

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

February 15, 2012

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Tuesday, February 15, 2012, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Robert Gilliland	Present
Commissioner Patrick Henry	Present
Commissioner Cassandra Reynolds	Present
Commissioner Edith Shelley	Present
Commissioner Pamela Woods	Present
Commissioner Kelly White	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 Gilliland led the Pledge of Allegiance to the Flag.
4. Adopted/Minutes of the December 6, 2011 Special Community Redevelopment Agency Board Meeting and the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, January 18, 2012, 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 Henry. The motion passed 7-to-0 with the breakdown as follows:

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

6. PRESENTATION

6A. Presentation - Midtown Master Plan

Reed Berger, Redevelopment Director introduced the Midtown Board Chairman who would make an introduction of Mr. Huffman and the project.

Hemis Ivey, Chairman, Midtown Redevelopment Board thanked Commissioner Cassandra Reynolds who started the process of making the plan happen; thanks was given to the Mayor and the City Commission for approving the plan as a whole. Additional thanks were given to former Chairman of the Board, Johnnie Ponder and recognition was given to the overall board. Mr. Huffman was introduced and a special amount of thanks was given to Florida A&M University.

Professor Craig Huffman, School of Architecture, Florida A&M University presented the Midtown plan. The process has been an 18 month community process; there were seven workshops throughout the community which brought out a wide spectrum of input from community stakeholders. The larger framework of the plan has been developed which will be a blue print to move forward for this very historic part of the community. The school has done a master plan for various entities around the state. The process allowed the school to get to know the community, having workshops and mapping the community to come together for the master analysis. The Midtown area is an excellent location. It is half way from the beach, I-95 and the Speedway. It has a rich African American history and culture. There are a significant number of entities that assist to create the culture. The culture of the area was presented with the inter-connect designs of the area. A review of the plan was presented which included graphic analysis, mapping and architectural assist with historic contributions. For the area to be successful there has to be new development and growth which would include private sector investment. Mr. Huffman thanked the City Commission for the opportunity.

Mayor Ritchey thanked Professor Huffman and the Florida A&M School of Architecture for a very fine plan. Midtown is a wonderful historic community that is in need of refurbishing. The plan looks like a tremendous one and is a good way to start and achieve the goals. There are some short term goals and some longer term opportunities to meet the vision. He congratulated the students that were in involved in the plan and asked Professor Huffman to carry the compliments back to the University and students.

Commissioner Shelley commended the students and the Professor for the plan. She participated in quite a few of the meetings. She has read through the plan and she thinks that it is excellent. She loves the form based codes, the pattern books and when you talk with developers they are looking for those sorts of things. She is very excited about the plan and feels that it is something crucial to Midtown and she looks forward to the development of the plan.

Commissioner Woods stated that it was great and a real quality plan. It is better than some that we have paid a lot more money on. She wanted to commend the University and she was impressed with the quality and the depth of the plan.

Professor Huffman stated that he appreciated the comments. The plan goes to the heart and depth of the mission at the school of Architecture. They have a number of qualified professionals who have companies and firms outside of the academic institution. They get the best and the brightest top graduate students and they are pretty sharp young people. This is a win-win opportunity for the community to get something more economically and get the benefit of professional leadership with a lot of hard work of students who are getting paid academically. It is a good approach with a lot of benefits and the University appreciates the opportunity. Other communities have done this but Daytona Beach has been one of the leaders in this area.

Commissioner Henry stated that he loves the plan and feels that the community center that the City has already started will allow us to build upon the momentum. The design is modern, eye appealing and with all of the redevelopment of the housing areas that have already been done in the City, he sees this plan as integrating together. He wants Midtown to go forth and he loves the plan.

Commissioner Gilliland stated that it is a great plan. It did not get done as quickly as the Commission expected but taking the time to get it done correctly was important. He does not see anything in the plan that he could not embrace immediately. Through the Transportation Planning Organization (TPO) they are completing a study of the corridor of US1 and this things that deal with the density couple up with this plan very nicely. He feels that the study could move toward the Midtown area. Florida A&M deserves a lot of credit as well as the board because they really stuck to this plan for a long time. The board made sure that it was the right plan for the community.

Professor Huffman stated that the board was involved in the plan every step of the way.

Commissioner Reynolds stated that she was ecstatic; she really loves the plan. The plan took a group effort with the board and the leadership. She thanked the members of the Midtown board for their leadership. This was a project where the community worked together and she is so proud of the effort. The presentation of the plan and the easy read of the plan are so much appreciated. She thanked Professor Huffman and commented that he did a fantastic job. She wanted to know and asked the Mayor if the Commission could get a consensus ... during the time when the City's CRA was audited ... this is for Reed ... looking at the other plans, Main Street/South Atlantic, she saw where the capital projects programs were placed in the plan ... the way that it is reading she is thinking that it was after the audit ... see if that would be included in the Midtown plan. For those who do not have privy to the plan it sort of goes through in more detail so that if or when we are audited again we will meet the criteria within the plan; it says such things as public improvements and public utilities may be included and are not limited to streets, street lights, sanitary and so forth. To say that this will allow the City to have these types of things paid for by the CRA if and when we get the funds for it even if it is 40 years down the road. Other programs like innovative policing could be paid, enhanced code enforcement, a maintenance program, promotional programs that sponsor marketing for festivals, cultural activities and sporting events etc., incentive programs including grants, which the City is already doing. When we are audited we could go back and point to this was in the plan. The City would not be penalized on that again. She would like to propose the town and gown idea to promote better relationships and creating joint projects with Bethune-Cookman University (BCU). When the City tries to work more in-depth with the University and foster a better relationship and do joint projects; it will be done legally as we disburse funds to such activities. She is pleased about what has been done in the plan; it is just a beautiful plan.

Commissioner White asked what the time line for moving the plan forward is. The City will go through the same process like when we go through the Comprehensive plan.

Professor Huffman stated that Reed was wonderful help to the University as well as Charles Bryant and James Benderson. The staff really facilitated their job and made it easy for them.

Mayor Ritchey stated the idea of turning Lincoln Avenue into some type of storm water retention area would look very attractive and serve a wonderful purpose. The traffic has never been heavy on the street. We already have the property and that is an absolute win.

Professor Huffman stated that it would have to be a rain garden and bio swell to make it attractive. Storm water can be an asset to the community and not just a hole in the ground.

It was moved by Commissioner Shelley to forward the plan to the Community Redevelopment Agency (CRA) for consideration and approval process. Seconded by Commissioner Reynolds. The motion passed 7-to-0 with the breakdown as follows:

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

7. ADMINISTRATIVE ITEMS

- 7A. Adopted/Resolution No. CRA 12-05 authorizing the expenditure of Redevelopment Funds in an amount not to exceed \$51,500 (\$50,000 plus closing costs not to exceed \$1,500); and authorizing the purchase of an existing 1,800 sq. ft. convenience store located on an 8,150 sq. ft. lot zoned (BA) Business Automotive, located at 719 S. Martin Luther King (MLK) Boulevard, from Absanullah Mahbubor Rasul & Omar Imam. Acquisition and assembly of property is consistent with the Midtown Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MIDTOWN REDEVELOPMENT AREA TRUST FUND FOR THE PURCHASE OF REAL PROPERTY LOCATED AT 719 SOUTH MARTIN LUTHER KING BOULEVARD IN THE AMOUNT OF \$50,000 PLUS \$1,500 FOR CLOSING COSTS; AND PROVIDING AN EFFECTIVE DATE.

Norma Bland, 1317 Imperial Drive, Daytona Beach stated even though she doesn't live in Midtown she has a vested interest because she was raised in that community. She was also instrumental by going to the press to make sure the owners were not going to open up shop in that community because of the calls she received from residents not wanting any more convenience stores. She would like to see that area revitalized and she came up with another plan; allow the community to open and run that business to enhance their community through urban planning. They could integrate that into the Master Plan. They need so many things in that particular area because they are not being provided. She does realize that \$50,000 may be a lot to some people but Midtown deserves \$1,000,000 plus.

Mayor Ritchey stated looking at this if you look at the assessed value and the purchase price we all have to keep in mind that the City owns a nice parcel of land that is contiguous to this and the assemblage of properties make properties more valuable. This is a great opportunity for the City and for the neighborhood, having those properties contiguous flies in the face of what's reasonable as far as the value of those properties. He thinks together we have a real winner there and it answers a concern the community had that this Commission backed up by stopping the edition of convenience stores in the Midtown area.

It was moved by Commissioner Reynolds to adopt the Resolution. Seconded by Commissioner Henry. The Resolution was adopted with the breakdown as follows:

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

8. CITIZENS

Scott Chesley with CKS Productions out of Daytona Beach and has been in town approximately three years. He was present on tonight to introduce himself and to get familiar with the process as well as everyone involved in the process of the City Commission. His company produces family festivals and he had a write up he wanted to leave with the Commissioners and staff. He wasn't quite sure of how the process worked but that was his reasoning for being present on tonight to get to know how the process works. He gave a brief summary of what his company does, which was basically create large family friendly events. By large he meant from City Island to all of Riverfront Park, Manatee Island and from Orange Avenue to Fairview Avenue, which would all be considered very large scale events. Some events they presented in the past they were asked to scale them down and not close off any streets and they met all the criteria. He just wanted to let everyone know who CKS Productions is and that they are local in case someone needed to get in touch with them in the future.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated the Main Street CRA was approaching 30 years and most of the area has been neglected by the City due to the commercial areas being worked on quite heavily but the residential areas have not. Money was spent on the roads and sidewalks a little while ago and the City almost got it right but they left one street north of Main Street and one street south of Main Street undone. There are also six houses that the cement in the front was not paved over. It would be very easy for the City to finish the project because it would cost very little money, a lot less than what the City is buying this piece of property for. It would complete the entire 70 streets in the Main Street CRA and after 30 years that was deserving of finishing a project. Secondly, the City did half of the parking lot owned by the Hilton they landscaped half of it and did not bother to landscape the other half. Lastly, the Main Street Board finally got their budget and in their budget they found out Main Street doesn't get a staff for themselves and they haven't had one for five years. He didn't feel that Main Street should have to pay for Midtown and Downtown-Balough Road staff members. Main Street deserves to have their own staff member and their money should remain in their own budget for Main Street.

Mayor Ritchey responded to Mr. Nicholson he could not let that statement past. The City does not transfer CRA dollars from one board to the other.

Mr. Nicholson stated the appearance is what he was going by.

Mayor Ritchey stated he did not care about appearances, it was the facts that he deals with. And the facts were by law, we cannot and do not transfer monies from one redevelopment area to another redevelopment area, so do not spread that misinformation in the community.

Mr. Nicholson asked Mayor Ritchey then where is the \$140,000 going that goes into the pot.

Mayor Ritchey stated he didn't know the answer to that, maybe it was \$140,000 or \$130,000 because he was good at coming before the board spouting off numbers he had pulled out of the air or that was not based on facts. According to you, "we almost got something right" thank you, you're done, next.

Marjorie Johnson, 122 South Keech Street, Daytona Beach stated she wanted to commend the gentleman for the outstanding job that he did on the Midtown Master Plan. She grew up in the Midtown area, she also went to school in Midtown and she still lives in Midtown. She wanted to say that she was looking forward to the improvements being made because a lot of them were long overdue. She has advocated many times before the Commission for sidewalks in her community and some of them have gotten sidewalks and they are proud of the progress that's being made in Midtown. She just wanted to say she was looking forward to the plan being implemented. She wanted to know if there was a timeline of how long before this plan can begin the implementation process.

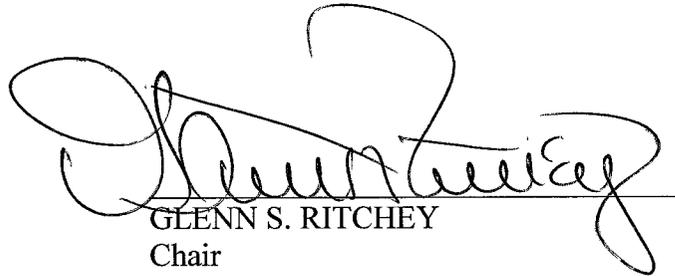
James V. Chisholm, City Manager stated this plan would have to go through a review process with the CRA boards, Planning Board and after them it will come back before the City Commission for approval. That process is only the beginning but it's not the end, it's going to take years just like all of our plans to implement the increments that can be financially afforded and in the end you will have a Master Plan that guides the development in the future and provides the frame work for overall improvements in the Midtown Redevelopment Area.

9. COMMENTS/INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY – CITY MANAGER AND CITY ATTORNEY REPORT.

No comments.

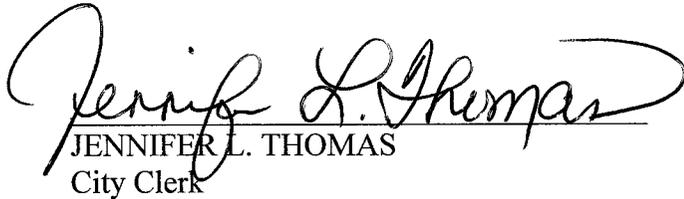
10. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:52 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: March 7, 2012

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.