
MINUTES

BROWNFIELD ADVISORY BOARD

June 12, 2012

6:00 p.m.

City Commission Chambers
22 South Beach Street
Ormond Beach, Florida

I. ROLL CALL

Members Present

William McMunn
Curtis Burkett
Pat Behnke
Ryck Hundredmark
Michael Sznajstajler
Thomas MacDonald
Patrick Opalewski (Excused)

Staff Present

Richard Goss, Planning Director
Joe Mannarino, Economic Development Director
Sha Moss, Minutes Technician

II. APPROVAL OF APRIL, 2012 MINUTES

Mr. McMunn stated the following changes need to be made to the minutes: the first paragraph under Item II, Paragraph B to state “discuss particular items on an agenda or items before the Board” in lieu of “anything other than that”; the last paragraph on Page 4 should read “...cleaned up or remediated...”; and the next to last paragraph on Page 6 should read “...amendment regarding residency requirements...”.

Mr. Sznajstajler stated the following change needs to be made: the last paragraph on Page 5 should read “...available to eligible businesses locating...”

Mr. Burkett moved to approve the minutes as amended. Mr. Sznajstajler seconded the motion. Vote was called and the motion approved unanimously.

III. APPROVAL OF AMENDED 2012 RULES AND PROCEDURES

Mr. Richard Goss, Planning Director, City of Ormond Beach, stated he made the changes to the 2012 Rules and Procedures as discussed at the previous meeting. Mr. Goss explained that he struck through the language to be deleted and underlined the new language which tracked the Ordinance that sets the residency requirements specifically for the Brownfield Advisory Board.

Mr. McMunn stated he thought the modifications were fine.

Mr. Hundredmark moved to approve the item as submitted. Ms. Behnke seconded the motion. Vote was called and the motion approved unanimously.

IV. APPROVAL OF CALENDAR

Mr. Goss stated a calendar of meeting dates was provided and it is before the Board for acceptance.

Mr. Burkett moved to approve the calendar. Mr. Sznajstajler seconded the motion. Vote was called and the motion approved unanimously.

V. SPEAKER: JOE MANNARINO, ECONOMIC DEVELOPMENT DIRECTOR

Mr. Joe Mannarino, Economic Development Director, City of Ormond Beach thanked the Board for inviting him to speak about how to use the brownfield designation to encourage projects in the City. Mr. Mannarino stated he researched how the County is utilizing this program so the City can emulate those practices. Mr. Mannarino explained that Volusia County includes three communities that have brownfields, one of which is Daytona Beach. Mr. Mannarino explained that there is no formal marketing program, but they have tried to market it to property owners and developers. Mr. Mannarino explained that the most recent project Daytona Beach approved was the Teledyne project at Consolidated Tomoka which helped to provide additional incentives. Mr. Mannarino stated South Daytona also has a brownfield program which has been posted to their redevelopment and business incentive pages of their website and have run articles in their city newsletter. Mr. Mannarino stated South Daytona has reached out to large property owners to inform them of the program. Mr. Mannarino explained the New Smyrna Beach brownfield area is part of their CRA, which is similar to the City of Ormond Beach's. Mr. Mannarino stated that New Smyrna Beach recently approved a hotel project which is in the CRA and brownfield area, and their TIF will be doing the local 20% match.

Mr. Mannarino stated that Volusia County works directly with Enterprise Florida on the qualified target industry incentive programs, and if the property is also in a brownfield they handle the local match for that, but a standalone brownfield for Volusia County will not be matched, it has to be a QTI related project, otherwise the City would have to provide the 20% match funds. Mr. Mannarino stated Enterprise Florida recommended looking at the Seminole County Economic Enhancement District. Mr. Mannarino stated he will be using that information as a reference when building a page for the City of Ormond Beach's website.

Mr. Mannarino stated the City needs to provide the flyer and maps on the Economic Development and Planning Department pages of the website and possibly the airport webpage as well. Mr. Mannarino stated the flyer also needs to be on the Chamber of Commerce website, Main Street website, and Team Volusia's website so the information

can be disseminated as widely as possible. Mr. Mannarino stated Enterprise Florida may also be able to host a link to the City's brownfield program as they get prospects that may be looking the Ormond Beach area.

Mr. Mannarino stated an email blast would also be appropriate. Mr. Mannarino explained he has notified a lot of businesses and property owners to let them know that this program is going forward. Mr. Mannarino stated now that it has been approved staff can put together a flyer and maps which can be sent out through the City's database, which will be helpful if there are expansions.

Mr. Mannarino explained that the Daytona Beach Association of Realtors and the Volusia Manufacturing Association are two good places to market the program. Mr. Mannarino stated he is updating the Economic Marketing Packet because of the 2010 census data that has changed so now is a good time to include information in that packet, which is a handout for prospects. Mr. Mannarino explained that material also goes on the City's website as a PDF.

Mr. Mannarino stated he reviewed information about where projects might develop in the next six months. Mr. Mannarino explained that the QTI projects within the brownfield districts will be on a priority list; if there is a company in the business park or on North US 1, normally that company would be utilizing the QTI programs, the brownfield incentives would be a bonus. Mr. Mannarino continued that there should be an understanding of the whole realm of programs that are available.

Mr. Mannarino stated expansion of industrial businesses at the airport business park and along North US 1 are the typical economic development efforts is concentrated on; Ormond Crossings development projects are not ready for vertical construction for six months due to lack of infrastructure; the east side of Ormond Crossings is industrial which would qualify for QTI as well as brownfield.

Mr. Mannarino stated the former Memorial Hospital property is a good candidate for the brownfield program; the developer is not necessarily the recipient of the brownfield bonus program, it will be the actual projects within that development. Mr. Mannarino continued that if it is retail development, those are the people who would actually apply through the program. Mr. Mannarino explained that the former hospital site lends itself to either retail or mixed development project which will be well over \$2,000,000 in the development stages. Mr. Mannarino stated several realtors and developers have been notified about the program, and it is an added attraction to the site.

Mr. Mannarino stated the former Woody's site is being redeveloped, but it is unclear if the developer will hit the \$500,000 threshold. Mr. Mannarino stated the vacant Food Lion will be reused at some point. Mr. Mannarino explained that the City is trying to get the word out to potential project developers that may develop properties in the near future about the brownfield incentives. Mr. Mannarino stated he felt the realty community is a good source to get the word out.

Mr. Burkett asked, with regards to realtors, are realtors knowledgeable enough when they are talking to clients to push for Ormond Beach parcels versus other parcels; do the realtors understand the brownfield; and has there been any education with realtors.

Mr. Mannarino responded most are knowledgeable, and he has spoken to the Association a number of times about the brownfield program and received positive feedback. Mr. Mannarino stated the education and providing of information relating to the brownfields will be an ongoing process. Mr. Mannarino explained if the material is put together correctly it will be very simple to understand and the realtors can add it to their own literature. Mr. Mannarino stated sometimes realtors include the brownfield attribute as a selling point to a particular property.

Mr. Sznajstajler stated that he noticed around Holly Hill that they placed a number of small green signs that state particular properties may be eligible for redevelopment incentives. Mr. Sznajstajler stated he would be interested to see how successful Holly Hill has been strategically placing those signs around the community.

Mr. Mannarino stated he would check with Lynn Dehlinger with Holly Hill.

Mr. McMunn pointed out that the Food Lion was not in the brownfield boundary.

Mr. Mannarino thanked Mr. McMunn for correcting him.

Mr. McMunn asked how Mr. Mannarino saw the Board helping other than educating people the Board members come in contact with.

Mr. Mannarino responded that he was unsure.

Mr. McMunn asked if there was a flyer the Board could hand out if they were approached by a property owner interested in the program.

Mr. Mannarino responded that a flyer is in the process of being developed for distribution.

Mr. McMunn thanked Mr. Mannarino for speaking to the Board.

Mr. McMunn stated the signs that Holly Hill is using would be very useful for people looking at properties in Ormond Beach in that they could then call the City to get more information about the brownfield program.

VI. MEMBER COMMENTS

Mr. Sznajstajler stated he brought with him copies of Enterprise Florida's overview of the Florida Brownfield Program and eligibility requirements for the job bonus refund for

the Board and the City. Mr. Sznajstajler explained these documents are in the process of being updated, but they are the most current versions available.

Mr. Goss stated that he will be applying for a grant from the federal government for identification of sites which will come before the Board, but the timeframe is not certain.

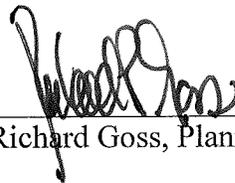
Mr. McMunn polled the Board if they were opposed to only having meetings if there were no items to be placed on the agenda.

The consensus of the Board was unless there was something for the Board to review and act on there would not be a need for a Brownfield Advisory Board meeting.

VII. ADJOURNMENT

As there was no other business, the meeting was adjourned at 6:27 p.m.

Respectfully submitted,



Richard Goss, Planning Director

ATTEST:


For ~~William McMunn, Chair~~ Michael Sznajstajler

Minutes prepared by Meggan Znorowski.