

**MIDTOWN REDEVELOPMENT BOARD
WORKSHOP MEETING MINUTES
Tuesday, February 25, 2020**

The workshop meeting of the Midtown Redevelopment Board was held Tuesday, February 25, 2020, at 3:00 p.m. in Room 149-B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Pierre Louis, Chair
Mr. Shawn Collins
Ms. Terica Charles X
Mr. Danny Fuqua
Ms. Tangela Hardy
Milverton Robinson (Planning Board appointee)
Ms. Valencia Stubbs

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Charles Bryant, Project Manager
Ms. Becky Groom, Office Assistant

1. Call to Order

Mr. Louis called the meeting to order at 3:00 p.m.

2. Roll Call

The roll was called and attendance was noted as stated above.

3. Continuation of January 30, 2020 Workshop

Mr. Louis stated this is a continuation of the Midtown Redevelopment Board Workshop. Mr. Louis stated during the course of having the regular meeting. The Board doesn't have time as a collective group to review the Board's duties.

Mr. Berger stated Mr. Bryant is in attendance and he will review the City's grant program.

Mr. Bryant provided a description of the grant application process. Mr. Bryant stated staff does not necessarily look at income but is based on location of the property. Mr. Bryant stated the purpose of the grant program is to improve areas, commercial as well as residential. Mr. Bryant stated the program is geared toward homestead properties, which means rental properties are not eligible. Mr. Bryant stated the grants are matching grants, up to 50%. Mr. Bryant stated a licensed contractor must do the work and the city will only pay the contractor that has the lowest bid. Mr. Bryant stated an application for a building permit is required and the homeowner must submit a copy of their cancelled check to show that payment has been made to the contractor. Mr. Bryant stated once the cancelled check is received, the reimbursement is sent to the property owner. Mr. Bryant stated a lien is placed on the property if the grant is awarded in order to protect the interest of the city.

Mr. Louis asked if there is a grant that can be requested by property owners for minor repairs, such as repairs that cost between \$300 to \$500.

Mr. Bryant stated the city does not offer that type of grant.

Mr. Louis asked about murals.

Mr. Berger stated the murals have to be put in place as was approved by the Board. Mr. Berger stated if the mural is not done correctly, the property will become a Code Enforcement issue.

Mr. Berger stated if a grant is awarded to a property owner, the property owner is not eligible for additional grants for 10 years.

Mr. Robinson asked how much money has been spent and how many applications have been received in the last three years. Mr. Robinson also asked what the budget is for the grant program. Mr. Robinson stated he would like to receive a monthly report on the grant program.

Mr. Berger stated staff maintains a data base of grant information which can be provided to the Board. Mr. Berger stated the grants are not advertised and most people are made aware of the grant program through community meetings. Mr. Berger stated sometimes grant information is listed on the utility bills and the information is available on the City's website.

Mr. Collins stated there needs to be a list compiled of things the Board wants to propose as a result of this workshop.

Mr. Berger stated notes are being provided since the meeting is being taped and minutes will be prepared. Mr. Berger stated this is a workshop and decisions cannot be made here.

Mr. Bryant discussed the strategic plan. Mr. Bryant stated the PMG study is used to attract development and the possible location of a grocery store in the Midtown area.

Mr. Berger stated Mr. Bryant attends retail conferences and the reports are used as recruiting tools.

Mr. Fuqua asked if the grocery store study was done twice.

Mr. Berger stated the study was done four years ago by Cornerstone. Mr. Berger stated Jones & LaSalle took on an effort and the city decided not to proceed with that company, basically because they were unresponsive to the city's questions.

Mr. Fuqua asked the status of the grocery store study.

Mr. Berger stated the study was completed and was submitted to the City Commission.

Mr. Fuqua asked if there are any potential grocery stores planning to locate in Midtown.

Mr. Berger stated there has been interest, such as Lucky's, but they decided to locate in another area.

Mr. Fuqua asked if incentives are offered to potential investors.

Mr. Berger stated TIF funding is offered which is outlined in the Master Plan.

Mr. Fuqua asked if Volusia County has offered to assist with Midtown.

Mr. Berger stated he did not know if Volusia County has offered any incentives since he has not spoken with the county representatives. Mr. Berger stated those contacts would be made through the City Manager's office.

Mr. Fuqua expressed concern that development is occurring along LPGA and on the beachside but nothing is happening in Midtown. Mr. Fuqua stated Midtown is overlooked.

Mr. Berger stated improvements have been made in Midtown, such as street paving. Mr. Berger stated there has also been money invested in the Brown & Brown project which is very close to Midtown. Mr. Berger stated staff has made efforts to bring investors into the area. Mr. Berger stated there is a potential redevelopment planned for the Burlington site.

Mr. Robinson stated the Master Plan is seven years old. Mr. Robinson stated a potential developer will want updated demographic information.

Mr. Berger stated the demographic information is on the city's website and could be obtained in 5 to 10 minutes.

Mr. Robinson stated if he was a developer, he would dismiss the information in the Master Plan because the information is almost ten years old. Mr. Robinson stated he feels the information should be updated. Mr. Robinson stated he is frustrated that everyone is building around Midtown. Mr. Robinson stated the Master Plan should be redone to make it more result oriented.

Mr. Berger stated when he meets with investors, current data is provided.

Ms. Hardy stated she feels Midtown is labeled as a high crime area and asked how that perception can be changed.

Mr. Berger stated quality of life issues must be addressed, such as policing and Code Enforcement.

Mr. Fuqua stated incentives should be provided to small business owners.

Mr. Berger stated he has had discussions with a number of potential business owners, particularly restaurants, and grants can be packaged together which would amount to about \$24,000. Mr. Berger stated the city can also help with businesses that want to expand.

Mr. Louis thanked staff for preparing the information that has been provided today.

Mr. Louis stated he is concerned about the way the Board does business and the fact that the Board cannot set its own agenda. Mr. Louis stated he spoke at the CRA meeting about his frustrations.

Mr. Berger stated he has been informed that the CRA agenda format will not change and there will not be a place for public comment at the CRA meetings; public comments will take place at the City Commission meetings.

Mr. Louis stated he would like the Board's agenda to include project updates since many times the Board is not aware of projects taking place in Midtown. Mr. Louis stated there is no follow up on items that are brought up by the Board members at meetings. Mr. Louis stated the Board should set goals from now until the end of the year.

Mr. Collins stated he envisions each Board member having a list of items they would like answered. Mr. Collins stated he envisioned the workshop determining how the Board would function and how the Board would like things to change.

Mr. Louis stated the City Commission directs the City Manager, who sets the Board's agenda.

Mr. Collins asked where that is stated. Mr. Collins stated he feels the Chair should have regular meetings with the Mayor regarding the Midtown Board. Mr. Collins stated he may not be on the Board in a few months if this is the way things are going to be. Mr. Collins stated he has staffed Boards for the MPO so he knows how things work. Mr. Collins stated he has asked for three ring binders which he has not received. Mr. Collins stated he asked for a 3D model of Midtown so he can visually see the area. Mr. Collins stated he should have had his requested items two weeks ago.

Ms. Hardy stated she feels like the Board has made no progress. Ms. Hardy stated what the Board discusses stays at the meeting and is not presented to the City Commission. Ms. Hardy stated she feels the Board should have more say into what happens in Midtown.

Mr. Collins stated he would suggest that individuals who want something to happen should call the Mayor or City Manager to set meetings to discuss Midtown with them.

Ms. Stubbs stated she would like to hear information on the progress on Keech Street.

Mr. Berger stated it is his intent to bring a report to the Board at their next meeting.

Ms. Stubbs expressed concern that the Deputy City Attorney was not in attendance.

Mr. Berger stated Mr. Gross is out today and noted this is a workshop and legal issues would have to be addressed later.

Ms. Stubbs stated she supports the Chair meeting with the Mayor individually and perhaps other Board members should meet individually with the Mayor as well.

Mr. Fuqua stated he would like to discuss at the next meeting the grant process, who has applied, and the success in that area. Mr. Fuqua stated he would like to know on a regular basis the status of the development of a grocery store and the Cornerstone project.

Mr. Berger stated there is no desire on the part of the city to continue discussions with Cornerstone.

Mr. Fuqua stated \$124,000 has been spent on a grocery store study, and we still don't have a grocery store.

Mr. Collins stated the Board should be looking at every grant application that Mr. Bryant receives.

Mr. Berger stated grant information can be provided to the Board but the grant process is handled administratively.

Mr. Collins stated he feels each Board member should volunteer to serve on other Boards and he would like to volunteer to serve on the Advertising Authority.

Mr. Collins stated there should be an item on the Board's agenda to receive a report on the actions taken by the Planning Board.

Mr. Robinson stated he does not know the process for providing information to the Board since he is the Planning Board representative but will address that at the next Planning Board meeting. Mr. Robinson stated he will discuss his concerns about the Midtown Board with the Mayor and City Commissioners.

Mr. Robinson stated he feels the Midtown Redevelopment Board should meet in Midtown.

Mr. Louis stated one town hall meeting should be held in the community.

Mr. Louis stated information should be relayed between the City Commission and the Board and monthly meetings should be held with the Mayor and City Commissioners. Mr. Louis stated accomplishments on items discussed by the Board should be annotated at the next meeting. Mr. Louis stated we should build a better relationship between the Board and the City Commission. Mr. Louis stated the Board should receive more information on the grants and the success of those grants. Mr. Louis

stated the Board would like to receive a status report on the grocery store project. Mr. Louis stated he feels the Board's agenda should be identical to that of the CRA. Mr. Louis stated he will continue to update the website he has created for Midtown. Mr. Louis stated he hopes Board members attend other agencies' meetings. Mr. Louis stated he would like to receive an update from the Planning Board.

Mr. Fuqua stated the Master Plan and Riverfront Master Plan are outdated and a committee should meet to review and update the reports.

Mr. Collins stated he has asked for notebooks and has not received them. Mr. Collins stated he asked for 3D models of Midtown and he would like staff to contact an architectural firm to build them. Mr. Collins stated he would like the 3D model displayed in the lobby at City Hall so people will know what we want Midtown to look like

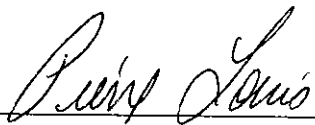
Mr. Louis stated the Riverfront Master Plan is on display at the City Commission meetings.

Mr. Collins stated he wants two large binders, one for the Land Development Code and another for agenda packets.

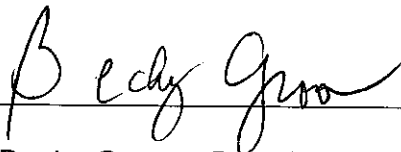
Ms. Stubbs stated she heard Hanger 15 may be relocating.

Mr. Berger stated he heard they may be leaving their current location.

There being no further discussion, the workshop was adjourned.



Pierre Louis, Chair



Becky Groom, Board Secretary