



# The CITY OF DAYTONA BEACH MIDTOWN REDEVELOPMENT BOARD MEETING MINUTES

City Hall  
Commission Chambers  
Regular Meeting

301 South Ridgewood Avenue  
Tuesday, February 9, 2021  
6:00 PM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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The regular meeting of the Midtown Redevelopment Board was held Tuesday, February 9, 2021, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

## Board Members Present

Mr. Shawn Collins, Chair  
Mr. Byron Cogdell  
Ms. Tangel Hardy  
Mr. Pierre Louis  
Ms. Renee Richardson  
Ms. Valencia Stubbs

## Board Members Absent

Ms. Terica Charles  
Mr. Milverton Robinson (Planning Board appointee)

## Staff Members Present

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy City Attorney  
Capt. Todd McBride, District 1  
Sarah Kirk, Neighborhood Services Officer  
Ms. Becky Groom, Board Secretary

## Call to Order

Mr. Collins called the meeting to order at 6:00 p.m.

Mr. Collins distributed a new agenda which he prepared and was different from what was included in the packet. The Board agreed by consensus to continue the meeting following Mr. Collins' agenda.

## Roll Call

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

## Invocation

Mr. Cogdell gave the invocation.

Pledge of Allegiance to the Flag

The Pledge of Allegiance was stated by the Board.

## Approval of Minutes

Mr. Collins stated he would like more detail in Mr. Robinson's statements on Page 2 during discussion with Capt. Todd McBride's presentation of the Police report. Mr. Collins' asked that the minutes be amended to include his statement that "redevelopment is not new benches, redevelopment is people."

Mr. Collins asked that the minutes be corrected to include Ms. Richardson's comments on Page 5 about young entrepreneurs.

Mr. Collins stated he would like the prepared minutes noted with a time stamp to indicate the time that each discussion started during the meeting. Mr. Berger stated the items are time stamped at the video on the city's website.

## Board Action:

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to approve the minutes of the January 12, 2021 minutes, as corrected. The motion carried ( 6-0).

## Staff Reports

Mr. Berger introduced Michelle Toliver, who is the new Project Manager for the Midtown Redevelopment area.

### a. Police Department

Capt. Todd McBride stated crime is down city wide; and in Midtown residential burglaries are down 50% and non-residential burglaries are down 78%. Capt. McBride stated larcenies are down 35% and aggravated assaults and batteries are also down 35%. Capt. McBride stated the traffic plan is in place for Race Week as well as Bike Week. Capt. McBride stated the Police Officers are working to distribute flyers to young people regarding the Police Explorers.

Mr. Louis stated most comments he hears from residents indicate they are pleased to see officers in the Dr. Mary McLeod Bethune Blvd. area.

### b. Code Enforcement

Sarah Kirk, Neighborhood Services, stated 20 new cases were opened in Midtown during the last month, which included maintenance code violations, work being done without permits, an abandoned building, rental violation, and 1 unsafe structure.

## Presentation -Spotlight on Midtown

7a. Ms. Tracobbie Gosha -the BeautE Bar Salon -948 W. International Speedway Blvd.

Mr. Louis introduced Ms. Gosha. Mr. Louis stated he visited the business on International Speedway Blvd. which is very elegant and sophisticated.

Ms. Gosha stated she is a graduate of Bethune-Cookman University and wanted to bring her business to Midtown so customers could experience luxury. Ms. Gosha stated her goal is to promote mental health and confidence in women. Ms. Gosha stated she has an event planned for Mothers' Day titled Moms and Mimosas where 5 women will be selected to receive makeovers.

Ms. Richardson stated she read of Ms. Gosha's recent event on Facebook and welcomed Ms. Gosha and her business to the community.

Mr. Cogdell thanked Ms. Gosha for choosing Midtown as the area to locate her business.

Ms. Stubbs thanked Ms. Gosha for bringing a positive experience to the community.

Ms. Hardy congratulated Ms. Gosha on her new business.

Mr. Louis thanked Ms. Gosha for bringing a touch of elegance to Midtown.

Mr. Collins welcomed Ms. Gosha to the community and noted she is what we are looking for in Midtown.

Mr. Louis stated he is pleased to see that Mr. Collins instituted the "Spotlight on Midtown" portion of the meeting. Mr. Louis stated he calls each of the businesses the day after they appear before the meeting and stated he would like a card prepared that Board members could sign that could be provided to the businesses that appear before the Board.

Mr. Collins asked what happened to the logo that was previously on the Board agenda.

Mr. Berger stated he has been directed to keep the agendas for all Board meetings in a standard format.

Mr. Collins stated he would like those decisions to be presented to the Board so they are not told afterwards that a decision has been made.

## Public Comments by Persons Addressing the Board

Included in the agenda is the outline for procedures for providing public comments during the COVID-19 pandemic.

## Old Business

9a. Proposed Amendments to the Bylaws - Mr. Ben Gross, Deputy City Attorney

Mr. Gross stated included in the packet is a clean draft copy of the by-laws. Mr. Gross stated the highlighted areas indicate the comments that were made by Board members at the last meeting. Mr. Gross stated Mr. Collins contacted him this week and suggested additional changes which the Board will have an opportunity to review.

Mr. Gross stated Section 3 reflects the terms of service; and Section 4 regarding absences only relates to regular meetings.

Mr. Gross stated throughout the document, Chair has been changed to Presiding Officer.

Mr. Gross stated Article 5, Page 2, reflects changes requested by Mr. Collins. Mr. Gross stated this section indicates the Chair will have the authority to cancel a meeting.

Mr. Louis asked if staff can cancel a meeting.

Mr. Gross stated there is no option for staff to cancel a meeting, but staff may call a special meeting.

Ms. Stubbs asked about Section 3 and if that relates to calling special meetings or regular meetings.

Mr. Gross stated that section applies to any meeting.

Mr. Gross stated he will revise the time of notification to 72 hours for regular meetings and 24 hours for a special meeting.

Mr. Collins stated the Board discussed preparation of the agenda and stated he is planning for the March agenda now. Mr. Collins stated he feels the agenda should be finalized three weeks before the meeting.

Mr. Gross stated there may be a provision in the Land Development Code regarding the time as to when an agenda should be finalized. Mr. Gross stated he will research that item for the Board.

Mr. Collins stated the agenda can be changed at any time so action items that may need to be scheduled have nothing to do with agenda preparation.

Mr. Berger stated there are schedules outlined in the Land Development Code so applicants know the expectations as to when materials are to be submitted so they can be processed for review by various Boards and the City Commission. Mr. Berger stated draft agendas are prepared and must be submitted to the Planning Director, Deputy City Manager, and City Manager for approval. Mr. Berger stated the purpose of the schedule is to make opportunities fair and consistent for everyone.

Mr. Collins stated the current procedure is that the agenda will be distributed one week in advance of the meeting and he feels the agenda should be distributed earlier than that. Mr. Collins stated if the agenda is distributed two weeks prior to the meeting and someone wants to add something, it's just a matter of changing the agenda. Mr. Collins stated one week does not make sense to him; and if something changes, the agenda can be revised and sent out again.

Ms. Stubbs stated she is fine with receiving the agenda one week in advance. Ms. Stubbs stated she does not know staffs internal review process, but items may need a legal review or other authorization and there may be items that would supersede that review.

Mr. Louis stated he is also ok with receiving the agenda one week prior to the meeting.

Mr. Berger stated there is an internal review process that is in place for approving agendas prior to distribution. Mr. Berger stated it may be confusing to send out another email with a revised agenda.

Ms. Hardy stated she is also ok with receiving the agenda one week prior to the meeting.

Mr. Gross stated an item will be added to each agenda for approval of the agenda by the Board, as requested by Mr. Collins.

Mr. Louis stated he would like to know if he communicates with Mr. Berger, how that information can be distributed to other members of the Board.

Mr. Gross stated a sentence could be added to Section 5 to indicate that information provided to staff by a Board member will be distributed to remaining Board members.

## Board Action:

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to approve the changes to the bylaws as stated. The motion carried (6-0).

9b. Staff update on the Status of the Board's Approval of funding for the Re-training of Midtown Residents and Businesses - Mr. Reed Berger, Redevelopment Director

Mr. Berger stated there is no change in terms of any actions being undertaken by the City. Mr. Berger stated the Safe Neighborhoods Act is available to provide assistance for training purposes and noted CRA funds are not eligible for training costs.

Mr. Louis stated the Midtown Master Plans talks about funds being used for helping for employment and that is what the Board was trying to do, but the funds do not fit for being used as training. Mr. Louis stated the Midtown Redevelopment Board appropriated \$74,000 for the Midtown Community Development Board to be used for business development. Mr. Louis stated on Page 2 of the activity report provided by the Midtown Community Development Board and Cornerstone, it is indicated that the funds were used for workshops and training. Mr. Louis stated those funds were used for training and wondered why the funding the Board previously requested could not be used for training.

Mr. Berger stated the goal and purpose of the contract with Cornerstone and the Midtown Community Development Board was to bring a grocery store to Midtown. Mr. Berger stated CRA funds cannot be directly used for training.

Ms. Stubbs asked if CRA funds can be used solely for training.

Mr. Berger stated State Statutes outlines what CRA funds can be used for and CRA funds cannot be used for training purposes.

Ms. Stubbs stated she would like the Board to receive a copy of the State Statute since it may help clarify the use of the funds.

Mr. Gross stated he will meet with Mr. Berger and review the Statute and discuss it with the Board at the next meeting.

Mr. Collins asked the status of the Item that was approved by the Board to provide funding for training for the residents of the Midtown.

Mr. Berger stated he reported the information of the action by the Board to the City Manager's office.

Mr. Collins asked if the City Commission has received the information.

Mr. Berger stated not that he is aware of it.

Mr. Collins asked why Mr. Berger has not taken the lead to see that the information is relayed to the City Commission.

Mr. Berger stated it is not his job to provide information to the City Commission and he has provided the information to the responsible people.

Ms. Richardson stated she does not feel all of the Board members are on the same page. Ms. Richardson stated she would like some type of preparation as to how items are processed and asked if someone could talk with the Board to address their concerns.

Mr. Berger stated he would be willing to talk individually with Board members in addition to the initial Board orientation. Mr. Berger stated staff could offer a workshop to go through the process.

Ms. Hardy stated Mr. Robinson asked at the last meeting what happens to items so they can be moved forward to the City Commission.

Mr. Berger stated the information relating to an action of the Board is forwarded to the City Manager's office.

Ms. Hardy asked if Board members can contact the City Manager to ask if they have received information from the Board.

Mr. Berger stated all staff, including the City Manager, have email addresses listed on the City's website.

Ms. Hardy asked if Mr. Collins could send information of items that have been approved by the Board to the City Manager.

Mr. Collins stated he could do that but he would not do that because he feels staff reports to the City Manager.

Mr. Gross stated the City operates under a City Manager form of government and everyone employed by the City works for the City Manager. Mr. Gross stated Mr. Berger works for the City Manager and he is not the Board's employee.

Mr. Collins stated when we get to Item 9C, we will receive the same answer that staff will not do anything on that item.

Mr. Berger stated that is not true.

Mr. Collins stated we are just trying to get information to the City Commission.

Ms. Richardson asked how Mr. Berger makes the decision as to what goes forward.

Ms. Stubbs stated that Mr. Berger stated he would take whatever is proposed at this Board to the City Manager, who is his boss; and from there, he cannot make his boss take anything further. Ms. Stubbs stated Mr. Berger did what the Board asked and he cannot take something beyond his authority.

Mr. Berger stated for clarification that he reports to the Deputy City Manager and the Deputy City Manager will communicate with the City Manager, and Mr. Berger is often not in those conversations. Mr. Berger stated many times, things are reported to the Communications Manager and information may be forwarded through her. Mr. Berger stated the minutes and the video of the Board are available and many times that is how information is received. Mr. Berger stated unless he is asked by the Deputy City Manager, nothing is conveyed in writing. Mr. Berger stated anything that is reported to the Deputy City Manager will be relayed to the City Manager.

Ms. Stubbs stated the Board members or the Chair could send an email to the Deputy City Manager or City Manager so there is a paper trail so the community knows what is being done to relay concerns from the community.

Mr. Collins stated he is not interested in staff filtering what is decided by the Board. Mr. Collins stated that is not their job. Mr. Collins stated he feels the Board needs to appear before the City Commission or CRA to delegate authority to the Board so actions taken by the Board are provided to the City Commission.

Mr. Gross stated the Chain of Command has to agree to provide the information.

Mr. Collins stated he is not interested in that.

Mr. Gross stated the City Commission will have to give that direction. Mr. Gross stated any person has the ability to email their City Commissioners, email the City Manager, and can appear during the Citizen Comment section of the City Commission agenda. Mr. Gross stated it was his understanding that that was one of the items the Chair was going to address the City Commission about.

9c. Staff Update on the Board's Upcoming Presentation Before the CRA/City Commission - Mr. Reed Berger, Redevelopment Director

Mr. Berger stated Mr. Collins is scheduled to appear at the February 17, 2021 City Commission meeting during the public comment section.

Mr. Collins asked how long Mr. Berger has known about this.

Mr. Berger stated he was told yesterday.

Mr. Collins asked how long in advance of the meeting does the City Manager put the agenda together.

Mr. Berger stated the agenda is compiled the week before the meeting and the Board's request was added at the agenda meeting.

Ms. Stubbs stated the Board previously discussed time limits for meetings and asked if that could be addressed since she didn't see the item on the agenda.

Mr. Collins stated the only way he knows to limit the time of the meeting is to limit the amount of time each member can talk on a specific item.

Ms. Stubbs stated she does not want to limit Board members' comments but if items are not reviewed at a meeting, they could be continued to the next meeting.

Mr. Louis stated he remembers discussing limiting the time of the meeting to two hours and if items were not addressed, remaining items would be tabled.

Mr. Gross stated it would be difficult to delay items scheduled for a quasi judicial hearing since some members may be absent from the initial meeting and would not have heard the discussion when the item was presented at the next meeting.

Mr. Cogdell stated he is against time limits for meetings. Mr. Cogdell stated Board members should be concise and get the business done. Mr. Cogdell stated there are not items on the agenda that take a large amount of time, it's just the discussions that are held.

Ms. Hardy stated she does think there needs to be a time limit due to other obligations of the members.

Mr. Collins stated he does not have a problem with time limits but feels the learning curve has caused the extended meetings. Mr. Collins stated by this time next month, the Board will have made their presentation to the City Commission and the Board will know at that time whether the decisions the Board makes will be transmitted to the City Commission.

## Board Action:

A motion was made by Ms. Stubbs, seconded by Ms. Hard, that Board meetings will generally be limited to 2 hours but could be extended on a consensus or a vote of the Board members and will be extended in order to complete quasi-judicial hearings presented at that meeting. The motion carried (6-0).

## New Business

10a. Scheduling of Workshop(s):

- \* 2021-22 budget
- \* Future and Upcoming Project Selection Process
- \* Establishment of Goals for 2021

Mr. Collins asked that Mr. Berger place the item of the scheduling of meetings on the agenda for the next meeting. Mr. Collins stated the bylaws indicate that the Board should set the meeting schedule. Mr. Collins stated if the City Commission grants the Midtown Board the authority, he would like to schedule a workshop to discuss the upcoming budget. Mr. Collins stated he would also like to be involved in the project selection process. Mr. Collins stated he would also like to have the Board establish goals.

## Public Comments

There were no public comments.

## Board Comments

Ms. Richardson asked when the Board will be addressing the City Commission.

Mr. Collins stated the City Commission meeting will be February 17, 2021 and would like the Board members to be in attendance, and in particular he would like Ms. Stubbs to be in attendance.

Ms. Stubbs stated she does plan to attend.

Mr. Cogdell stated there appears to be an increase in the indigent population in Midtown, especially in Joe Harris Park. Mr. Cogdell stated he hopes everyone saw the banners that were on International Speedway Blvd. which were an effort by many people in the community. Mr. Cogdell stated there is an article in the Daytona Times about the banners. Mr. Cogdell stated new banners will be placed on the poles next month.

Ms. Stubbs stated this has been a learning process as far as the operations of the city. Ms. Stubbs suggested having Community Legal Services appear before the Board since they are not located in

Midtown but do serve Midtown. Ms. Stubbs stated many times they hold clinics that would provide information that Board members could pass along.

Mr. Collins stated as long as there is a connection to Midtown, he has no problem with presentations being made to the Board. Mr. Collins suggested Ms. Stubbs contact them to see if they would be available to attend a meeting.

Ms. Hardy stated if we don't get the residents involved in the changes that need to be made in the community, the Board meetings are pointless. Ms. Hardy stated she met with a resident of Midtown about organizing a community day each month with the first event being held in May. Ms. Hardy asked if the Board members would like to be involved.

Mr. Collins stated he feels that is something that could be part of the goals for the Board and perhaps that could be placed on the city calendar. Mr. Collins stated he likes the idea.

Mr. Gross reminded Board members that nothing could be discussed at an event among themselves if it is something that may be discussed at a Board meeting.

Mr. Cogdell asked if he can talk with Ms. Hardy about this community event and asked if the board can collaborate on an item.

Mr. Gross asked what is the chance the Board would be discussing logistics of this event. Mr. Gross stated the Board has asked for policy changes that may impact their actions. Mr. Gross stated if they discussed where an event could be held that's fine; but if they discussed scheduling a jobs program, that may be a conflict since jobs for the community is an item that has been discussed by the Board several times.

Mr. Louis stated if something is going to be presented as an action item, he and Ms. Hardy could not discuss it.

Ms. Hardy stated the community event would not be originated by the Midtown Board and she was asking if community leaders would like to be involved.

Mr. Louis stated the Masonic Lodge is listed on the Black Heritage Trail and the building was recently demolished. Mr. Louis stated the former Safari Lounge building has also been demolished. Mr. Louis stated he would like the Board to have advance notice of those actions.

Mr. Louis stated Commissioner Quanita May recently referenced a report that listed grants that have been provided.

Mr. Berger stated that information is part of the Board packet and is included in the City Manager's update.

Mr. Louis asked if the motorcycle club has been approved by the City Commission.

Mr. Berger stated those items are reviewed and approved administratively by staff.

Mr. Louis stated in the Midtown Master Plan, there is a reference to a Town Center Plan which would be located between Dr. Mary McLeod Bethune and International Speedway Blvd. intersection. Mr. Louis stated there are 5 neighborhood plans included in the Master Plan. Mr. Louis asked if the staff can look at the proposed plans to see if proposed businesses comply with the Master Plan.

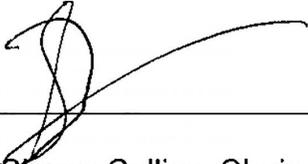
Mr. Gross stated no and noted administrative decisions are based on zoning.

Mr. Louis stated when staff is trying to promote the Midtown area to developers, potential developers are provided with the Midtown Master Plan, not the Land Development Code. Mr. Louis stated it is nothing against the motorcycle club, but the area was proposed as being a cultural center.

Mr. Collins stated he plans on discussing the proposed Midtown Plan with the City Commission next week.

## Adjournment

There being no further business, the meeting was adjourned at 8:45 p.m.

A handwritten signature in black ink, appearing to be 'Shawn Collins', written over a horizontal line.

Shawn Collins, Chair

A handwritten signature in black ink, appearing to be 'Becky Groom', written over a horizontal line.

Becky Groom, Board Secretary