

Economic Development Advisory Board
October 21, 2020
Virtual Meeting (via Zoom)

Members present: Kevin Kyle, Valli Perrine, David Score, Steven Minkin and Lillian Conrad
Absent: Andrew Bossard.

New Smyrna Beach Small Business Forum- Chris Edwards presented an overview of the city sponsored Small Business Forum which will be held on November 6, 2020 from 8:00 a.m. to 10:00 a.m. at the Brannon Center. The event is free and open to the public with advance registration required. The purpose of this kick-off event is to provide ideas and resources to help New Smyrna Beach small businesses succeed.

The event will include the following:

- Debbie Meihls, Executive Director of NSB Visitors Bureau, will present “Visit NSB” homing in on “tourism in NSB, expanding your digital footprint and advertisement opportunities.”
- Michael Zaharias, Program Manager of the Florida Virtual Entrepreneurship Center, will present marketing opportunities for small businesses.
- Helga van Eckert, Director of Economic Development, will provide information on Capital Resources available through the Volusia County Economic Development Department. This includes information on accessing CARE funds that remain available.

In addition, Chris Edwards will provide an overview of what the city has done to assist small businesses and request feedback from attendees as to how the city can assist them as well as initiate an idea exchange. [Chris stated that the most frequent topic requested by registrants to date on Survey Monkey is marketing ideas. Some questions/comments by board members:](#)

- Highlights from the City’s 22020 Strategic Plan will be presented.
- There was a request that future efforts are expanded to include small manufacturers and targeting technology companies.

Steve Minkin and Kevin Kyle both commended Chris for his efforts in putting this forum together.

US 1 CRA Grant Criteria Discussion-Staff recommended two US 1 CRA (Community Redevelopment Agency) grant programs.

- A Commercial Facade and Adaptive Reuse Program and
- A Landscape and Property Improvement Grant.

On September 29, 2020, the Volusia County Council unanimously approved a resolution presented by the cities of Edgewater and New Smyrna Beach to allow landscaping to be considered as a capital item and eliminate the requirement that the CRA County contributed funds can only be used for 50% of the cost of a capital project. Consequently, there is no longer a need for the City to provide matching funds, and the CRA can now allow for the implementation of facade and property grant programs.

Chris reported that FDOT has awarded the City \$480,000 for landscaping and median improvements on US 1, so CRA funds could be used for capital costs not covered by the FDOT funding.

Questions/comments by board members:

- Great news for the US 1 corridor and being able to bring in more retail and technology companies.
- Chris was asked if the grants could be used to help convert septic systems to sewer on some properties, and he responded that it was a possibility.
- Chris was asked about criteria for the programs, and he responded that it does not have to go back to the County for approval if the application is consistent with what the county previously approved.

Specific grant criteria were not discussed. Grants will be approved on a first come, first served basis.

Note: By unanimous consensus, the Board agreed that the November 18th meeting will be held virtually via zoom.