

**CITY OF DELTONA, FLORIDA
COMMERCE PARK RESEARCH PROJECT SUB-COMMITTEE MEETING
FRIDAY, FEBRUARY 14, 2014**

A Regular Meeting of the Commerce Park Research Project Sub-Committee was held on Friday, February 14, 2014 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 3:31 p.m. by Chairman Braddy.

2. ROLL CALL & DETERMINATION OF QUORUM:

Chairman	Roy Braddy	Present
Vice Chair	Christine Peacock	Present
Sub-Committee Member	Tanya Boggs	Absent (excused)
Sub-Committee Member	Ben Bove	Present (arrived 4:10 p.m.)
Sub-Committee Member	Joe Cerrato	Present
Sub-Committee Member	Bernard Jones	Present
Sub-Committee Member	John "Jack" Kesler	Present
Staff Liaison	Jerry Mayes	Absent (excused)
Acting Staff Liaison	Ron A. Paradise	Present

Also Present: John Wannamaker, Team Volusia EDC, John Kizer, Volusia County DOED and a resident.

3. PLEDGE OF ALLEGIENCE: Pledge was recited.

4. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – January 10, 2014:

Vice Chair Peacock asked if everyone had a chance to review the minutes from January 10, 2014 and if there was any discussion; if not a motion is in order.

Motion was made by Chairman Braddy, seconded by Mr. Cerrato to approve the January 10, 2014 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. City Commission has approved funding for a study for Commercial Sewer a Saxon Ridge:

Mr. Paradise stated the City Commission has approved funding for a study regarding extending commercial sewer on Saxon Blvd. between I-4 and N. Normandy Blvd.; it will cost approximately \$10,000 and include a feasibility study for sewer coverage to facilitate or encourage commercial development along that corridor. He commented the City has a rezoning application at the N.E. corner of Finland and Saxon where RaceTrac is looking at a site. He stated they will temporarily be on septic tank for now however it would be better and encourage more growth in that area explaining that due to the parceling characteristics being constrained it is hard to fit parking, stormwater management, a commercial building and a drain field. He stated that is what sewer would bring to that area. He couldn't say what the cost would be other than it would be a lot however it is an investment in the City and the City needs to invest in itself. He asked if there were any questions.

Chairman Braddy asked if this was going to be a commercial line only or would it incorporate residential also. Mr. Paradise stated it has been the intent and expressed preference to support commercial development and not to obligate that facility with residential.

7. OLD BUSINESS:

A. Discussion of adding new members. Suggestion was for each member to try to invite an acquaintance who might have an interest in joining and who meets the DEDAB By-Laws:

- (1) Citizen of the City of Deltona and/or;
- (2) Business owner of a Deltona business and/or;
- (3) Owner of Deltona Commercially zoned property.

Vice Chair Peacock stated the sub-committee had been asked to look into adding new members and each of us were supposed to try to find some people. She asked if anyone found anyone.

Chairman Braddy stated he had a neighbor he was working on who was a business owner in the Chicago, Illinois area; he owned a manufacturing plant but is retired. He added this person would be a great asset and could offer leadership on the manufacturing side.

Mr. Cerrato commented he had been a little delinquent however he promised to make a better effort to reach out to area business people.

8. NEW BUSINESS:

A. Guest Speaker John Wannamaker of Team Volusia EDC:

Vice Chair Peacock introduced John Wannamaker from Team Volusia as today's guest speaker.

Mr. Wannamaker began with an update on the industrial/commerce park area stating in 2012

there was over 1 million square feet of space available for lease but that is down 36% to 657,000 sq. ft. which is good. He stated at that time the rate was \$4 - \$6.50 gross which made it hard to build something new. He added with the foreclosures the sq. ft. sales price was around \$30.00 to \$48.00 on the high side at that time. He stated our rates are now \$5.00 - \$7.50 with the sq. ft. sales price at \$40.00 - \$55.00. He stated 2014 will continue with this trend and eventually the rates will get high enough to start building again. He stated he would email any of the information he has presented if requested.

Mr. Wannamaker spoke about the Boyette site visit in 2013. He stated he toured the 4 cities on the west side of the County with Boyette; each city had its own niche that they were excited about just as we were excited about our site that borders I-4 and Howland Blvd. He stated even though there are 3 property owners it is better than having to deal with 10 – 15 property owners. He stated he had spoken several times with the owner of the largest of the 3 properties who is kind of the head of the group and they are actually working on a due diligence on their own on what they would like to see out of that project. He stated the site would be good for manufacturing or you could even put in a service road and have something like Heathrow with some back offices or customer service centers which are mostly business to business unlike the call centers. He spoke about the Duke Energy site readiness program; this is where a grant which is granted (1 per county) for different size sites. He stated that Mr. Mayes had applied for one of the grants for the I-4 commerce park site and it was accepted. He stated Duke Energy is hiring a company McCallum Sweeney Consultants who is one of the largest site selector companies in the country to do a site readiness study which will bring national attention to our site. He added this study will eliminate a lot of the due diligence that a large company that is looking to relocate would have to do; it includes 118 questions including questions from water and sewer capacity to electricity and gas, airports and ports going out to Tampa, Jacksonville to Port Canaveral, transportation, police and fire service, education and schools grade ratings. He stated once this company gathers all this information they will do a site visit and put together a report saying what they think this site will accommodate in the way of manufacturing. He commented he believed this was a real positive for us.

Mr. Wannamaker stated one other item he wanted to talk about is every year Coldwell Banker Corporate puts together the top markets in the country and Orlando was in the top 10 in every category; he will explain why that is important in a minute. He listed some of the categories and Orlando's rankings:

- (1) Overall top commercial real estate market as far as improvement in all sectors.
- (2) Office market – came in at #8 out of 82 rankings with a 5% drop in vacancy rate
- (3) Retail – came in at #2 behind Hartford Ct.
- (4) Multi-family – came in at #10.
- (5) Population growth – came in at #6
- (6) Unemployment – came in at #1 with the greatest percentage of change; he is proud of this and will be presenting this in Tallahassee next week. He added in fact 6 of the top 11 cities are in Florida. He commented also that Workforce of Florida has changed its name to Career Source of Florida.

Mr. Wannamaker stated what that means to us is during the boon Orlando started to sprawl in

every direction and as Orlando begins to pick up steam with more jobs it will eventually move our way. He stated the last site which is on the other side of the bridge which is crucial to us was just picked up by Florida Hospital and when you are looking at any of these big corporations you notice they all want to be along the interstate for visibility, so we are next and it is just a matter of time. He concluded that the work we are doing is the right thing to do. He stated the site readiness will not only work for manufacturing it will work for office. He added the area at Elkcam and Howland is also a good area and we could be putting so many more people in that area however there is no land there. Vice Chair Peacock asked about the parcel that was just sold in that area and what Mr. Wannamaker saw going in that area. Mr. Wannamaker speculated that possibly a Walmart Supermarket might go there. He stated his office was here about a year ago at a Commission Workshop and spoke about site selection 101 where they talked about retail, industrial, office and corporate site selection. He stated they went through the whole process and he offered to go over that at a meeting if the sub-committee would like; it would answer a lot of questions they may have. He gave an example of why we don't have a Cheesecake Factory or high end steak place here. He explained the Cheesecake Factory and the like have standards the first being do we have 250,000 within 3 miles and the, second being is your average household income \$85,000; the answers to both are no so there was nothing else to discuss. He stated we are handcuffed as a community sometimes but the most important thing to Team Volusia is jobs and all the cities are proud of where they are; if one city wins we all win. He stated according to DEO 67% of the people who live in Volusia County work in Volusia County. He stressed that we all need to work together as a team.

Vice Chair Peacock asked if someone wanted to learn how to develop interest in our community or court a business how you would get involved. Mr. Wannamaker stated you have Mr. Mayes that does that and you also have Steve Burley in DeLand and they are a great partner.

Mr. Cerrato asked if we would see any effect from Daytona Beach. Mr. Wannamaker stated we are a 30 minute drive from I-95 and you would likely see development in Daytona be up and down I-95 so, we will likely be a secondary market. He added when the Panama Canal is opened up there will be a lot more truck traffic. Chairman Braddy asked if we will see any effect from that. Mr. Paradise commented when the canal is opened up we will have competition from ports on the east coast and the gulf. Mr. Braddy commented that may be but trucks move goods faster to market than ships and he sees that as an advantage for us.

Mr. Wannamaker mentioned one other important thing he wanted to bring up is April 1st the sales tax on manufacturing equipment is being eliminated which for example would be a savings of \$400,000 in taxes on the purchase of \$50 million in equipment and that is a great incentive. Vice Chair Peacock asked if anyone had any questions. There were no questions or comments.

9. PUBLIC COMMENTS: PUBLIC SECTOR PARTICIPANT'S CONTRIBUTIONS
(four minute limit)

10. MEMBER COMMENTES:

Chairman Braddy thanked Mr. Wannamaker for coming to speak and asked him to keep up the hard work.

Mr. Wannamaker left the meeting.

Mr. Kesler commented it would be good to be able to have Mr. Wannamaker here on a re-occurring basis to keep up with things.

Mr. Paradise agreed Mr. Wannamaker is welcome and commented that Mr. Wannamaker definitely has his finger on the pulse of what is happening in the business world.

Mr. Bove arrived 4:10 p.m.

Mr. Jones commented it is very exciting to hear this information.

Mr. Cerrato commented this was another good meeting adding that he is very optimistic that we are going to see a lot happen. He noted the Racetrac had its groundbreaking on Howland and Forest Edge in the activity center.

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

Vice Chair Peacock stated the next meeting is scheduled for Friday, March 14, 2014 at 3:30 p.m. in the 2nd Floor Conference Room.

Mr. Cerrato asked if we had anyone scheduled to speak. Chairman Braddy stated he believed Mr. Mayes was bringing maps and information we asked for regarding sites in the Hwy 415 area.

12. ADJOURNMENT:

Motion was made by Mr. Cerrato, seconded by Mr. Kesler to adjourn the meeting.

Motion carried with members present voting unanimously.

Meeting adjourned at 4:16 p.m.

Roy Braddy, Chairman

ATTEST:

Janet Day, Administrative Assistant II