

**ENTERPRISE ZONE DEVELOPMENT AGENCY (EZDA)  
MEETING MINUTES  
February 6, 2008  
9:00 a.m.**

**MEMBERS PRESENT**

Christine Hill, Chairman  
Willie Cooper  
Mercerese R. Clark  
Jeff McAbee  
Jonathan Baety  
Bob Burns

**MEMBERS ABSENT**

Todd Dixon, Vice-Chairman  
Eartha Salmon  
Robert Spivey

**ORANGE COUNTY STAFF**

Carla Bell-Johnson, Growth Management  
Alissa Barber Torres, Planning Division  
Luis Nieves-Ruiz, Planning Division  
Althea Jefferson, Planning Division  
Terri-Lynn Pollack, Planning Division  
Tiana Davis, Neighborhood Services  
Renee Parker, Environmental Protection Division  
Nancy Rodlun, Environmental Protection

**GUESTS**

Rogers Beckett, City of Apopka  
Beth Potter, Town of Eatonville  
Kim King, City of Orlando  
Paul Wyche, Wyche and Associates

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**I. CALL TO ORDER**

Chairman Hill called the meeting to order at 9:08 A.M.

**II. APPROVAL OF MINUTES**

Jeff McAbee made a motion to approve the minutes from the December 5, 2007 meeting. Ms. Clark seconded the motion. The minutes were approved unanimously.

**IV. REPORTS**

**Chairman Report**

Chairman Hill reported that she and Wade Vose from Vose Development in the Apopka area talked briefly about the South Apopka Enterprise Zone. Chairman Hill will attempt to schedule a tour with Mr. Vose in the near future. Chairman Hill also scheduled time to drive through the Pine Hills area to become acquainted with this area of the Orange County Enterprise Zone.

## **Staff Report**

Mr. Nieves-Ruiz reported that there were a total of 92 inquiries as of February 4. Staff sent the annual child care facilities mailing in January. Two businesses benefited from the property tax exemption this year. The total annual benefit to these businesses is \$4,853.57. With these two new applications, the total incentives for the 2007-08 year reached \$17,474.82. The total amount invested by Enterprise Zone businesses remained at \$86,707.

Staff held several technical assistance meetings with Enterprise Zone businesses. On December 13, Luis Nieves-Ruiz met with Michelle Williams from Peek a Boo Learning Center to sign her property tax exemption form and discuss other Enterprise Zone incentives. On December 18, Luis met with Lashawn Robertson to discuss all the incentives available to her child care business. On December 19, Luis dropped off an Enterprise Zone packet at the office of Credit Cars auto dealership, which is located at 4500 W. Colonial Drive. On January 16, Luis met with Jessica Burns to assist her with the completion of some Enterprise Zone applications. Also on January 18, he met with Rose Williams from TLC Christian Academy on West Michigan Street to sign her property tax exemption application and discuss some of the incentives available to her child care business.

An article about the Enterprise Zone program was published in the January/ February issue of the National Association of Industrial and Office Properties (NAIOP) news letter. A copy of the article was placed in the Enterprise Zone Packets.

On a final note, on February 4 staff held a conference call with Paul Wyche from Wyche & Associates to discuss the marketing contract activities for the next three months.

## **V. NEW BUSINESS**

### **A. Infill Master Plan Presentation**

Althea Jefferson, Chief Planner of the Intergovernmental Section, went over a presentation regarding the Infill Master Plan. This plan presents a comprehensive set of strategies that would help to redevelop old urban corridors and non conforming lots in unincorporated Orange County. The plan selected five areas as infill pilot corridors, three of which share boundaries with the Orange County Enterprise Zone. They include the neighborhoods of Pine Hills, Holden Heights, and the Edgewater area. Staff included maps of these areas in the meeting's agenda packet.

### **B. EZDA Bylaws**

On June 2006, members approved changes to the EZDA bylaws to make them conform to the Enterprise Zone Program Statutes. These bylaw changes triggered changes to the Enterprise Zone Development Agency Ordinance, which had to be reviewed by the Membership and Mission Review Board and later approved by the Board of County Commissioners. During the ordinance's review, there were some additional changes that are not currently reflected in the bylaws. Staff explained to the members that no action would need to be taken at the time, but that they should be ready to discuss prospective changes to the bylaws at the next EZDA meeting. The new bylaws would then be sent to the Board of County Commissioners for approval as a consent item in the future.

### **C. Enterprise Zone Boundary Expansion**

Staff has met with other Orange County Divisions to discuss a potential expansion of the Enterprise Zone areas, so that its boundaries better conform to the Infill Corridors and meet other Orange County program goals. The Enterprise Zone Statutes allow local areas to consider boundary expansions every three years. Since most of qualifying Census block groups were approved during the last reauthorization process, efforts could be concentrated on bringing adjoining Census Blocks with zero population into the Enterprise Zone. This method was used by the City of Orlando during the last boundary expansion in 2004. At a future meeting, staff will be discussing the location of the qualifying blocks and the potential implications of expansion on the Enterprise Zone.

**D. Consultant’s Report**

Mr. Wyche presented to the EZDA a marketing plan for the next 30 days. Now that the communication materials are complete, Mr. Wyche will be targeting his marketing efforts by neighborhood. His approach would vary, based on the area’s demographic and business characteristics. In other news, Mr. Wyche informed the EZDA that two newspaper articles about the Enterprise Zone Program were published by the *Orlando Times* and *El Nuevo Dia*. He also confirmed that he has commitments from several pastors in the Eatonville area to share Enterprise Zone information with their congregations.

**E. Program Update from Municipality Staff (Apopka, Eatonville and Orlando)**

None of the municipalities had items for discussion.

**VI. ADJOURNMENT**

The meeting was adjourned at 10:22 a.m. The next meeting will be held on May 7, 2008 at the Disney Entrepreneur Center.

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Christine L. Hill, Chairman

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Date of Approval

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Luis Nieves-Ruiz, Senior Planner

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Date Prepared