

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
MONDAY, AUGUST 8, 2011**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Monday, August 8, at the City Hall 1<sup>st</sup> Floor Conference Room, 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 6:34 p.m. by Chairman Conte.

**2. ROLL CALL:**

Chairman	Nick Conte	Present
Vice Chairman	Robert Desmond	Present
Voting Member	Karl Brown	Absent (unexcused)
Voting Member	Joseph Cerrato	Present
Voting Member	Manuel Chavez	Present
Voting Member	Franklin Welch	Absent (excused)
Voting Member	Harry Wilkins	Present

Also present: Business Development Administrator Jerry Mayes; Planning & Development Services Director Chris Bowley; and Community/Public Information Officer Lee Lopez.

**3. APPROVAL OF MINUTES:**

**A. Minutes:**

**1. Meeting – July 11, 2011.**

**Motion by Member Cerrato, seconded by Member Desmond, to adopt the minutes of the Regular Economic Development Advisory Board Meeting of July 11, 2011, as presented.**

**Motion carried with members voting as follows: Vice Chairman Desmond, For; Member Cerrato, For; Member Chavez, For; Member Wilkins, For; and Chairman Conte, For.**

**4. PUBLIC COMMENT:**

a) Anne Plock, West Volusia Regional Chamber, said she is thrilled with SunRail and will bring up the subject to the West Volusia Regional Chamber so they can promote it. The Government Affairs Committee will be promoting that as well. She said her place of employment, the Federal Trust Bank, Deltona branch, is closing. Federal Trust Bank was bought by The Center State Bank, and they have elected to close six of the eleven branches and one of them is Deltona.

**5. OLD BUSINESS:**

**A. Staff Report (Jerry Mayes) to DEDAB on Deltona Business Forum Issues and Results.**

Mr. Mayes gave the Members the Deltona Business Forum summary entitled “Obstacles & Issues,” stating every item has been addressed.

**Motion by Member Cerrato, seconded by Member Chavez, to discuss the Deltona Business Forum, “Obstacles & Issues,” at the next DEDAB meeting.**

**Motion carried with members voting as follows: Vice Chairman Desmond, For; Member Cerrato, For; Member Chavez, For; Member Wilkins, For; and Chairman Conte, For.**

**B. Staff Discussion (Lee Lopez)**

**1. Economic Development Space in City Newsletter**

Mr. Lopez said the newsletter is letter size with four pages. There is a space limitation--the actual content is three or three and a third pages. The content that goes into the newsletter is ultimately approved by the City Commission. As it is now, the Commission is more inclined to see articles that are staff and City driven, such as the new Fire Station opening, or a change in the garbage rates, items along those lines, as opposed to an actual column. He reviewed DEDAB’s request for space with City Manager Faith Miller, and they agreed possibly to put in a column by DEDAB, twice a year, about one small paragraph. The Board will need to present a rough draft of an article or proposal, possibly about the minutes or something the Board is working on. The October/November/December newsletter needs to be to the printer mid-September, so he is getting the story list finished now. Also, the article needs to pertain to something that will be valid three months from now.

There was discussion about the content of the DEDAB articles, such as ribbon cuttings, events, groundbreaking, or business openings, with the same format, color, type and font, for consistency.

**Motion by Member Wilkins, seconded by Member Desmond, for staff to bring the format to the Board for their review.**

**Motion carried with members voting as follows: Vice Chairman Desmond, For; Member Cerrato, For; Member Chavez, For; Member Wilkins, For; and Chairman Conte, For.**

**2. DEDAB Member Photo Session**

Mr. Lopez recommended that the photo session be held in the City Commission Chambers for consistency of background and lighting. The best attire is jacket and tie. He asked everyone to arrive at 6:00 p.m., September 12<sup>th</sup>, 30 minutes before the start of the next DEDAB meeting.

**Motion by Member Cerrato, seconded by Member Chavez, for Members to meet at 6:00 p.m. on September 12, in the City Commission Chambers, the attire being jacket and tie.**

**Motion carried with members voting as follows: Vice Chairman Desmond, For; Member Cerrato, For; Member Chavez, For; Member Wilkins, For; and Chairman Conte, For.**

### **C. DEDAB Sub-Committees Update**

Mr. Mayes handed out the revised DEDAB Sub-Committees mission statement: *I. Educational and Medical Sub-Committee*, and *II. Commerce Park and SunRail Sub-Committee*. He said the six original sub-committees have been modified and condensed into these two. Mr. Mayes asked Member Desmond and Member Chavez which sub-committee they would like to join. Member Desmond elected to be on the Commerce Park Sub-Committee; Member Chavez chose the Educational and Medical Sub-Committee. Mr. Mayes said Members Brown and Welch will be contacted regarding which sub-committee they want to join.

Member Cerrato asked for the reason the other sub-committees were eliminated, was it due to the recommendation of management to keep it limited. Mr. Mayes said, yes, that is basically his understanding and in reality this meets what he and management feel is the best way to go to the City Commission asking their permission to have sub-committees. This allows DEDAB to concentrate on the areas that are probably most advantageous to the City so far as being able to create jobs for people in Deltona.

Chairman Conte said there was a little uneasiness about all of the sub-committees. The City Manager and the City Commission need to be onboard with these sub-committees. He thinks it was a wise move to limit them. If the Board approves the revised mission statements, the sub-committees will need to be approved by the City Commission.

**Motion by Member Desmond seconded by Member Cerrato, to accept the sub-committee format as is, with the two sub-committees, and allow Member Brown and Member Welch to make their sub-committee choice at the appropriate time.**

**Motion carried with members voting as follows: Vice Chairman Desmond, For; Member Cerrato, For; Member Chavez, For; Member Wilkins, For; and Chairman Conte, For.**

Chairman Conte commented for members to consider having quarterly meetings for DEDAB due to attending the many sub-committee meetings and the work involved. Mr. Mayes said that was a very interesting comment because the hard work will be done through the sub-committees. Member Cerrato suggested this item be put on the next agenda for a vote. Member Desmond supports the DEDAB meetings to be held every other month or so. Member Chavez and Member Wilkins also agreed.

### **6. NEW BUSINESS:**

#### **A. Staff Report (Chris Bowley) on Deltona's involvement in SunRail**

Mr. Bowley gave a brief history about SunRail. He gave Board Members a handout of the proposed SunRail Ft. Florida Rd. station in DeBary, explaining the location of the 61 mile route. He said the success of the program will be the ridership percentage. Roughly forty-three percent of Deltona's population commutes; the disconnect is the physical space between where the proposed station is and Deltona. Mr. Bowley further explained future transportation issues, which will be affected by SunRail. He spoke about the "flex bus," which at this point shows no data, but will come about in the future. With SunRail and the expanded S.R. 429, the good news for

Deltona is that we will be accessible to everyone from Orlando. So people can live here and get to Apopka, Ocoee, Winter Garden, and beyond without having to go in and over, through Orlando. It will have a residual, reverse affect for our population. As it relates to SunRail, the flex bus is what is needed in Deltona. There has been much discussion about having a TOD stop, or a surface parking lot stop on this side of the interstate, possibly in the Activity Center. That is why development on this side of the interstate is so important. The residual effect of having the surface lot on our side is commerce. If we put the “rubber tire route” that gets us over to the SunRail station (the half-buses run by VOTRAN), that is all you need to get a set of people, a percentage of people over to this heavy rail system to get them on it, run it frequently enough so it is not an inconvenience, people will get comfortable with it, and ridership will increase. There needs to be a system in place when people get off the bus. One of the biggest criticisms of mass transit is that when it is not part of an overall multi-layered network it keeps people from earning a higher living because they have to wait 30 minutes to get to work, while people with vehicles can be at work within 30 minutes. This will be the northern terminus and people will be curious and ride the rail all the way. People may like our area and will see that they can make the commute. Mr. Bowley went on to explain future expansions and their effects.

Discussion ensued by Mr. Bowley and Board Members regarding the commuter rail, ridership, economic impacts, the City’s commitment to SunRail, advocacy, land for a slip ramp, light rail spur, funding, right-of-way acquisition in the Dirksen Drive corridor, the Deltona Plaza location, parking, etc.

There was discussion and agreement to add SunRail to DEDAB Sub-Committee II.

## **7. MEMBER COMMENTS:**

- a) Member Wilkins stated he liked the revised names of the sub-committees.
- b) Member Desmond spoke about communication protocol with e-mails. The issue is communicating with Mr. Mayes and copying the Board Members. He wanted to know the proper protocol for e-mail. Mr. Mayes asked Member Desmond to send him an e-mail regarding this issue and he will take it to the City Manager, City Clerk, and City Attorney for their determination.
- c) Member Cerrato said at the last Commission meeting Commissioners seemed to expect a report from DEDAB. Chairman Conte said he was scheduled to present the quarterly report, but had a scheduling conflict the last two times. He prepared the quarterly report from DEDAB actions.

**Motion by Member Desmond, seconded by Member Cerrato, that in the event the Chairman cannot present the quarterly report at the City Commission meeting, the Vice Chair, or a selected member, would verbally present the report, which will include sub-committee reports, and that DEDAB Members are strongly urged to attend the City Commission meeting as a show of support.**

**Motion carried with members voting as follows: Vice Chairman Desmond, For; Member Cerrato, For; Member Chavez, For; Member Wilkins, For; and Chairman Conte, For.**

Mr. Mayes asked DEDAB Members to attend the ribbon-cuttings for the Family Dollar store at Catalina and Howland, and the FJM Music on Deltona Boulevard.

- d) Member Chavez said there are two businesses going up at the Publix Shopping Center at Elkcam and Howland--Quest Diagnostics and a doctor's office.

**8. ADJOURNMENT:**

There being no further business, the meeting adjourned at 8:15 p.m.

**ATTEST:**

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**Nick Conte, Jr., CHAIRMAN**

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**Jerry Mayes, RECORDING SECRETARY**