

Economic Development Advisory Board Meeting June 19, 2019

All members were in attendance. Tony Otte explained some of the background of the Economic Development Advisory Board to the new members.

Old Business:

Selection of the new Board Chair and Vice-Chair was made. Chase Herbig was elected chair and Valerie Perrine co-chair.

1. Staff distributed the proposed interview list of business persons in the City's targeted industries as part of the Mayor's Business Outreach program. Staff will arrange for interviews.
2. It was stated that the EDAB needs to have a Strategic Plan every 3-5 years, and the last one was adopted in 2016, so it is time to update it. The City Commission wants to have it completed by the end of the year and presented to the Commission at the December 10th meeting. It was also noted that public input will be allowed during the process. The schedule to be followed will be the following:
 - July meeting: Where We Are Now
 - August meeting: Where We Want to Be
 - September: Action Plan
 - October Meeting: Draft Plan Review
 - November Approval of Final Draft

New Business:

1. An idea that would highlight the technically trained talent in our area (SEVC) as well as the educational institutions that would supply these workers in order to attract new businesses was discussed. Team Volusia is partnering up with "Livability" a company that provides a multi-platform program to promote localities across the county to "sell" the area. The Southeast Volusia Manufacturing and Technology Coalition (formerly the Southeast Volusia Marketing Initiative) contacted the EDAB in order to give their input in what to do to move this initiative forward. Thus far, they want to take out a full page ad in their magazine for 12 months that would depict southeast Volusia has a great place to live and locate a business. The NSB share of the cost was approved, with staff and SEVMTC partners preparing and submitting the ad.
2. The Chamber of Commerce has suggested the use of a Z Graph social media contract (16 monthly Facebook posts and 12 monthly Instagram) as well as other services such as research and analysis, strategy and custom designed ads proposal was discussed. Money for this could be paid from Promotions in next year's budget if it is approved. Besides this, making a video promotion of our area was also suggested; however, the cost to do so has not yet been determined. This item will come back to the EDAB.
3. The first draft of a list of underutilized properties was presented. The idea here was to contact the property owners (list below) and establish a working relationship with them in order to determine better utilization of their properties. These properties included vacant parcels, parcels with vacant buildings, buildings that may have code violations, parcels that need new landscaping, and assemblage opportunities (Ocean Breeze Motel and vacant lot to north, same owner; Gary's Transmission and vacant lot to south, different owners; and Blue Heron Motel and vacant lot to north, different owners). This item will be discussed at future meetings.