms. Deyette to research that and get back with him. Ms. Deyette stated she had also represented the City of Deltona on the River of Lakes Heritage Corridor Scenic Highway and so much of that corridor follows trail areas beginning in Seville stretching through various cities along the way out to the Osteen area and then back up Hwy 415. She added that Sanford had just joined us. Mr. Mayes thanked Mr. Nipe for speaking to the sub-committee.

**9. MEMBER COMMENTS:**

Mr. Cerrato asked if the DEDAB meeting schedule could be put on the website instead of just having "as needed". Mr. Mayes answered yes. Mr. Cerrato wished everyone a great holiday.

**10. PUBLIC COMMENTS:**

Ms. Peacock who is a resident attending the meeting commented she was excited. Mr. Mayes asked Ms.

Peacock if she would like to be a member and offered her an application. Ms. Peacock answered she would. Mr. Mayes asked for a consensus of the members present to have Ms. Peacock join the group. Everyone was in favor.

Mr. Mayes commented that Ms. Deyette had asked why the speaker had changed for this meeting. He explained that Mr. Hardman who was supposed to speak today regarding the micro-incubator was unable to come due to his living in the St. Pete area and that he had already come and spent time with staff earlier this week. He commented that is why he had invited Mr. Nipe to speak at this meeting.

Ms. Peacock suggested Bob Gatz who works in Seminole County with micro-incubators who might want to come. Mr. Mayes commented he knew Mr. Gatz and we have had Mr. Hardy who is the director there come and speak at a meeting. He commented he could contact Mr. Gatz to see if he would be interested later on once we get something started and possibly be hands-on with setting up programs.

Vice Chairman Kesler commented if there were no other comments or any other discussion we should move to confirm the next meeting.

**11. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.**

Next meeting is scheduled for Friday, January 11, 2013 at 3:30 p.m. in the 2<sup>nd</sup> Floor Conference Room.

**12. ADJOURNMENT:**

**Motion was made by Mr. Cerrato, seconded by Ms. Peacock to adjourn the meeting.**

**Motion carried with members present voting unanimously.**

**Meeting adjourned at 4:13 p.m.**

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**Roy Braddy, Chairman**

**ATTEST:**

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**Janet Day, Admin. Assistant II**