

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT COMMERCE PARK & SUNRAIL SUB-COMMITTEE  
MEETING  
FRIDAY, SEPTEMBER 30, 2011**

A Regular Meeting of the Economic Development Commerce Park & SunRail Sub-Committee was held on Friday, September 30, 2011 in the City of Deltona's 1<sup>st</sup> Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 3:35 p.m. by Chairman Cerrato.

**2. ROLL CALL:**

Chairman	Joe Cerrato	Present
Sub-Committee Member	Roy Braddy	Present
Sub-Committee Member	Bob Desmond	Absent
Sub-Committee Member	John "Jack" Kesler	Present
Staff Liaison	Jerry Mayes	Present

**3. APPROVAL OF MINUTES & AGENDA: None**

**4. NEW BUSINESS:**

**A. Select a Sub-Committee Vice Chairman:**

Chairman Cerrato asked if someone could volunteer for Vice Chairman or did they need to be nominated. Mr. Mayes stated if nobody volunteered then someone would need to be nominated however; he would not recommend putting someone in who was not present. Chairman Cerrato stated the job of the Vice Chair is mainly to run the meeting and go over the agenda if the Chairman is not available for the meeting. He asked for volunteers. Mr. Braddy stated he was available.

**Motion was made by Mr. Kesler, seconded by Chairman Cerrato to elect Mr. Braddy to serve as Vice Chairman of the Commerce Park & SunRail Sub-Committee.**

**Motion carried with members voting unanimously.**

**B. Review City of Deltona's tasking of the Sub-Committee:**

Mr. Mayes stated he hoped the sub-committee members had taken time to look over the new by-laws and if they had any questions to go ahead and ask them. He stated at this time there are two changes in the by-laws that he would like to have made but we are not going to go into them tonight. He stated we are looking at the by-laws and the tasking by the Commission referring to the Commission meeting dated August 15, 2011, Item C, Resolution 2011-29 authorizing the creation of two Economic Development Sub-Committees. He stated that resolution created the Commerce Park & SunRail Sub-Committee and the Medical & Educational Sub-Committee. He listed several things the sub-committee would be tasked to perform which included providing recommendations to the Economic Development Administrator and DEDAB for the purpose of establishing a commerce flex industrial park which shall incorporate parking and commercial areas for SunRail riders. He stated that they could look at parking areas and expanding retail commercial areas for SunRail outside of a commercial park; one of the areas being looked at is the Deltona Plaza. He stated the owner of that property is open to setting aside a portion of that parking area

1 for SunRail parking. Mr. Kesler asked how the riders would get from the plaza to SunRail. Mr. Mayes  
2 stated he and Mr. Bowley would be meeting with the Florida Department of Transportation and  
3 VOTRAN in the next couple of weeks regarding providing a link. He gave some statistics and  
4 commented for Deltona to be able to support SunRail the Florida Department of Transportation,  
5 VOTRAN and SunRail will have to support Deltona adding that there has to be parking on the East side  
6 of I-4 for SunRail to be successful. He spoke about expanding to other parking locations once the plaza  
7 parking is filled concentrating on areas that are already developed. Mr. Kesler asked about the cost to the  
8 rider. Mr. Mayes stated there would be costs for VOTRAN and SunRail but he had heard that there may  
9 be some companies who may set up parking facilities and subsidize their employee's costs. He stated the  
10 hopes are that SunRail will be successful during the week and maybe they will expand to the weekend to  
11 accommodate Volusia County's ecotourism.

12  
13 Chairman Cerrato suggested since the sub-committee is meeting twice a month they could concentrate on  
14 commerce park discussions at one meeting and SunRail at the other to keep from overlapping and allow  
15 time for Mr. Mayes to get some background information. He stated he was mostly interested in limiting  
16 the costs to the City for its participation in SunRail. Mr. Mayes reminded the members the sub-  
17 committees' focus is to be on parking. There was discussion regarding properties other than Deltona Plaza  
18 however, Mr. Mayes stated there were different issues with each. Discussion continued regarding SunRail  
19 centering on convenience, costs, ridership, infrastructure and costs to the City. Mr. Mayes stated he would  
20 do some research to try to find out how many of the 30,000 – 35,000 people who leave Deltona daily to  
21 go to work actually go to Orlando or Osceola County as that would make a difference. He stated  
22 hopefully he could get that information from FDOT because that number could tell us if the Deltona Plaza  
23 location would be sufficient for the time being. Mr. Kesler suggested looking at demographics of the City  
24 to determine where most of the ridership lies to determine if the Sub-Committee should be looking for  
25 another parking area more centrally located for the long term. Mr. Mayes agreed and suggested an area  
26 possibly at Courtland and Doyle to consider but cautioned them not to overload their plate. Chairman  
27 Cerrato suggested they should get the preliminary information from the Department of Transportation and  
28 VOTRAN to see what our options are because there is plenty of time to get one area set up and if it looks  
29 successful they can look at other strategic areas.

30  
31 Chairman Cerrato stated he wanted to skip to Item D that sort of ties into Item 6.

32  
33 **C. Discuss general happenings on areas of the Sub-Committee's goals:**

34  
35 **D. Plan agenda:**

36  
37 Chairman Cerrato asked the members how they wanted to approach this suggesting since they are  
38 meeting twice a month it would be better to discuss SunRail at one meeting and Commerce at the other.  
39 He stated it would be easier to invite guest speakers and prepare for the meetings. He stated he wanted to  
40 focus on Commerce which he knows is very important to all of the members. Mr. Mayes suggested  
41 bringing in Team Volusia to speak to them about how to market a commerce park as well as our ideas  
42 regarding SunRail parking and have FDOT come in and speak along those same lines. He suggested the  
43 sub-committee could also use some Deltona residents to sit on the Board with them or serve as quasi-  
44 advisors keeping in mind this sub-committee is advisory only and under the by-laws you can only  
45 compile information in a report to advise DEDAB who can in turn advise the Commission. He stated  
46 these quasi-advisors who have expertise in these areas are allowed to go out and solicit into the areas the  
47 sub-committee is looking at because they do not fall under the by-laws. He gave an example referring to  
48 contacts made by Harry Wilkins on the medical subcommittee who come in to advise them and suggested  
49 this sub-committee could do the same. Mr. Braddy stated he could possibly get some companies to be  
50 advisors once he is made aware of the guidelines but asked if it would be a conflict for them. Mr. Mayes  
51 stated he should wait until he confirms this is applicable for the sub-committee. Chairman Cerrato stated

1 as long as they are kept in an advisory position he did not see any conflict adding he believed this was a  
2 good idea.

3  
4 **5. SUB-COMMITTEE MEMBERS COMMENTS:**

5  
6 Mr. Kesler stated he did not have anything further at this time.

7  
8 Mr. Braddy stated he was encouraged and would wait to hear from Mr. Mayes before he would solicit outside  
9 firms to help the sub-committee outline some of the requirements. Mr. Mayes reminded the members there  
10 could not be any money involved, they were just looking for a contribution of time. Mr. Braddy clarified that  
11 he was just going to ask people in manufacturing for advisory support regarding their professional opinion of  
12 where we should go in order to solicit a viable plan to give to DEDAB to present to the Commission.

13  
14 Chairman Cerrato stated he believed they had covered everything and did not have any other comments.

15  
16 **6. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.**

17  
18 Chairman Cerrato stated he and Mr. Kesler are pretty flexible and suggested Friday afternoons seemed to  
19 work. Mr. Braddy stated that worked for him also. The members agreed the next meeting would be held  
20 two weeks from today on Friday, October 14<sup>th</sup>. Chairman Cerrato asked what topic they would like to  
21 discuss first. The members agreed the topic for the meeting would be on the issue of Commerce Parks.  
22 Chairman Cerrato asked for a motion.

23  
24 **Motion was made by Mr. Braddy, seconded by Mr. Kesler to hold the next meeting on Friday,**  
25 **October 14<sup>th</sup> at 3:30pm in the 1<sup>st</sup> Floor Conference Room on the issue of Commerce Parks.**

26  
27 **Motion carried with members voting unanimously.**

28  
29 **7. ADJOURNMENT:**

30  
31 **Motion was made by Mr. Kesler, seconded by Mr. Braddy to adjourn the meeting.**

32  
33 **Motion carried with members voting unanimously.**

34  
35 The meeting adjourned at 4:20 p.m.

36  
37  
38  
39 \_\_\_\_\_  
40 **Joseph Cerrato, Chairman**

41  
42 **ATTEST:**

43  
44  
45 \_\_\_\_\_  
46 **Janet Day, Admin. Assistant II**