

ECONOMIC DEVELOPMENT ADVISORY BOARD
February 19, 2020

Members present: Andrew Bossard, Kevin Kyle, and Chase Herbig
Members Absent: Valli Perrine and David Score

Presentation:

Deb Exum and Pam Ison represented the Riverside Garden District. Phase I of the area, formerly known as the Faulkner neighborhood, encompasses the area between Riverside Drive and Faulkner St., north of Ronnoc Ln. and south of Wayne Ave. The site was originally Ronnoc Groves which included vineyards and gardens that inspired its name, Riverside Garden District. The neighborhood branding committee's mission statement includes the preservation of the neighborhood legacy, expansion of the natural beauty, and instillation of a sense of pride and belonging in the neighborhood.

The branding committee is not seeking any zoning changes, but they have met with the City Commission to request a waiver of the licensing and agreement fee, permission to landscape the boulevard on Riverside Drive, and the addition of electrical outlets on streetlights for seasonal decorations. The landscaping and beautification plans will be completed predominantly through community and volunteer efforts. Riverside Garden District signs are proposed for the north and south ends of the district at an estimated cost, including posts, of \$4,900, which the committee is asking the city to fund. Other goals will include giving annual awards and designations for beautifying the area as well as creating a neighborhood watch.

The Board's reaction to the presentation and the concept of the Garden District was positive. No action was required.

Old Business:

Tony Otte reviewed the changes to the draft of the Southeast Volusia Manufacturing and Technology Coalition Marketing Plan that were recommended at the January 15th Board meeting. After further review, the plan will be presented to the City Commission for approval.

Board Member Comments:

Kevin Kyle addressed the subject of the community petition regarding limiting branded businesses in New Smyrna Beach. Mr. Kyle stated that he strongly supports preserving the look of the architecture and style of New Smyrna Beach but has concerns about banning businesses. He moved and Mr. Bossard seconded a motion to have a presentation on this subject and an architectural review process at the next meeting. The motion passed unanimously.

All Board members expressed their thanks and appreciation to Tony Otte for his knowledge, dedication, and commitment to the City of New Smyrna Beach. Mr. Otte will be retiring at the end of February.