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**CITY OF DELTONA, FLORIDA
CITY COMMISSION WORKSHOP MEETING
MONDAY, MAY 12, 2014**

A Workshop Meeting of the Deltona City Commission was held on Monday, May 12, 2014 at the City Hall Commission Chambers, 2345 Providence Boulevard, Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 5:30 p.m. by Mayor John Masiarczyk.

2. ROLL CALL:

Mayor	John Masiarczyk	Present
Vice Mayor	Heidi Herzberg	Present
Commissioner	Webster Barnaby	Present
Commissioner	Zenaida Denizac	Present
Commissioner	Fred Lowry	Present
Commissioner	Chris Nabicht	Absent (Excused)
Commissioner	Nancy Schleicher	Present
City Manager	William D. Denny	Present
City Attorney	Becky Vose	Present
Deputy City Clerk	Mitch Honaker	Present

Also Present: Economic Development Manager Jerry Mayes; Deputy City Manager Dale Baker; and VCSO Captain Dave Brannon.

3. PLEDGE TO THE FLAG:

The City Commission and staff said the pledge to the flag.

4. BUSINESS:

Mayor Masiarczyk opened and closed the meeting for public comment.

A. Presentation by: McCollum Sweeney Consulting on site readiness for the "Deltona Commerce Park" (a working name only).

Economic Development Manager Jerry Mayes introduced representatives from the Deltona Economic Development Advisory Board's (DEDAB) Commerce Park Sub-Committee, and Marc Hoenstine Director of Economic Development, Duke Energy, and provided an overview of events that led up to a commerce park site assessment.

Mr. Hoenstine, representatives from McCallum Sweeney Consulting and HRP Associates Incorporated gave a presentation on the final site assessment conducted by Boyette Strategic Advisors, provided by Team Volusia Economic Development Corporation (TVEDC) and the site readiness study conducted by McCollum Sweeney Consulting, provided by Duke Energy.

During the presentation the Commission and staff discussed site readiness, communities being prepared and more competitive for companies that are considering development, speed of both

1 access and site development being a main factor of site selection, having sites prepared with
2 existing infrastructure, having secure reliable and adequate funding, having a consistent economic
3 development budget, facets of economic development sales and marketing, an overview of the
4 phases of the site selection process, having the right industrial properties for prospects, the
5 importance of community visits, economic development incentives being “a tool in the toolbox”,
6 the concept of sites being both evaluated and certified, and the program’s design, goals and
7 objectives.

8
9 Commissioner Barnaby commended Mr. Sweeney for an outstanding presentation and for
10 motivating the Commission to understand their importance in site readiness preparedness.

11
12 Also discussed for the Deltona Activity Center Park was; a review of the technical evaluation of
13 the area, a review of a marketing evaluation, recommended target industries, industrial and
14 distribution being the main focus for the area, a “build-ability” study for the Deltona Activity
15 Center Park to determine the acreage available for development, conceptual plan ideas for various
16 proposed parcels and strategies, site weaknesses, and recommendations.

17
18 The Commission, staff and presenters discussed conceptual plans, the possibility of attracting a
19 large development in the Deltona Activity Center Park, what elected officials need to do to make
20 the Deltona Activity Center Park concept a reality, and the Commission and staff supporting the
21 discussed recommendations. The Commission expressed appreciation for the work involved to
22 bring the concept of the Deltona Activity Center Park to life, the Commission being ready to move
23 forward with the project, the effect on the project because the City does not have control over the
24 ownership of the property, coordinating with the owners to determine a clear land sale process,
25 clients wanting to see a sales asking price, the success and positive aspect of establishing a
26 memorandum of understanding between the public and private land owners, the Commission and
27 staff getting busy turning the yellow ratings into green, the economic development process and
28 TVEDC being the lead agency for Volusia County, the Governor putting Florida on the map as far
29 as economic development site selectors, and getting the property out on the market, with a sales
30 price as soon as possible.

31
32 Mayor Masiarczyk opened the meeting for public comment.

33
34 Christine Peacock, 1190 July Circle, asked why the Sanford area airport was not considered in the
35 Deltona Activity Center Park assessment, and TVEDC President Keith Norden replied that the
36 primary consideration is direct flight airports that have arrivals and departures for many locations.

37
38 Mayor Masiarczyk closed the meeting for public comment.

39
40 Commissioner Denizac asked Mr. Mayes what direction he needed from the Commission to keep
41 the project moving forward, and Mr. Mayes replied that for the most part he needed the
42 Commission’s continued support, the Commission being cheerleaders for Deltona and the project,
43 and he discussed the next steps to move the project forward.

44
45 The Commission and presenters discussed the importance of having a face to face meeting with the
46 land owners, Commissioners being supportive of the project, getting the permitting process ironed

1 out so any proposed projects can quickly move forward, the Florida Department of
2 Transportation's (FDOT) preliminary design for I4 improvements, the River to Sea Transportation
3 Planning Organization (TPO) encouraging FDOT to get out its initial concept drawings, and the
4 positive effect on Deltona of FDOT's plans to widen Rhode Island across I4.

5
6 The Commission thanked everyone for all their hard work in completing the Deltona Activity
7 Center Park study.

8
9 **5. CITY MANAGER COMMENTS:**

10
11 Mr. Denny stated that it was very exciting to see the excitement in the presentation, and in the
12 potential that the project has for Deltona.

13
14 **6. ADJOURNMENT:**

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16 There being no further business the meeting adjourned at 7:02 p.m.

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21 _____
Mitch Honaker, Deputy City Clerk