

CITY OF DELTONA, FLORIDA
DELTONA ECONOMIC DEVELOPMENT ADVISORY BOARD
Monday, February 14, 2011

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, February 14, 2011, at Deltona City Hall, Second Floor Conference Room, located at 2345 Providence Boulevard, Deltona, Florida.

1. CALL TO ORDER

The meeting was called to order by Jerry Mayes at 6:36 p.m.

2. ROLL CALL

Nick Conte	Chairman	Present
Richard Provini	Voting Member	Absent
Karl Brown	Voting Member	Present
Robert Desmond	Voting Member	Present
John Augustin	Voting Member	Present
Dennis Stark	Voting Member	Absent
Joseph Cerrato	Voting Member	Present

City Staff:

Chris Bowley, AICP, Director - Planning & Development Services
Jerry Mayes, Business Development Administrator
Commissioner Heidi Herzberg, District 3

3. DETERMINATION OF QUORUM

Jerry Mayes determined that quorum was established.

4. APPROVAL OF MINUTES

A member made a motion to approve the January 10, 2011, meeting minutes with two changes: Page 2, first paragraph, correct spelling of Karl Brown's name; and Page 2, second paragraph under B, correct sentence to read: "Joseph Cerrato asked at what point will Deltona reach full capacity for our septic systems?" A member seconded the motion. The motion carried unanimously, 5:0.

5. ANNOUNCEMENTS

None

6. OLD BUSINESS

None

7. NEW BUSINESS

A. By-laws review, revision, and adoption.

Mr. Bowley stated he received an e-mail from Faith Miller, Deltona City Manager, stating that advisory board by-laws need to be revisited. The City Commission is requesting that all advisory boards review their by-laws. The draft by-laws, with overstrike and underline, follow the Commission's guidelines. Changes include removal of references to Robert's Rules of Order; reinforcing the advisory position--that advisory boards do not set policies or commit City expenditures without approval of the Commission; members should also not conduct fundraising events. These are housekeeping issues and are more of a formality. Revisions are required to be submitted to the City Manager by March 16, 2011.

The motion was made to accept the By-Laws revisions. The motion was seconded. The motion carried unanimously, 5:0.

B. Single area concentration for commercial expansion in the DuPont Lakes area.

Mr. Bowley said he made a presentation at last week's City Commission Workshop giving the Commission an update of what P&DS was doing with mixed use areas. The Commission decided to focus on the Howland/Elkcam intersection and Saxon/I-4 corridors, and asked that staff prepare a package of material to present at another workshop. Mr. Bowley asked the Advisory Board to look at their goals and narrow it down to what is achievable. Mr. Bowley also asked for support or positive feedback on this concept going to the Commission. Mr. Bowley asked the Board if they had any ideas or wanted to concentrate on another area to provide their feedback.

Regarding the area of ranking, Mr. Bowley said Mr. Mayes and Scott McGrath are working on a list and format similar to Volusia County's Economic Development Office and Team Volusia so that everything will be streamlined and ranked in priority.

Member Brown said the focus should be on these areas.

Mr. Mayes said that from the economic development side, Dupont Lakes is the closest thing that Deltona has to a full commercial area. He reiterated that this area is Deltona's best chance for commercial development, and it is the only place where there is a concentration of businesses, as well as big box businesses such as Lowe's and Publix. Other areas are good, but they all lack something that this area has.

Other members stated that they had no problem concentrating on this area.

Commissioner Herzberg spoke generally regarding the importance of economic development within the City of Deltona. There was a discussion regarding Deltona's lack of a central common downtown area as compared to the downtown area of DeLand.

A motion was made to accept focusing on business development in the Dupont Lakes area. This motion was seconded. The motion carried unanimously, 5:0.

8. OTHER BUSINESS

None

9. TRAINING

None

10. DISCUSSION

Mr. Mayes stated that he approached many restaurants about opening a business in Deltona. He said the feedback from the restaurant owners is that Deltona is a bedroom community with 86,000 people at 8 a.m. and 86,000 at 6 p.m., but there are very few people in Deltona between the lunch hours of 11 a.m. and 2 p.m. He has contacted the News-Journal who can provide research figures of how much money is spent in Deltona during lunch hours. He would also like information regarding lunchtime spending in Orange City.

Mr. Bowley disagrees with that statement because money is being spent at various venues during those hours in similar cities, such as Palm Coast and Palm Bay.

Mr. Mayes will report back to the Board with the research figures.

11. ADJOURNMENT

The meeting adjourned at 7:55 p.m.

Approved this 14th day of March, 2011.

ATTEST:

Jerry Mayes, RECORDING SECRETARY

Nick Conte, Jr., CHAIRMAN