

**City of DeBary
City Council and
Economic Development Advisory Committee
Joint Meeting
Thursday
April 14, 2011
7 PM
City Council Chambers
16 Colomba Road
DeBary, Florida 32713**

MINUTES

I. Call To Order

Mayor Garcia called the meeting to order at 7:11 p.m.

II. Roll Call

Council Members Present: Mayor Bob Garcia, Vice Mayor Jack Lenzen, Council Member Chris Carson, and Council Member Dan Hunt

EDAC Members Present: Chair Sid Vihlen Jr., Chris Yacenda (late), Sedrick Harris, Kristi Knight, Greg Moore, Nathan Enright, and Alice Beaulieu

Members Absent: Council Member Nick Koval (excused) and Dawn Fitzpatrick (excused)

Others Present: City Manager Dan Parrott and City Clerk Stacy Tebo

Mayor Garcia introduced Paris Pena, executive director of the West Volusia Regional Chamber of Commerce.

III. Discussion Items

- Incentives / Grants Including the Economic Opportunity Fund

Chair Vihlen stated that most cities have incentives in place to attract businesses, and the Committee has researched other cities to see what they are doing. He noted that representatives from Volusia County Economic Development regularly attend their monthly meetings and actively pursue bringing new business to DeBary.

Mr. Parrott stated that Council earmarked 85% of the business tax receipt revenue to go towards the economic development opportunity fund. He added that he expects approximately \$35,000 in revenue by the end of the year.

Mayor Garcia spoke about the need to form partnerships and the inability of the City to shoulder the entire load of encouraging economic development.

Chair Vihlen spoke about Ordinance #13-98, which created the Economic Opportunity Fund. He noted that it was later amended by Ordinance #06-07 to include beautification. He suggested that the funds raised through business tax receipts go towards cleaning up US Highway 17-92 and improving the City's image.

Council Member Carson noted that only two businesses applied for the City's grant to improve their signs. He clarified that the grant program was geared more towards signs, rather than beautification.

Mr. Yacenda stated that most commercial property owners are not interested in spending money to improve their façade unless it is going to bring in more customers or increase revenue.

Mr. Harris stated that they need both tactical and strategic planning for economic development.

Council Member Hunt said they need to empower the Committee to advise the Council and come up with ideas.

Mr. Yacenda said that there needs to be a playing field and City ordinances need to be enforced across the board.

Ms. Beaulieu said that she almost sold her salvage yard business three times, but that the potential buyers did not want to comply with the numerous City requirements.

Mr. Yacenda said the review process for virgin land should also be considered.

Mayor Garcia said he would like the Committee to compile a list of barriers that exist in DeBary.

Vice Mayor Lenzen said that he would consider anything in terms of incentives.

Mr. Pena stated that collaboration is the key and they are working on partnerships. He added that the Chamber wants to broadcast the resources of DeBary and work with the City.

- City Council Priorities

Mayor Garcia said they should have more joint meetings in the future.

Mr. Parrott said they need to decide what kind of economic development they want to bring to DeBary, whether it is industrial or commercial.

Mr. Yacenda suggested they look at the Overlay regulations.

- Review of Village Center Overlay District

Chair Vihlen said they feel there are elements of the Overlay that affect the economic viability of the City. He provided an example in Section 3.22(3) of the Land Development Code that states "retail uses are permitted provided they do not exceed 5000 square feet..."

Chair Vihlen said they would like to come up with a list and forward it to Council. He asked Mr. Parrott to provide a copy of the overlay regulations to each EDAC member. He added that Mr. Yacenda would be taking the lead, and the Committee would discuss the list at the May meeting.

- Team Volusia

Mayor Garcia stated they need to make a decision regarding Team Volusia membership and asked Mr. Parrott to place it on the Council's agenda for April 20th.

Mr. Harris asked Mayor Garcia to brief the Committee on what Team Volusia is and what it can do for the City of DeBary.

IV. Public Participation

Mike Kolba, Chairman of the Streetscape Committee, pointed out that the new AutoZone went up quickly and said it is a perfect example.

George Coleman, 286 Deleon Road, gave a brief history of the Overlay regulations and the similarity to Orange City's rules.

Marcia Steele, member of the Streetscape Committee, said there has to be a buy in from the business community, and EDAC needs to figure out how to get the existing businesses to get on board.

V. Adjournment

The meeting adjourned at 8:55 p.m.

**APPROVED May 4, 2011
CITY OF DeBARY
CITY COUNCIL**

Bob Garcia, Mayor

ATTEST:

Stacy Tebo, City Clerk