



Roundtable of Volusia County Elected Officials Meeting Minutes May 13, 2024

CALL TO ORDER – 9:00 a.m.

The Dennis R. McGee Room, Daytona Beach International Airport, 700 Catalina Drive, Daytona Beach, Florida.

Those attending included the following Roundtable members: Nancy Miller, Roundtable Chair and Daytona Beach Shores Mayor; Lois Paritsky, Roundtable Vice Chair and Ponce Inlet Mayor; Karen Chazez, Mayor, DeBary; Chris Cloudman, Mayor, DeLand; Fred Cleveland, Mayor, New Smyrna Beach; Gary Blair, Mayor, Orange City; Santiago Avila, Jr., Mayor, Deltona; William Hall, Mayor, South Daytona; Don Burnette, Mayor, Port Orange; Stacy Cantu, Commissioner, Daytona Beach; Jeffrey Brower, Chair, Volusia County; Suzanne Konchan, Deputy County Manager, Volusia County; Kurt Swartzlander, City Manager, Daytona Beach Shores; Mike Disher, Town Manager, Ponce Inlet; Glenn Irby, City Manager, Edgewater; Joe Forte, City Manager, Holly Hill; Dale Arrington, City Manager, Orange City; Claire Whitley, Asst. City Manager, Ormond Beach; Wayne Clark, City Manager, Port Orange; Les Gillis, City Manager, South Daytona; Khalid Resheidat, City Manager, New Smyrna Beach.

WELCOME & INTRODUCTIONS

Chair Nancy Miller welcomed those in attendance and, following introductions of the attendees, led all in the Pledge of Allegiance.

HOSPITALITY AND TOURISM

Lori Campbell Baker, Executive Director, Halifax Area Advertising Authority, provided an overview of the area the agency serves. Ms. Campbell Baker reviewed marketing strategies and showed videos of recent ad campaigns. She stated most of the ad campaigns are focused on social media and other sites. She reviewed the economic impact of their efforts in attracting tourism to the area.

Debbie Meihls, President & CEO, Southeast Volusia Advertising Authority, gave an overview of the services her agency provides to the southeast region of Volusia County. Ms. Meihls explained the overall economic impact tourism has on the county and how it brings more than just guests. She reviewed the agency's market strategies and the avenues of advertising used.

Georgia Turner, Executive Director, West Volusia Tourism Bureau, stated West Volusia was a little unique to the other two agencies since it is not on the coast. Ms. Turner spoke on the trails the west side of the county was known for and special events such as The Cool Craft Beverage Trail. She spoke on the increase in the wedding industry, arts and culture, and other attractions helping draw tourists to the area.

Ms. Campbell Baker, Ms. Meihls, and Ms. Turner all spoke on how the three advertising agencies work together to help bring tourism and special events to the county, as well as the impact it has on the hospitality industry. They also spoke on how having the three different advertising agencies was a positive since the three areas are so unique and they can focus on their area's specialty.

Discussion and questions ensued.

Lynn Flanders, Ocean Center General Manager, Volusia County, provided an overview of the Ocean Center's upcoming activities and events. Ms. Flanders spoke about the strategies being utilized to attract more events. She stated that the Ocean Center is a community asset and explained how it drives jobs and taxes to the community.

Cyrus Callum, Aviation & Economic Services Department Director, Volusia County, spoke on the services available at the Daytona Beach International Airport. Mr. Callum explained that events, such as the Roundtable being held at DBIA, help people see the investment in the facility and the benefits. He spoke on current routes that are successful and how staff is in talks with existing providers and potential new providers to extend services at the airport.

Discussion and questions ensued.

HURRICANE SEASON 2024 and UNIFIED COMMUNICATION

Clint Mecham, Emergency Management Division Director, Volusia County, gave a recap of the 2023 hurricane season and spoke of the impacts on the community. Mr. Mecham provided an outlook for the 2024 Atlantic hurricane season. He spoke of the El Nino to La Nina weather patterns and the impact predicted for the area.

Jim Judge, Emergency Services Department Director, Volusia County, spoke on the importance of unified communications, especially during an emergency event. Mr. Judge explained important communications to our community partners take place all year long and noted that situational awareness is shared on a variety of topics (cold weather shelters, special events, etc.). He stated the three C's of emergency management are to collaborate, coordinate, and communicate. He reviewed the emergency management conference call schedule during an activation and what happens before, during and after the event.

Discussion and questions ensued.

TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE

Don Burnette, Mayor, City of Port Orange, chair of the subcommittee, had to leave for another meeting and gave his report to Vice Chair Paritsky. Ms. Paritsky reviewed his notes and asked Mayor Partington, who serves on the subcommittee, to provide an update as well. Mayor Partington said the majority of the projects are coordinated with county staff and the subcommittee will be working through advocacy to be able to have these projects completed. He stated there will be more information to provide at the next Roundtable.

DISCUSSION OF ROUNDTABLE MEETING SCHEDULE

Chair Miller commented that some of the mayors had mentioned reducing the number of meetings each year from five to four. She asked for feedback from committee members. The feedback received was the frequency of the meetings was fine as is as long as the agendas have topics that are inclusive of all the areas represented by the committee members.

PUBLIC PARTICIPATION

None.

NEXT MEETING DATE

Roundtable Chair Miller announced the next meeting is September 9, 2024, and the meeting location is the same.

CLOSING COMMENTS

Gary Blair, Mayor, Orange City, commented on his upcoming travels to Orange City, Iowa.

Fred Cleveland, Mayor, New Smyrna Beach, announced upcoming Memorial Day events for New Smyrna Beach.

Lois Paritsky, Mayor, Ponce Inlet, announced the Volusia League of Cities Service Awards Ceremony on May 30, 2024, at The Center at Deltona.

Jeff Brower, County Chair, Volusia County, thanked the presenters. He commented on what wonderful work the three advertising agencies are doing to attract tourism and make a positive impact on the county.

Nancy Miller, Mayor, Daytona Beach Shores, announced an Armed Forces Day celebration the City of Daytona Beach Shores is hosting on May 18, 2024.

ADJOURNMENT

There being no further business, Chair Miller adjourned the meeting at 10:33 a.m.