

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

May 2, 2012

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Tuesday, May 2, 2012, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

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

Also Present:

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

2. Commissioner Shelley led the invocation.
3. Commissioner Woods led the Pledge of Allegiance to the Flag.
4. Adopted/Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, March 21, 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 Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Mayor Glenn 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 Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Mayor Glenn Ritchey	Yea

6. ADMINISTRATIVE ITEMS

6A. Adopted/Resolution No. CRA 12-08 approving the expenditure of Redevelopment Funds, in the amount of \$30,500, for The Friends of the Bandshell to support the Summer Concert Series at the Bandshell for the 2012 season. \$18,000 would be used to pay part of the \$32,820 in permit fees required by Cultural Services for use of the Bandshell. The remaining \$12,500 would be used to pay part of the \$61,500 cost for 16 weeks of fireworks at the Pier including the 4th of July. Supporting events at the Bandshell is consistent with the goals and policies of the Main Street Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION ACKNOWLEDGING RECEIPT OF FRIENDS OF THE BANDSHELL 2012 EVENT PROMOTION BUSINESS PLAN; APPROVING A GRANT OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND IN AN AMOUNT UP TO \$30,500 FOR PROMOTIONAL ACTIVITIES AS SET FORTH IN THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

Mayor Ritchey stated to the audience that this was a Special Community Redevelopment Agency (CRA) Meeting and not the Regular City Commission Meeting, which will follow about five minutes after the CRA meeting.

Dino Paspalakis, 565 Riverside Drive, Ormond Beach, Florida stated he was representing the Boardwalk Property Owners Association. He wanted the Commission to know that they spend \$4,100 on fireworks per Saturday night for 15 weekends that comes to a total of about \$60,000 plus \$15,000 for July 4th and we are also looking at booking bands and paying other expenditures. They are not asking for anything near what they are faced with having to deal with. The City of Ormond Beach spends \$44,000 for the fireworks, 7,000 for the sound, stage and lighting, \$6,000 for the bands and \$3,000 to \$5,000 for miscellaneous expenses for one night-July 4th. We are giving you 16 nights of fireworks displays, 16 different bands, a summer long activity for all the citizens and public to enjoy. The cost to the City will only be \$12,000 plus a waiver of \$18,000 of the \$34,000 fees.

Kim Ellis, 128 South Beach Street, Daytona Beach stated the Friends of the Bandshell were dedicated to preserving the integrity of the beachside, its entertainment and the historic Bandshell. The concerts over the last 14 years have not been cheap but it has become a tradition and entertainment for all. She asked if better communication of the upcoming events could be worked out. They have presented their budget, asked for sponsorships and would like the City to become one as well.

Tony Welch, P.O. Box 923, Daytona Beach stated he was the Co-Chairman and Treasurer for the Friends of the Bandshell and they have raised most of the money themselves. The 2012 budget is over \$180,000 which includes \$65,000 for fireworks, musicians and all other accessories such as the stage, lighting and sound. They have pledges at this time for \$110,000. He asked for any kind of help the City could offer. They have special programs scheduled for Memorial Day, July 4th and Labor Day.

John Nicholson, 411 North Grandview Avenue, Daytona Beach stated his comments on the savings on staffing that the Friends of the Bandshell bring to the City. He questioned where the \$30,000 came from and if from the Community Redevelopment Agency (CRA) area, it should be spent in the CRA. He compared Ormond Beach's firework event cost to the City's cost and thought it was the best and highest use of the money.

Commissioner Woods asked if Reed Berger could go over the memo with the Commission.

Reed Berger, Redevelopment Director stated they wanted a little history on what was happening with the permit fees and over the last three years, the Friends of the Bandshell paid to the City a little over \$13,000, almost \$14,000 in 2010; over \$16,000 in 2011; in 2012, we are estimating \$32,820 and of that they are requesting that the CRA pay \$18,000.

Commissioner Woods stated it would not be a cash transaction; it will be that we pick up the cost of the \$18,000.

Mr. Berger stated we will transfer the funds to Cultural Services for the permit fee. The other items consist of the overall support from 2010. We paid for the reimbursement of the marketing promotion costs of about \$34,000 in 2010. It went down to a little over \$22,000 in 2011; for 2012, there was no promotion cost but are asking for some of the fees to be paid of about \$18,000. We have paid \$10,000 each year to the Bandshell for the fireworks and for the previous two years, we have paid \$15,000 separately to the Boardwalk Merchants Association for July 4th a larger event that we have traditionally paid towards and were the main sponsor. That's \$25,000 total each summer for fireworks. This year we are being asked to pay \$12,500 and will be saving half the money.

05-02-12

Commissioner Reynolds asked if the funds were coming out of the Main Street Redevelopment Area Trust Fund.

Mr. Berger stated yes.

Commissioner Reynolds stated they must remain there in that area.

Mr. Berger stated yes.

Commissioner Reynolds asked if the redevelopment plan covers this type of activity.

Mr. Berger stated yes it does. The promotion of events, cultural events over at the Bandshell are specifically in the plan.

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

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

Mayor Ritchey stated he thought it was wonderful what they do at the Bandshell and it was very important to our community. It is a statement about who we are and what we do.

Mayor Ritchey stated that the Community Redevelopment Agency would take a five minute break and the City Commission meeting would reconvene. Some agenda items have been pulled and if you are here for those items he would like to give a heads up. Agenda item number 6G that deals with Leisure Services has been pulled from this evening's agenda and will be a part of a workshop scheduled for Wednesday, May 23, 2012, 4:00 p.m. Item number 8C, Site Demolition and Restoration Standards has been also been pulled; if you are here tonight to hear that item it has been pulled from the upcoming City Commission's agenda.

7. CITIZENS

No Speakers.

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

No Comments.

9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:16 p.m.



GLENN S. RITCHEY  
Chair

ATTEST:



LETITIA LAMAGNA  
Assistant City Clerk

Adopted: May 16, 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.