

Meet Ed Kelley



After 10 years in a successful insurance/real estate career, Ed Kelley switched gears and began a 30-year career with TRL, INC. (Hawaiian Tropic Suncare) retiring in 2001. During those 30 years, he owned two distribution companies, an apparel manufacturing company, as well as an imprinted sportswear company. Ed developed the international division of Hawaiian Tropic (HT Marketing Europe LTD) and served as president and CEO for four years.

In 1992, Ed and 11 alternate community leaders were appointed to a Blue Ribbon Committee (Fiscal Policy and Productivity) by the Ormond Beach City Commission. They were tasked with developing a white paper outlining ways for efficiencies in city government operations. Ed was elected chairman and the white paper was presented in 1993. The commission thanked them for the efforts, but didn't see any reason to pursue changes to current operations. This seemed strange to Ed and the other business leaders; the private sector is always looking to be more efficient. Several asked Ed to seek office and he did and was elected Ormond Beach Commissioner Zone 3 in 1993 and served through 1997. Ed was elected in 2005 and served as commissioner through 2010 when he was elected Mayor of Ormond Beach. He served as mayor for six years until he was elected Chair of Volusia County Council. His term ends 12-31-2020.

During his almost 20 years of elected service some of the boards he has served on are: Halifax Indian River Task Force, Volusia Water Alliance (Chairman) Water Authority of Volusia (Chairman) Volusia Council of Governments (Chairman) Volusia League of Cities, Elected Officials Volusia County Roundtable (Chairman) Transportation Planning Organization, ECFRPC (Board) CFCRC (SunRail Board). In addition, Ed was co-founder of Ormond Beach Community Foundation, a (501c3) and is involved in numerous other civic organizations.

Ed is a 1968 graduate of Belmont College with a BS in Business Administration/Economics. While attending Belmont, he was a member of the varsity baseball, basketball, and golf teams and was President Elect of the Business Marketing Club. Ed and his wife Mary Margaret have been married for 47 years and have two adult children. Katherine, who is in her 18th year teaching in public schools, and Brian, who is Florida of Florida Georgia Line's Country Music Duo.