

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK SUB-COMMITTEE MEETING
FRIDAY, SEPTEMBER 13, 2013**

A Regular Meeting of the Economic Development Commerce Park Sub-Committee was held on Friday, September 13, 2013 in the City of Deltona's 2nd 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 Chairman Braddy.

2. ROLL CALL & DETERMINATION OF QUORUM:

Chairman	Roy Braddy	Present
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Tanya Boggs	Present
Sub-Committee Member	Joe Cerrato	Present
Sub-Committee Member	Christine Peacock	Absent (excused)
Staff Liaison	Jerry Mayes	Present

3. PLEDGE OF ALLEGIENCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – August 9, 2013:

Chairman Braddy asked if everyone had a chance to review the minutes from August 9, 2013 and if there was any discussion; if not a motion is in order.

Motion was made by Mr. Cerrato, seconded by Vice Chairman Kesler to approve the August 9, 2013 minutes as published.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda:

5. WELCOME OF GUESTS & PUBLIC: None

6. CITY LIAISON REPORT:

A. Introduction of Secretary – Janet Day:

Mr. Mayes introduced and welcomed Janet Day the recording secretary for the DEDAB Commerce Park Sub-Committee; she is the person who puts the agenda together and does the minutes for the meeting. Mr. Cerrato commented that he had expressed previously that it was important to him to have the minutes be very detailed and complimented Ms. Day for that. Ms. Day stated it is been said that the minutes are not supposed to be that detailed but she does the minutes mostly for the public and others who are not at the meetings so they have an idea what the meeting was about. She added the minutes are posted on the website and if anyone has any questions they can contact Mr. Mayes. Mr. Mayes pointed out that although the minutes are abbreviated to a point the recording is also available for those who want to listen to the meeting. Chairman Braddy stated he uses the minutes to get back up to speed the day of the meeting and thanked Ms. Day for the detail as it builds a nice history if they need to go back. Vice Chairman Kesler introduced himself and thanked Ms. Day. Ms. Day asked to leave the meeting at 3:35 p.m. and thanked everyone for their good comments.

7. OLD BUSINESS:

A. Discussion on “Commerce Park” research topics:

Chairman Braddy stated the only topic they now have for research is the draft he had done for the commerce center and he asked if Mr. Mayes had received any ideas from the rest of the team. Mr. Mayes stated he had not received anything and he believed it would be good for them to address that today. He gave an update that Mr. Wannamaker with Team Volusia had brought in the Boyette Engineering Site Selection Group to meet. He stated they toured the commerce park site, I-4 and Normandy so they could see the location and the roadways for access. He stated they were excited about what they saw and hopefully the City will get a recommendation. He stated also that he was aware that Mr. Wannamaker and Mr. Fair that owns that property have had discussions. He added even though we are still doing research we are having some interest shown in that area. Ms. Boggs asked if the interest was from various types of industry. Mr. Mayes stated it was mostly by developers who would come in and develop streets, lighting, and make sure other utilities are available and then market it to different companies. Ms. Boggs stated since the last meeting she had really thought a lot about the area and believed a distribution center would be a very positive thing for the City for a number of reasons: 1) it is a 24 hr. business and would provide different shifts for families that need different shifts, 2) the average wage is usually better than minimum wage and 3) the location is centrally located with easy access to Jacksonville and Miami. Chairman Braddy stated a distribution center has very minimal environmental impact compared to heavy manufacturing. Chairman Braddy asked to move to item 8 at this time.

8. NEW BUSINESS:

A. Member presentations on “Commerce Park” research topics:

Chairman Braddy stated now would be a good time to discuss some ideas commenting that the auto industry has gone way beyond projections and the auto industry is no longer in Detroit; they are in Georgia, South Carolina, Tennessee, Mississippi, North Texas and Florida which are all Right to Work States. He stated what that does for us is it no longer makes Florida an intangible shipping point and we can ship to that belt as easy as Indiana or Ohio. He stated for example ARC Spring Company that supplies springs to the auto industry just opened up in Daytona and there are others in that area. He stated he believed Mr. Ferguson from Team Volusia will be coming to talk to the sub-committee and we may want to have him look in that direction for our location. Ms. Boggs asked if discussing what kind of industry we want is one of the questions we will want to discuss as a group or is that a City Commission decision. Chairman Braddy stated he believed the Commission was looking to the sub-committee to give them guidance and research and they will make the decision. Ms. Boggs stated she believed the industries they look at should be low on the environmental scale and she would assume the City is probably going to want to limit industrial and manufacturing to a specific area/acreage. She added if we do limit the area/acreage are we setting ourselves up for problems in the future if they were to expand and breed. Chairman Braddy stated breeding it does not mean it has to go into one area and it does not mean if it expands to Orange City or DeLand it won't benefit us; we will just have to be smart about what we suggest. He stated as a team we need to start looking at things we want to concentrate on and the resources to support us. Ms. Boggs suggested coming up with a list of things that are acceptable and things that are not. Chairman Braddy stated they need to decide what we want suggesting something that is environmentally friendly and staying away from any Title 5 industries which are permitted through the EPA for their volatility. He stated one other thing we would want is enough entry level work. Mr. Cerrato stated the most important thing is job intensity; that is what this area is crying out for. He stated we have two things going for us 1) Right to Work State and 2) no State income tax plus we have location. Ms. Boggs stated we also need to look at growth potential over the next twenty years or so. Chairman Braddy suggested we need to look for companies with a track record of innovation that have the ability to move with technology and demand such as R&E (research and experimentation) and R&D (research and development). Vice Chairman Kesler suggested staying away from companies that are closely tied to

government that are susceptible to shut downs. Chairman Braddy suggested looking for companies that are diverse. Mr. Mayes stated we can suggest types of business but it is not our decision on who to sell to or let build here. Vice Chairman Kesler stated he did not mean companies like Martin Marietta or Northrup Grumman. Chairman Braddy suggested this is research and the sub-committee should concentrate on recommending companies to the Commission that have the highest probability of fulfilling the community needs. He added in doing the research we found the community is more of a blue collar to midlevel area or \$15.00 per hour assembly type work. Mr. Mayes stated under R&D we have two major medical groups in Deltona already and in time Halifax Health hopes to have a hospital in the activity center and with that you will have four hospitals in the area including Florida Hospital DeLand, Fish in Orange City and Central Florida Regional with their eight to ten operating centers. He stated with that in mind there is nothing wrong with concentrating on medical. Chairman Braddy stated probably a third of the manufacturing businesses around here are medical and that is not a reach for us to have high paying sustainable jobs. Ms. Boggs asked if a non-medical business goes in at the commerce park would that push Halifax away. Mr. Mayes stated Halifax is looking at the Trafalgar area north of Graves and Howland and he drew a map showing a location for the record. He stated there is a good distance between the areas and he did not believe there would be any interference with the two. Mr. Cerrato asked if Mr. Mayes knew how many acres were in the area as it basically goes up to Lake Helen. Mr. Mayes answered it is about 100 – 150 acres that is zoned BPUD. He added that the Deltona side of the activity center is about 900 acres with about 250 acres of that zoned industrial. Chairman Braddy stated it may be hard to get something medical and he believed Halifax would be happy with any type business we get because that will just be business for them. Mr. Cerrato stated we shouldn't exclude medical manufacturing although it may be a long shot. Mr. Mayes stated medical includes a lot of things such as metals, plastics, electronics, etc. and a lot of it is components which is a big business. He summarized the discussion as there were three different industries discussed: automotive industry (total or component), distribution and medical. He stated on the criteria on the business side we are looking at job intensive, good pay, environmentally friendly avoiding the Title 5 industries, growth industries with a track record of innovation, R&E and R&D type businesses and companies that are diverse in their customer base. There was consensus among the sub-committee members that they were in agreement with Mr. Mayes' summary of the discussion. Mr. Mayes stated this is just the initial meeting and asked everyone to be thinking about the next meeting and maybe adding one or two more industries. He asked that they also look at criteria and think about whether we need to add anything. Mr. Cerrato asked if the next step should be looking at specific companies and putting something formal together. Mr. Mayes reminded the members that we have several guests invited; Jane Fifer, President of Volusia County Manufacturing Assoc. and we will let her know what we are looking at in Deltona within our commerce park. He stated he also wanted Ms. Fifer to know that we are not looking to take companies away from East Volusia or northern Seminole County but we are looking to entice companies to expand to Deltona like Bethune-Cookman University, Halifax Health and Florida Hospital are doing. Chairman Braddy reminded everyone that Ms. Fifer deals with existing businesses; she will not be going out and recruiting new businesses for us. He added what she will be talking about is the current state of business out there in our area and give us feedback from her membership on what they are looking for in industry in the area. He stated that will help us to sharpen our focus and that is our goal for having her here. Ms. Boggs asked if brown fields could come into play with incentives. Mr. Mayes stated that would have to be discussed with the property owners, realtors and developers and they should look at bringing Chris Bowley, Ron Paradise and Tom Pauls in to discuss what it would take to bring in a brown field overlay on the commerce park area. He added the concrete plant next to the commerce park is a brown field site and being adjacent to a brown field site you can have a brown field area. He stated that may be an enticement to a company coming in and if they plan to hire more than ten people and offer health benefits the company can receive \$2,500 per job as a tax incentive from the State. Ms. Boggs asked what it would take to have a brown field overlay. Mr. Mayes stated you would need to have a signed agreement from the property owner with probably an environmental phase one or a phase two done. He stated maybe the sub-committee could discuss this in more detail at the next meeting. He stated we also have John

Ferguson scheduled for December who is with Cobb Cole which is a large environmental based law firm and President of Team Volusia Economic Development Council for this year; next year John Wannamaker will hold that position and we have him as an upcoming speaker. Chairman Braddy suggested we could also have someone from the COO Alliance which is a resource for Team Volusia to get information on where business is going. He suggested having Mr. Bowley come in November to speak about brown fields if everyone is agreeable. Ms. Boggs asked if there was a timeline that the City is looking at to move forward. Mr. Mayes stated there is no timeline at this time because this is privately owned land and it will be privately developed. He stated we can offer support and possibly incentives provided they meet certain criteria adding that DEDAB and the sub-committee has a limited role in what we can do. Ms. Boggs asked if we have a time table for getting a proposal done. Chairman Braddy stated we are still in an exploratory stage of what we want. Mr. Cerrato suggested he would like to see the sub-committee have something preliminary in early 2014 to report to the Commission. Mr. Mayes stated we report to DEDAB and DEDAB does a quarterly report to the Commission suggesting Mr. Cerrato could give a report at that time. Ms. Boggs asked if there was anything going on in any of the neighboring areas that we could try to take from them. Mr. Mayes stated he had a pretty good pulse on what is going on in the area and there is nothing out there that we can take because they already have commerce parks and we have none. He stated our assignment is to try to get a commerce park and we have several things going for us in that the County's commerce park is almost built out and all the other area cities' commerce parks are not adjacent to I-4 or an I-4 interchange. He stated we have a billboard location and that is why representatives from Boyette toured the site and expressed what a great distribution point that site would be; a distribution center would be 300 – 500 jobs and would not be \$19,000 per year jobs. Chairman Braddy asked if they should set a goal and a date to at least have an outline of our plan completed by March 2014. Mr. Mayes suggested it would be the 1st quarterly report for 2014. Chairman Braddy asked for a motion.

Motion was made by Mr. Cerrato, seconded by Ms. Boggs to have an outline of the plan together for the 1st Quarter Report for 2014 to present to DEDAB.

Motion carried with members present voting unanimous.

Mr. Cerrato reminded the members that there are speakers scheduled for those three months so that will be a very aggressive schedule. Mr. Mayes suggested they could use the speakers to address some points in the outline. Chairman Braddy asked if they should bring in Mr. Bowley or Mr. Wannamaker for the November meeting. Mr. Cerrato suggested Mr. Wannamaker as he has a good pulse on what is going on in the area. Chairman Braddy asked Mr. Mayes to invite Mr. Wannamaker to the November meeting. Mr. Mayes summarized the list of speakers; Ms. Fifer in October, Mr. Wannamaker in November and Mr. Ferguson in December. Mr. Cerrato suggested leaving January open so they can start pulling things together. Chairman Braddy agreed they should consider that.

B. Discussion on need for additional members and recruitment:

Chairman Braddy stated we need a couple more members and he asked if anyone knew of anyone. Mr. Cerrato stated he had a couple of people in mind to speak with and hopefully he can have someone by the next meeting. Mr. Mayes reminded everyone that when speaking with anyone to remember the by-laws require them to be at least one of the following; own or manage a business in Deltona, be a Deltona resident or own commercial land in Deltona. He stated he has a list of applicants for DEDAB and he will be going through them and he will ask them if they are not selected for DEDAB would they be interested in a sub-committee; most have said yes in the past.

9. MEMBER COMMENTS:

Vice Chairman commented he was pleased with what was done today as he was concerned we were not

going to have direction today before we left this meeting.

Mr. Cerrato commented he agreed with Vice Chairman Kesler and he believed as long as they move forward with their goals they are on the right path. He added he was very pleased.

Ms. Boggs commented she liked the direction.

Chairman Braddy commented he was very excited and thought this was a very good meeting.

Mr. Mayes commented he is just staff and is not there to dictate to the sub-committee except to ask for a motion when needed according to Roberts Rules of Order. He stated if he makes a recommendation that is all it is.

10. PUBLIC COMMENTS: None

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

Next meeting scheduled for Friday, October 11, 2013 at 3:30 p.m. in the 2nd Floor Conference Room.

12. ADJOURNMENT:

Motion was made by Ms. Boggs, seconded by Vice Chairman Kesler to adjourn the meeting.

Motion carried with members present voting unanimously.

Meeting adjourned at 4:32 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Admin. Assistant II