

Economic Development Advisory Board

March 17, 2021

Board members present: Steven Minkin, Valli Perrine, Kevin Kyle, David Score, and Lillian Conrad, Ex Officio. Absent: Andrew Bossard.

Presentation:

Chris Edwards, Economic Development Director, presented the City of New Smyrna Beach Economic Development Strategic Plan Implementation Update. Background: The Economic Development Advisory Board (EDAB) and City Staff prepared a draft UPDATE of the Economic Development Strategic Plan, prepared with input from business owners, in 2019. The Plan Update can be found [here](#).

[Mr. Edwards' presentation](#) provided a summation of the Plan's top ten initiatives in detail with one standing out: City Staff working with new businesses, one being a sunglass manufacturer, who are looking to locate in NSB.

New Business:

The Economic Development Advisory Board (EDAB) Status and Vision Discussion was led by Mr. Edwards. Background: The Economic Development Advisory Board (EDAB) was created, through [Resolution 18-10](#), by the City Commission on April 27, 2010. The first EDAB meeting was held on June 29, 2010. The EDAB was the starting point for many of the city's economic developments.

Discussion was limited as Board members did not have copies of the original [Workbook of Ranked Actionable Items](#) with the City Commissioners' comments on each item. The items in the presentation were able to be cross-referenced to the 2009 Strategic document, but the Board was not familiar with that plan. The Board felt they needed more information not only to see the Strategic Plan's progression but also to better understand the tactical objectives vetted with businesses in NSB before they were presented to the City Commissioners again.

For next month's meeting on April 21st, the Board will revisit the Workbook (Element and Tactical Items) and match these with the 2020 Strategic Plan. The vision is to focus not only on the items assigned to the EDAB but also to be able to assist Mr. Edwards in executing them. Given the number of items in the Workbook, it was also decided that there will be an off-cycle meeting (possibly May 6th) to further review and refine this list.

Comments:

- At the April meeting the Board will be provided with an update on the development of "Small Business FAQ's" to augment information available to potential entrepreneurs considering starting businesses in NSB.
- The Mayor's initiative to review all advisory boards was briefly discussed. The consensus of the EDAB was that if the City does not provide objectives and purpose for the EDAB, then the Board will suggest self-defined purpose and objectives to the Mayor.