

## Economic Development Advisory Board

August 17, 2021

Members Present: Steven Minkin, Vallerie Perrine, David Score, and Lillian Conrad, Ex Officio. Absent: Andrew Bossard and Kevin Kyle.

### **Presentation: Strategic Planning for Management of Western Growth (the SR 44 Corridor)**

Background: The City's adopted 2020 Strategic Plan includes a priority task to "Proactively manage western growth through comprehensive planning, LDR amendments, and partnerships between landowners, the city, and other agencies." The Economic Development Advisory Board (EDAB) was designated to help with this.

The Western Development Map can be found [here](#).

Chris Edwards, the City's Economic Director, began by requesting answers from the board members for the following three questions, regarding the approximately 19 commercial sites near the I-95/SR 44 Intersection:

1. What types of businesses would you like to see locate in the Western NSB properties?
2. What types of businesses would you prefer not to locate in Western NSB?
3. What new standards to prescribe and/or which standards need to be revisited and updated?

A partial list of known businesses being proposed was provided as follows:

- Chipotle
- Panera Bread
- 7-11
- Medical Center/Advent Health
- Numerous Housing and Apartments Complexes (Including Coastal Woods), totaling approximately 22,000 Units over the next 5 – 10 Years

After discussion, it was decided that more time would be needed to fully answer these questions; however, the desire to bring Light Industrial to the area along with R&D (research and development), and Business Parks was mentioned. To ensure that the infrastructure is in place or planned support the development of these sites, the need to involve the County in this planning was stressed.

The Board resolved to update the Plan & Vision section of the Strategic Plan to include capacity issues regarding utilities, roads, and schools. There was support for plans that would include considerations to make new developments more self-contained with appropriate retail to support the residents. (Similar to Venetian Bay).

### **Public Participation:**

A representative from the Volusia County Chamber of Commerce spoke, sharing that the Chamber interviewed 500 small businesses in the County and is currently in the process of analyzing the data. Included were questions as to how the communities and county could better support and assist small businesses. There will be more to come, including action items, soon.

**Old Business:**

**Consider for Approval - Business Retention & Expansion Memorandum of Understanding (MOU).** As part of the City of New Smyrna Beach's on-going collaborative efforts with the Volusia County Division of Economic Development, the MOU will clarify roles and shared resources as both the City and County partner to help launch, retain, and expand business development. The City and County set forth eight (8) resources and services to share to achieve their common developmental economic goals. The full memorandum can be found [here](#). *The motion to adopt the MOU was unanimously approved without discussion.*

**NSB Comprehensive Economic Development Plan:**

Background: On April 21, 2021, staff presented the EDAB with a [draft Comprehensive Plan for Economic Development \(Element XV\)](#) Update. After the update, consensus was reached by the EDAB to provide input on any needed change to the Element

No specifics were discussed, but the Board did concur those sections 1 through 3 were complete (Only to be updated for demographics), and section 4 would be completed to include measurable objectives. Suggestions for goals to be included in Section 4 will be discussed at the September 22<sup>nd</sup> EDAB meeting in preparation for two upcoming workshops, one in October with the City of NSB and a second in November to include the tri-cities, NSB, Edgewater, and Oak Hill. A third-party facilitator will assist at the October workshop. The high-level goal of the workshop will be to set Goals and Objectives as well as develop strategies and policies to achieve the goals. The second workshop will focus on bringing NSB's goals/strategies/ action steps together with Edgewater's and Oak Hill's plans to determine how the three cities can work together to support the growth of each city.

**New Business:**

**EDAB Annual Report.** Background: On April 6, 2021, the City Clerk's Office conducted a City of New Smyrna Beach Advisory Board Chair Meeting. As a result of the meeting, an annual board report template was developed and shared with the city's various advisory board chairs. The EDAB Chair, Steven Minkin, drafted the report. A copy of the report can be found [here](#).

**Future Agenda Items:** Airport development opportunities to include the former police station near the airport and airport land parcels (RFP).

Next meeting will be September 22<sup>nd</sup> at 5:30 pm.