

## MINUTES

### SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

November 16, 2011

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, November 16, 2011, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Cassandra Reynolds	Present
Commissioner Edith Shelley	Present
Commissioner Pamela Woods	Present
Commissioner Kelly White	Present
Commissioner Robert Gilliland	Present
Commissioner Patrick Henry	Present
Mayor Glenn Ritchey	Present

Also Present:

James V. Chisholm, City Manager  
Marie Hartman, City Attorney  
Jennifer L. Thomas, City Clerk

2. Commissioner Henry led the invocation.
3. Commissioner Reynolds led the Pledge of Allegiance to the Flag.
4. Approval of the minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, October 5, 2011, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

It was moved by Commissioner Gilliland to approve the minutes. Seconded by Commissioner Woods. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Mayor Ritchey	Yea

5. AGENDA APPROVAL

James V. Chisholm, City Manager read the Agenda changes:

No Changes.

It was moved by Commissioner Gilliland to approve the Agenda. Seconded by Commissioner Shelley. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Mayor Ritchey	Yea

6. PUBLIC COMMENT BY PEOPLE ADDRESSING THE COMMUNITY REDEVELOPMENT AGENCY FOR ITEMS ON THE AGENDA.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated between last meeting and this meeting everyone should have one of the pamphlets he was holding in his hand that was given out in Ormond Beach. This pamphlet has everything in it that The City of Daytona Beach has for our Main Street Community Redevelopment Area (CRA) all of the streets are listed there and the only thing left for us to do was to add the names of our businesses. Daytona Beach has over 100 places to eat, drink or be entertained in that area. This is a calling card, the people need to know what Daytona Beach has to offer and they don't have it available to do. During a conversation he had with City staff they spoke about doing a magazine or book or something of that nature, which sounds to be expensive, whereas this pamphlet was relative inexpensive, attractive and something they could carry with them while going shopping. Downtown already has one and if they have one so should Beachside and Midtown. Embry Riddle was looking for a place to test their wind turbines; he suggested the Pier would be the perfect location for several reasons. First reason was because the Pier is eye-catching for the tourist to go up to and see. If they go up to the Pier to see the wind turbines there should be information available to explain what it is that way they would know that we have industry in town and what's happening in town besides tourism. Third thing he wanted to mention was Florida Encounter was in the City and they brought in close to \$20 million. We often invite people into our community and we don't clean house before they come in. He had been suggesting for years to mow the grass, clean the streets and so forth one block north and one block south of Main Street before Bike Week and Biketoberfest. If this is not being done what are we saying to the people that come into our City for those special events. He asked the CRA in the future especially when we are trying to sell ourselves, to clean house first before guests arrive for their visits.

James Harper, 341 Weaver Street, Daytona Beach stated he thought the wording said, "Public Comments on items on the Agenda" but as he listened to Mr. Nicholson speak; nothing he said or any of the comments he made were listed on the agenda, so he was assuming that was no longer the rule. He wanted to speak on the purchase of the holiday

lights which were on the agenda. He personally didn't have a problem with the lights, but he did have a problem with the money coming out of the Main Street Redevelopment Fund. He was curious and maybe it was because he didn't understand however if he recalled correctly, he remembered Commissioner Reynolds asking for \$1 million for the Midtown Redevelopment Area because the area was playing catch-up to the other development areas. The residents in the Midtown Area would like to have holiday lights as well as the other redevelopment areas. The Midtown area has major thoroughfares namely Mary McLeod Bethune Boulevard, Dr. MLK Boulevard and even Ridgewood Avenue. The CRA always finds money for things on the beachside to impress the tourists, what about things on the Mainland side for the people who actually live in Daytona Beach year round. Martin Luther King thoroughfare has never had any lights or decorations, but the ones for Mary McLeod Bethune are actually over 20 years old or they might be as old as 40 years old and were recycled from when they were used on Beach Street. The black sections in the City are continually being given hand-me-downs. He wanted Commissioner Reynolds to stay on top of the \$1 million she requested for Midtown, because the City did receive \$3 million extra from the Red Light Cameras that are located on the mainland side of The City of Daytona Beach. He asked the question, why should the money collected from the Red Light Cameras, be placed on the beachside when all of the cameras are on the mainland side. He asked the CRA if the \$3 million collected from the Red Light Cameras is on the mainland side and none of that money is being placed into the Midtown Redevelopment Area Fund, he wanted to know, where the money is going. Not only do we need lights for the thoroughfares in Midtown, but we also need the funds to finish up the streetscape. It's been well over 20 years ago when they received the funds to do the streetscape on Dr. Mary McLeod Bethune Boulevard, which they only completed half of the street. There was talk about completing the remaining half, and so far that has not happened. Recently they repaved a section of Mary McLeod Bethune, but the other section is still full of potholes and rubble. The CRA can find money for an ice skating rink, something Daytona Beach does not need because people will go there the first week of the grand opening and after that the thrill will be gone. There is already an ice skating rink in South Daytona, and for those that want to go ice skating that is where they are going to go, so please find some funds to put Holiday Lights in the thoroughfares in Midtown.

Marjorie Johnson, 122 South Keech Street, Daytona Beach stated she was concerned with an article she read in the News Journal because she attended some of the meetings of the Midtown Redevelopment Board. She was one of the citizens that spoke at the Midtown meeting in favor of the two gentlemen that wanted to establish the convenience store on Martin Luther King. Not only did she speak at the Midtown Board meeting but she also spoke at the City Commission meeting because she was concerned about this issue, and she knew that they had met all of the requirements. She personally would like to see their convenience store come into that neighborhood instead of a business but; there are people in the community that are against it. There are a lot of drugs and crime already in the neighborhood and it will be there whether they are allowed to open their business there or not. She thanked everyone on the CRA that voted in favor of the convenience store being brought to the community, because the community does need more businesses to be brought to the neighborhood. She felt the gentlemen had been runoff because they saw the negative comments made by the people that spoke against them opening their business in the neighborhood. There were some statements made in the newspaper that she did not agree with and she would like to have seen the person who wrote the article because there are

people in the community besides herself that wanted to see the business in the community. In closing she agreed with Mr. Harper she would like to see some of the monies turned over to the board as far as lights to light up the Midtown community as well as the other communities in our City.

7. ADMINISTRATIVE ITEMS

- 7A. Adopted/Resolution No. CRA 11-21 approving an emergency purchase for a Lease Purchase and Services Agreement, in the amount of \$124,885 (\$24,977 annually), with CDI Enterprises, LLC, 3124 NW 16th Terrace, Pompano Beach, FL 33064, to fabricate, install, maintain, repair, and store holiday lights and decorations for the Main Street Redevelopment Area, for a five-year (5) period. After the five-year lease the holiday lights and decorations would become the property of the Community Redevelopment Agency (CRA). Lights and decorations are specifically made for installation on the Oceanfront Bandshell, on 21 decorative light poles on Atlantic Avenue, and on 33 decorative light poles on Main Street. The initial installation is intended to occur prior to the 2011 Thanksgiving Holiday and removed after January 8, 2012. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING EMERGENCY EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND FOR THE LEASE PURCHASE OF HOLIDAY LIGHTING AND DECORATIONS FROM CDI ENTERPRISES, LLC, FOR THE OCEANFRONT BANDSHELL AND SURROUNDING MAIN STREET REDEVELOPMENT AREA FOR A FIVE-YEAR PERIOD FOR AN TOTAL AMOUNT OF \$124,885; AUTHORIZING THE CHAIRMAN AND SECRETARY TO EXECUTE THE AGREEMENT WITH CDI ENTERPRISES, LLC; AND PROVIDING AN EFFECTIVE DATE.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated unfortunately he did not keep the print out they gave out last time which gave a rundown of what each individual cost would be but he is almost positive in that it was for decorations we are now spending an additional \$125,000 so we are talking \$200,000 give or take for decorations, for 54 lights that is an awful lot of money. The County is doing x amount of dollars for this one event we are approaching a half million dollars, he is at almost \$450,000 collected for this event between the County, the City and people giving money, that's a great deal of money for six weeks. He is asking for a little bit of discussion at least on why we are buying all of these for five years we don't get to keep them until after the fifth year and it's a great deal of money for ... and if you have seen the two that are in front of the Ocean Center they are kind of bland and non descript you can't see them during the daytime he literally almost walked past them before he realized that they were there. Hopefully at night when he goes back they may be lit but as of now you can't see them and that was the problem with the decorations that we had previously during the day you can't see them. The lights on Main Street half of them were out so when going down at night there are these black spots so it doesn't look cohesive. There is a great deal of money here, a half million dollars is a lot of money to him. The City is only going to give \$300,000 give or take, \$291,000 is a great deal of money to him as well. He asked that they look at this very carefully; he doesn't want to say that they were misled at the last meeting but he thought the decorations were in the last meeting. Lastly he asked that they consider that they put the decorations on the Boardwalk we always neglect the Boardwalk and people still to this day walk the Boardwalk during the winter and we have nothing there. The City should do something to create a festive atmosphere on the Boardwalk that is where many of our tourists go and we are neglecting it.

Commissioner Woods stated she had the same questions and assumes staff can answer those tonight.

Reed Berger, Redevelopment Director stated he thinks there was some questions about the lighting, when you look at the pictures are they white lights or what are we dealing with. He believes we have 33 poles on Main Street, those will be red LED lights. LED is about 90 percent less of an expense than traditional light bulbs so you save a lot of money in terms of the cost it's fairly nominal for example a ten string set of those large bulbs that we put out cost about \$56 a month and if you put up LED's that similar large bulb would cost 65¢ and that is coming out of the utility company. Those are the differences in your costs so you are saving quite a bit. It costs a little bit more up front to acquire an LED light but overall you get a good savings for it. The other question was on the lighting cost and that is \$25,000 per year and we are only paying about half of that for the cost of the actual product and right now the agreement provides that if we wanted to and elected to terminate the maintenance and the lease work where they come in store it, repair it and bring it back up to its new condition we could do that and next year we could own it for \$51,000 and we could put it up and take it down ourselves; that's not our preference to do that because of the costs involved and the time it takes to put it up. Typically most of the time you see these lighting companies put them up take them down and store it and at the end of five years we'll have basically a brand new set of lights that they are repairing and taking care of and guaranteeing through the five years we will get that product like it was the first year.

Commissioner Henry asked what the life expectancy of the lights was.

Mr. Berger stated LED last a lot longer. He does not have a guarantee or a warranty of how long they will last after the fifth year.

Commissioner Henry asked once we receive the lights whose responsibility is it each year to put them up and take them down.

Mr. Berger stated if we don't want to continue the contract it would be us, we would have to put them up and take them down.

Commissioner Henry stated so we would have to do it anyway.

Mr. Berger stated we would have to do it at that point or we could try to renew additional services.

Commissioner Henry stated what he is not understanding is after five years the lights belong to the CRA so how much use would we get out of those lights past that five year point.

Mr. Berger stated if we take good care of it he would hope they would use them for several more years but with any string of lights you have got to do some work on them.

Commissioner Woods stated she was surprised to see this on the agenda because she thought we were done spending money on this down there so what exactly is it that the sponsors are paying for. The sponsors are paying for stuff, the County is paying for stuff and the City is paying for stuff, she would like a clear breakdown of who is paying for what and what is it we paid for originally. She thought that they were paying for some decorations originally.

Mr. Berger stated there were no decorations he is aware of in that talking about the ice rink.

Commissioner Woods stated strictly the ice rink. What are the sponsors paying for.

Mr. Berger stated Mr. Smith is here and could answer to what is going on with the ice rink and there is some sponsorship there. The Ocean Walk Shoppes are paying about \$10,000 for similar decorations.

Commissioner Woods asked where they would go.

Mr. Berger stated in the Ocean Walk commons area.

Commissioner Woods stated only in that narrow area there.

Mr. Berger stated right and that's one area and then there is the County and what they are participating in over at the Convention Center and the last piece there the pedestrian bridge over the top and they are trying to work out the final details on permitting with that.

Commissioner Woods stated but we are paying for that.

Mr. Berger stated no we are not.

Commissioner Woods stated but there is a picture of it in here.

Mr. Berger stated there is a picture because when they took the picture of A1A lights what you see mostly is the pedestrian bridge but we are not paying for that. We are paying for the A1A lights and it is not the lights it is a garland and it is wrapped around and we are also paying for the poles on Main Street and the decorations that are over the Bandshell and that's it.

Commissioner Shelley stated she asked a question the other day as well regarding this. Considering that we are using the same company CDI Enterprises why we couldn't piggyback with the County so how is their contract different than ours.

Mr. Berger stated he has not seen their contract so he can't speak to that, he knows that they elected to purchase the product up front and do their own maintenance and or repair and they are looking at following through at least in the first year with CDI as far as services but he does not know after that what they are going to do.

Commissioner Shelley stated so many times if we are doing something we will piggyback with them to save money and initiate a contract with them in that manner but they are not doing the maintenance, put up and take down that we are contracting for, the County is going to maintain, put up and take down on their own.

Mr. Berger stated no it is his understanding at least in this first year they are looking at having that work done with CDI he thinks they may be storing it but he doesn't know all of the details of their contract.

Commissioner Shelley stated she was just questioning as to why we didn't try to piggyback with them to get perhaps maybe a better price.

Al Smith, 154 South Beach Street, Daytona Beach stated CDI was used by pretty much everybody and the County basically has the same deal which is his understanding a five year lease to purchase. He thinks what everybody has found over the years in dealing with Christmas decorations is to have a professional company come in set them up, take them down, store them, rehab them as needed each year is the preferred way to do it. His understanding is the County has done this the same way ...

Commissioner Shelley stated she was just wondering why we didn't combine then she thought by having more we may have gotten a better price.

Mr. Smith stated they did waive their ...in the beginning ...we went to them and got all the lights and everything done, we felt like on the City part we didn't feel like there was a need to come in front of the Commission necessarily because we thought we were at a lower number but as this thing went on it just ... to make it all fit together this is what we needed to do. Certainly the County is doing their part, the sponsors he has currently are directly related to the skating rink itself right now. Our goal is \$25,000 we have \$18,000 right now and we have the Daytona Beach CVB (Convention and Visitors Bureau) which is going to be covering most of the marketing costs, they have now put in at least \$10,000 to help with the marketing of this.

It was moved by Commissioner White to adopt the Resolution as amended. Seconded by Commissioner Shelley. The Resolution was adopted 7-to-0 with the breakdown as follows:

Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Mayor Ritchey	Yea

- 7B. Adopted/Resolution No. CRA 11-22 revising Resolution No. 07-442, to change meeting time for regular quarterly Community Redevelopment Agency (CRA) meetings and any additional CRA meetings required to conduct business of the CRA. City Clerk Thomas read the Resolution by title only. A RESOLUTION AMENDING RESOLUTION NO. 07-442 TO AMEND THE SCHEDULE FOR REGULAR AND SPECIAL MEETINGS OF THE COMMUNITY REDEVELOPMENT AGENCY; AND PROVIDING AN EFFECTIVE DATE.

Mayor Ritchey asked if there were any questions or comments from the CRA on this. He explained the reason behind the time change in the schedule was in order for the CRA to be flexible in the schedule. Hearing no further questions or comments he called for the vote.

It was moved by Commissioner Shelley to adopt the Resolution. Seconded by Commissioner White. The Resolution was adopted 7-to-0 with the breakdown as follows:

Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Mayor Ritchey	Yea

8. COMMENTS/INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY BOARD - CITY MANAGER AND CITY ATTORNEY REPORT.

No discussion.

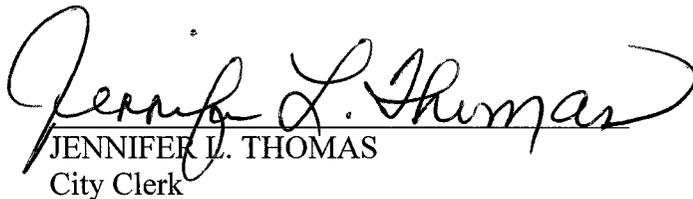
9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:30 p.m.



GLENN S. RITCHEY  
Chair

ATTEST:



JENNIFER L. THOMAS  
City Clerk

Adopted: December 7, 2011

**RECORD REQUIRED TO APPEAL:** In accordance with Florida Statute 286.0105 if you should decide to appeal any decision the Community Redevelopment Agency Board makes about any matter at this meeting, you will need a record of the proceedings. You are responsible for providing this record. You may hire a court reporter to make a verbatim transcript, or you may buy a tape of the meeting for \$2.00 at the City Clerk's office. Copies of tapes are only made upon request. The City is not responsible for any mechanical failure of the recording equipment.