

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK SUB-COMMITTEE MEETING
FRIDAY, OCTOBER 11, 2013**

A Regular Meeting of the Economic Development Commerce Park Sub-Committee was held on Friday, October 11, 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 3:34 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

Also present: John Kizer, Volusia County Economic Development and Jayne Fifer, President & CEO Volusia Manufacturing Alliance

3. PLEDGE OF ALLEGIENCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – September 13, 2013:

Chairman Braddy asked if everyone had a chance to review the minutes from September 13, 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 September 13, 2013 minutes as published.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda:

5. WELCOME TO PUBLIC SECTOR PARTICIPANTS, GUESTS & PUBLIC ATTENDEES:

6. CITY LIAISON REPORT:

A. Need for additional membership:

Mr. Mayes stated as discussed at the last meeting we need new members and reminded everyone he had asked everyone to try to think of someone who meets the by-laws they could invite to attend a meeting to see what the sub-committee does. He urged everyone to talk to people and let them know about some of the successes we have had and if they are not interested in the commerce park sub-committee they could use some new members on the educational sub-committee and possibly get someone from that sub-committee to move to the commerce park sub-committee. Chairman Braddy stated he had spoken with several but so far no one is interested. Mr. Cerrato stated he had spoken to some people also and a couple had expressed they may be interested after the first of the year. Mr. Mayes stated he had another item he would like to bring up. He stated the morning sub-committee has decided to take December off because of the holidays and he asked if this sub-committee wanted to take December off due to the holidays.

After discussion it was the consensus of the sub-committee members present to have the December Meeting as scheduled.

7. OLD BUSINESS:

A. Discussion on “Commerce Park” research topics:

Chairman Braddy stated this would be a good time to bring Ms. Fifer up to speed so he gave a brief summary of what had been done so far. He stated there was a 250 acre piece of land right off I-4 that is prime frontage and a great location. He stated he believed this would be great for a distribution center and he began discussions with Ted Cantee from FedEx and one other person from UPS and a white paper was created showing the pros and cons, expectations, size of facility, etc. He stated he presented it to the team as an option. He stated another thing that was checked on by staff was all utilities are either already there or close by. Mr. Mayes stated they were going to get together with the three property owners and do an MOU but now we have had a developer with high interest come in and talk to the main property owner of roughly 220 acres as the next step up from Heathrow. He stated the City is also working to expand that area. Chairman Braddy stated we have a lot of support and we were hoping to be able to bring something to DEDAB in April of 2014 to present to the Commission so the City can get the message out to begin recruiting.

8. NEW BUSINESS:

A. Guest Speaker: Jayne Fifer, President of VMA (Volusia Manufacturers Association)

Chairman Braddy introduced Ms. Fifer. He stated the reason he asked to bring in Ms. Fifer was not so much to have her speak but to have her interact with the sub-committee members and give ideas of what she sees for business in Volusia County. Mr. Cerrato asked Ms. Fifer to give a little background on what she does. Ms. Fifer introduced herself as President and CEO of VMA which was created by manufacturers for manufacturers to provide care and feeding for the manufacturers that are here already. She stated they provide information, education, networking opportunities and are very heavily involved in creating a skilled workforce. She stated she has been with VMA since 1997 and prior to that she was on the Workforce Development Board also known as the Private Industry Council so she has been involved in the community for some 30 years primarily dealing with providing skilled labor. She pointed out that she is not engaged in economic development at all as we have Volusia County Economic Development, TEAM Volusia, CEO Business Alliance and all the different Cities we have in the County; she is just a large tool in the tool box for business. She stated about 5% of the market in Volusia County is manufacturing and we are primarily a small manufacturing community giving an example that a large manufacturer would have to have 500 or more employees. She stated her organization tracks the businesses within the County and she sees some growth. She prefaced that by saying she had just met with 10 businesses and of those only one was not looking at expanding however the companies that do want to expand want to wait until things get settled with taxes and Obama Care as they are unsure. She listed the types of manufacturing including the boating industry, medical, underwater connectors in the oil and gas business and they are looking to bring in aerospace. She stated construction is about to explode with the Speedway doing a couple of projects and a couple of hotels and apartment buildings coming. Ms. Boggs asked what type of manufacturing was most prevalent in West Volusia. Ms. Fifer stated she will target anyone that makes something and Mr. Kizer can speak about economic development. She stated there was a huge parachute industry in DeLand where about 98% of the parachutes worldwide are produced and you have T.G. Lee bottling milk, Country Pure Foods bottling orange juice and medical manufacturing. Mr. Kizer added there are some small machine shops, Cornerstone and Seminole Precast in West Volusia. He stated they are working with Enterprise Florida and the State because for businesses

to get incentives they have to fall under certain types of business including aviation, aerospace, and medical however it has expanded beyond that. He suggested the sub-committee members could go to the Enterprise Florida website to see a more complete listing. Ms. Boggs asked if he would work with the City of Deltona for any of the incentives and could he offer any advice as we target industries. Mr. Kizer stated you have to qualify for the incentives by meeting certain standards. He stated he would make available to Mr. Mayes the chart from the State level down. Chairman Braddy stated once we look at this we may decide to gear our mindset to 5,000 sq. ft. with 10 – 15 employees looking at what is prevalent. He stated there are two things we can look at: 1) how do we help the homegrown guy succeed in Deltona and 2) what does Deltona have to offer to corporate offices to come to the area. Ms. Fifer suggested economic development has streamlined itself from CEO Business Alliance which is the private sector that will go out and bring people in and they have a project now to go out and talk to manufacturers that are already in business and try to find out who their suppliers are and then entice those suppliers to move here so there is already a market for them. Chairman Braddy brought up the incubators. Ms. Fifer cautioned the sub-committee to know what is already here and to not try to re-invent the wheel. She added they should try to work together because there may be a business out there already that is ready to move to the next step. Mr. Cerrato asked Ms. Fifer if she was approaching the high schools and Daytona State when recruiting a workforce for manufacturing pointing out that some students may not want to go into accounting. Ms. Fifer answered that she is doing that and spoke about a program that reaches out to people ages 16 – 26 in the manufacturing academies and high schools. She passed out handouts on the program. Mr. Kizer commented Ms. Fifer has made a lot of things happen in regards to contacting area high schools and colleges. Vice Chairman Kesler asked if the high schools still had machine shops and chemistry classes. Ms. Fifer stated they are coming back because they are going to start giving out diplomas with certifications in manufacturing. Mr. Mayes commented Deltona needs to have a commerce park to facilitate manufacturing and that is what this sub-committee is working on. Chairman Braddy asked if there were any last minute comments. Mr. Cerrato stated to bring in manufacturing you have to have a workforce adding that what Ms. Fifer is doing is key so people are aware of it and there is opportunity there. Mr. Kizer commented you have one distinct advantage; up until 4 years ago he was involved in attracting businesses to Volusia County and the advantage is this end of Volusia County has a huge workforce a short drive away. He suggested when promoting this area this is important and then you have the wage difference between Volusia County, Seminole County and Orange County which can be discussed next time. Mr. Mayes stated the wage difference is approximately \$10,000 each time you cross a county line.

9. MEMBER COMMENTS:

Vice Chairman Kesler thanked Ms. Fifer for coming and commented she had brought a lot of good information that he wasn't aware of.

Mr. Cerrato thanked Ms. Fifer for sharing her information. He asked Mr. Mayes about the micro-incubator and the Lakeshore project. Mr. Mayes stated the micro-incubator at the self-storage is being leased by George Voll which will be printing and mailboxes and this will be new to the north end of the City. He stated Mr. Voll saw it as an opportunity when it wasn't taken by the City. He added the City has said they are willing to have another workshop on it and this time maybe we will want to have a City owned micro-incubator on the western side. He gave an update on the Lakeshore Eco-Economic Study commenting we are now up to 17 partners in the stakeholders meeting including Duke Energy down to the people in Enterprise and Osteen. He stated there have been two meetings already and another is scheduled in November when we will make a decision on possibly forming a 501c3 or use Audubon Florida's 501c3 as a vehicle to be able to go out and get grants. Mr. Cerrato asked if information could be emailed.

Ms. Boggs thanked Ms. Fifer for coming and she is thinking about a lot of things at the moment that may

impact our sub-committee.

Chairman Braddy thanked Ms. Fifer for coming and commented she is a good resource and source of support. He asked the team to think about what we heard today and be ready to discuss what we can do with this new found information since we will not have a speaker scheduled. He commented the next speaker will be Mr. Ferguson or his Vice Chair in December to speak about what Team Volusia is working on and maybe offer us some more dynamics we can use in our presentation to the Commission.

10. PUBLIC COMMENTES:

Mr. Kizer commented the Commerce Park that is located at I-4 and Hwy 44 was an idea that was in somebody's mind 11 years ago so it takes time but it can be done.

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

Next meeting scheduled for Friday, November 8, 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 4:31 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Admin. Assistant II