

MIDTOWN REDEVELOPMENT BOARD
MINUTES
REGULAR MEETING
Tuesday, June 14, 2016

The regular meeting of the Midtown Redevelopment Board was held Tuesday, June 14, 2016, at 6:00 p.m. in Commission Chambers, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present:

Kenya Ford, Chair
Tony Barhoo
Steve Miller

Board Members Absent:

Mr. Martin Tooley
Mr. Danny Fuqua
Mr. Oliver Ross

Staff Members Present:

Mr. Reed Berger, Redevelopment Director
Mr. Anthony Jackson, Assistant City Attorney
Ms. Marsha McDonald, Office Specialist II

1. **Call to Order**

Ms. Ford called the meeting to order at 6:00 p.m.

2. **Roll Call**

Roll was called and members were noted present as stated above.

3. **Invocation**

Mr. Barhoo gave the invocation.

4. **Pledge of Allegiance**

Ms. Ford led the Pledge of Allegiance.

5. **Approval of Minutes** - May 10, 2016

Board Action:

Since there was not a quorum, there was no action taken to approve the minutes.

6. **Staff Reports**

Police Department

Since there was not a representative from the Police Department in attendance, presentation of the report was postponed until the next meeting.

Code Enforcement

Since there was not a representative from Code Enforcement in attendance, presentation of the report was postponed until the next meeting.

7. **Presentation by Cultural Services Department - Helen Riger**

Helen Riger, Cultural Services Department, presented a report to the Board and provided the Board members with a packet of information regarding the Cultural Services Department. Ms. Riger stated the Department promoted a number of cultural programs at various locations, promoted tourism, and promoted rentals of City facilities. Ms. Riger stated the department coordinated over 1,400 permits a year for public and private events, including Bike Week, Friends of the Bandshell series, and private events such as weddings. She stated the Department also oversees Peabody Auditorium. She stated events were also held at Daisy Stocking Park, including the Mayor's Backpack event and Light Up Midtown, and events held at the Midtown Cultural Center. Ms. Riger stated the PAL summer and tutoring program was currently being held at the Yvonne Scarlett Golden Center.

Mr. Barhoo asked about programs for the youth in the community.

Ms. Riger stated the programs offered were budgeted and she was always looking for sponsors in order to hold additional programs.

Mr. Miller asked where the name Cultural Services came from since he doesn't see any culture in what the department does.

Ms. Riger stated all cultures were promoted, and noted that music events and performances at the Peabody were cultural events. She stated the events held at the bandshell and in Midtown were cultural events.

Mr. Miller stated the purpose of the Daisy Stocking bandshell was to help develop the business community in Midtown. He stated the concerts scheduled in Midtown would help impact the business community if they were held at the bandshell.

Ms. Riger stated the Second Avenue Merchants had been asked to assist with events in Midtown.

Ms. Ford asked about programs that were offered for the students.

Ms. Riger stated she had contacted Mainland and Seabreeze to participate in programs.

Vincent Terry stated PAL programs were promoted throughout the city. He stated the Boys & Girls Clubs meet at the Dickerson Center and the youth in Midtown do not take advantage of those

programs. He stated there had been difficulty in the past in getting flyers for city programs distributed at the schools.

Mr. Miller asked how many students there were between 12 and 18 in Daytona Beach.

Mr. Chirillo stated recreational programs were offered through PAL at no charge to the family. He stated he did not know how many students participate in the programs.

Ms. Ford expressed concern about the fees charged for rentals of facilities.

Ms. Riger stated fees would be discussed at the City Commission meeting on June 15 and recommendations were being made to reduce fees. Ms. Riger stated the City Commission recently approved an amendment to the Pop Warner contract and the fee was now \$6 per child.

Ms. Ford asked if any of the funds collected from events, such as Bike Week, were redirected to programs in Midtown.

Ms. Riger stated fees go back into maintaining specific parks. She stated for the programs at Daisy Stocking Park, there were no fees assessed and the event did not cover the expenses.

Mr. Miller stated it was discriminatory that only one concert event is held in Midtown and one was held every week at the Bandshell.

Ms. Riger stated if there were sponsors that would like to help with events, she would be willing to schedule additional events.

8. **Presentation on MLK Streetscape - Public Works**

Frank Van Pelt, Technical Services Project Director from the Public Works Department presented a report on the MLK streetscape project. Mr. Van Pelt stated the improvements would be from Orange Avenue to West ISB. He stated the construction cost would be between \$1.3 to \$1.5 million. He stated the 10" potable water main and sanitary sewer main would be replaced as well as services to businesses. He stated the roadway would be completely reconstructed which would include a reduction in the traffic lane width in order to reduce speeds and make it more pedestrian friendly. Mr. Van Pelt stated sections of the roadway would be closed from 1 to 3 months in order to do the work but the project would take 9 months to complete. Mr. Van Pelt stated lighting was essential for safety issues and funding for lighting would be a future project. Mr. Van Pelt stated a community meeting would be held on June 16 at the Dickerson Center regarding the streetscape project.

Mr. Barhoo asked why funds were not included for lighting.

Mr. Van Pelt stated money had to be drawn from five different accounts in order to fund the streetscape project, which was a priority.

Mr. Berger stated grants would be pursued for funding of improvements.

Ms. Ford stated communication with the residents was important and commended Mr. VanPelt for scheduling a meeting on the upcoming project.

9. **Redevelopment Project Updates**

Mr. Berger presented the report which was included as part of the packet. He reminded the Board that the Juneteenth celebration was Saturday.

Ms. Ford stated the Law Enforcement and Community Relations event was very good. She stated the program was eye opening with great dialogue. She stated another event was planned for some time in July.

10. **Public Comments**

There were no public comments.

11. **Board Comments**

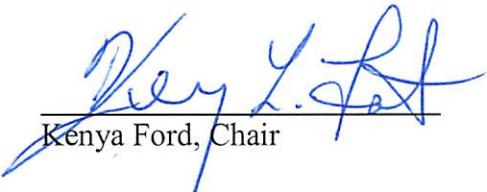
Ms. Ford thanked the individuals for their presentations and encouraged those in attendance to attend future meetings.

Ms. Ford stated she would be out of town in July and requested items be postponed until August if possible.

Mr. Miller thanked Mr. Jackson for filling in for Mr. Gross.

12. **Adjournment**

Since there was no additional business, the meeting was adjourned.


Kenya Ford, Chair

for: 
Becky Groom, Board Secretary