

**MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE
REGULAR MEETING
Tuesday, June 8, 2021**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, June 8, 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. Tangela Hardy
Mr. Pierre Louis
Ms. Renee Richardson
Mr. Milverton Robinson (Planning Board appointee)
Ms. Valencia Stubbs

Board Members Absent

Ms. Terica Charles

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Ms. Michele Toliver, Project Manager
Mr. Ben Gross, Deputy City Attorney
Capt. Trisha Loomis, Daytona Beach Police Department
Ms. Sarah Kirk, Neighborhood Services Officer
Ms. Becky Groom, Board Secretary

1. Call to Order

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

2. Roll Call

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

3. Invocation

Mr. Cogdell gave the invocation.

4. **Pledge of Allegiance to the Flag**

The Pledge of Allegiance was stated by the Board.

Mr. Collins stated a revised agenda has been distributed and Board approval is required to continue with the revised agenda. Mr. Collins stated the revision to the agenda is the addition of the items under Item 8, Old Business.

Board Action:

A motion was made by Mr. Louis, seconded by Ms. Hardy, to approve the revised agenda as presented. The motion carried (6-0).

5. **Approval of Minutes**

Board Action:

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to approve the minutes of the May 11, 2021 meeting, as presented. The motion carried (6-0).

Mr. Robinson arrived for the meeting.

6. **Staff Reports**

6a. Police Department – Capt. Trisha Loomis

Capt. Loomis stated there is a 25% reduction in the total Part 1 crimes in the Midtown area and there is a 29% reduction in property crimes. Capt. Loomis stated there is a 15% reduction in violent crime in the Midtown area. Capt. Loomis stated there were two residential burglaries. Capt. Loomis stated 7% of the city-wide crime has occurred in Midtown; and 12% of Part 1 crimes occurred in Midtown.

Capt. Loomis stated the Department has been in touch with the promoter for the upcoming truck event, noting most of the activity will be at the Speedway.

Mr. Louis stated he likes the way the Police report is now designed.

6b. Code Enforcement – Ms. Sarah Kirk, Neighborhood Services Inspector

Ms. Kirk stated 49 cases were opened in Midtown, and 3 were opened and closed in the same month. Ms. Kirk stated another Neighborhood Services Inspector also works in the Midtown area. Ms. Kirk stated the GIS mapping is updated daily and can be accessed through the City's website. Ms. Kirk stated each individual Code case can be reviewed at the site.

Mr. Cogdell stated he was pleased to see the GIS report is now available. Mr. Cogdell stated a majority of the cases relate to property maintenance and asked what items fall into that category.

Ms. Kirk stated that category covers many areas and includes overgrown lawns, peeling paint, damaged roofs, fencing, or missing address numbers.

Mr. Robinson stated he likes the GIS report and it is a great improvement. Mr. Robinson asked how many cases Ms. Kirk opened and closed last month.

Ms. Kirk stated she opened 30 cases and closed 32.

Mr. Robinson asked if it is possible to get a report that is specific to Midtown.

Ms. Kirk stated that may require a new report from IT but she could provide a report for each inspector that works in Midtown.

Mr. Louis stated he has talked with Ms. Kirk about working with a group of volunteers to address Code violations on a specific address each month. Mr. Louis stated he plans to implement his volunteer program starting in July. Mr. Louis stated he would like to have a day of service for Martin Luther King Day next year.

7. Presentation – Spotlight on Midtown

7a. Bethune Grill – 731 Dr. Mary McLeod Bethune Blvd.

Rosemary Jenkins stated she is the operator of the Bethune Grill, which has been in business for 24 years. Ms. Jenkins stated her mother started the business and she and other family members continue to operate the business. Ms. Jenkins stated redevelopment is needed in her area. Ms. Jenkins stated last weekend was Orlando Invades Daytona weekend and her business was inundated with visitors. Ms. Jenkins stated she appreciates the efforts of the Daytona Beach Police Department in patrolling the area and the assistance they provided with traffic control. Ms. Jenkins stated a crosswalk is needed at her business, noting most of her customers arrive through foot traffic. Ms. Jenkins expressed concern about speeding in the area. Ms. Jenkins stated no improvements have been made on her end of the street since she has been there. Ms. Jenkins stated the area

needs to be revitalized with landscaping and other improvements so customers feel comfortable while they are waiting.

Ms. Richardson thanked Ms. Jenkins for attending the meeting and stated she hopes the Board is able to help her as well as the rest of the community.

Mr. Cogdell stated he feels Bethune Grille is a gold standard for businesses in Midtown and hopes the Board is able to get her some help with the concerns she has raised.

Ms. Stubbs thanked Ms. Jenkins for all she does for the community, and in particular thanked Ms. Karen for her assistance. Ms. Stubbs stated the Board will do whatever is within their power to provide assistance.

Ms. Hardy thanked Ms. Jenkins for all she does in helping the community.

Mr. Louis stated Bethune Grille always provided donations for the network centers he operated in conjunction with the Housing Authority and stated he hopes the Board can assist Ms. Jenkins in her efforts.

Mr. Collins thanked Ms. Jenkins for attending and encouraged her to become involved in the community.

7b. W's Beautitude Barber Shop – 722 Dr. Mary McLeod Bethune Blvd.

Ms. Turner Hymes, 612 Byron Avenue, Daytona Beach, Florida stated Ms. Jenkins is the future for the avenue and encouraged her to continue to be involved in the community. Ms. Hymes praised the Daytona Beach Police Department and their quick response to concerns in the community. Ms. Hymes expressed concern about the blight in the area as well as the number of vacant lots. Ms. Hymes stated she would like to see new businesses in Midtown. Ms. Hymes expressed concern about the costs for opening a business, which discourages people. Ms. Hymes stated she has been in business in Midtown for 52 years. Ms. Hymes stated Ms. Jenkins needs assistance in providing places for her customers to wait outside her business. Ms. Hymes stated changes cannot be made by one person but if the people get together, things can be changed.

Mr. Robinson stated perhaps a crosswalk with flashing lights could help with the speeders in the area. Mr. Robinson stated the business owners need to get together and form an association or group in support of the area.

Ms. Hymes stated the fees for a permit to Nova Road during a special event were \$16,000 so she reduced the area to Adams, and the fee was \$12,000. Ms. Hymes stated people do not understand that the events are not free.

Ms. Hymes stated during the pandemic, she paid the fees but got nothing in return.

Ms. Richardson stated she is sad to see so many empty buildings along MMB. Ms. Richardson stated the Dr. Martin Luther King/Mary McLeod Bethune area needs revitalized. Ms. Richardson stated there is no one in the City to guide a young person in the process of starting a business.

Mr. Cogdell thanked Ms. Hymes for attending and her support of the Midtown area.

Ms. Stubbs thanked Ms. Hymes for attending. Ms. Stubbs stated a point person is needed to help in implementing the items discussed, such as opening a business, costs, who can help with financial and grant assistance, and other items, such as landscaping. Ms. Hymes stated perhaps business owners in the area could meet with the Daytona Beach Police Department regarding the traffic concerns.

Ms. Hymes stated Mayor Derrick Henry has agreed to be at her business to meet with no more than 20 residents to discuss citizens' concerns. Ms. Hymes stated she hopes to get young people involved in the community.

Ms. Hardy thanked Ms. Hymes for attending and for her encouragement and support of others in the community.

Mr. Louis asked about SAMA. Mr. Louis also stated there is a City staff person that has been designated to help someone who wants to start a business in the community. Mr. Louis stated Daytona State College also has a Small Business Development Center.

Mr. Berger stated the staff person is Kim Flaherty who will help people who want to start a business in the city.

Ms. Hymes stated SAMA is the Second Avenue Merchants Association. Ms. Hymes stated the bylaws have been rewritten and the Association has been revitalized. Ms. Hymes stated SAMA used to be for people who wanted to participate in Bike Week but now it is for all businesses and provides a voice for business people.

Mr. Louis presented a thank you card from the Board members to the individuals that spoke during Spotlight on Midtown this evening.

Mr. Collins thanked Ms. Hymes for attending and encouraged her to continue to attend future Midtown meetings.

8. **Old Business**

8a. Fla. Att. General Opinion on Improper Use of CRA Funds

This item was not discussed and was postponed to the next meeting.

8b. Polling & Schedule of June 2021 Workshop on Issues Affecting
Redevelopment in Midtown

Mr. Collins stated he was under the impression that the Board would be polled in May regarding their availability for a workshop. Mr. Collins stated he does not want the workshop to be just for Board members. Mr. Collins stated he wants input from the community and does not want a workshop like the one that was held last year.

Mr. Louis asked if the Board could meet with citizens and then have a goal-setting workshop.

Mr. Collins stated he anticipates the workshop to be with community members so the Board can receive their input. Mr. Collins stated there would then be a second workshop and believes that it would be a goal setting workshop.

Ms. Stubbs asked for clarification. Ms. Stubbs stated the Board previously ranked their top 5 priorities and then the top 3 were selected to be discussed at a workshop. Ms. Stubbs asked if something new is now proposed where a workshop will be held to ask the general public to provide input on what the public thinks are the priorities.

Mr. Berger provided the Board with a memorandum dated March 10, 2021 that was submitted to the City Manager that outlined the request for the workshop with the City Commission and City Manager as well as the Board's priorities.

Mr. Louis stated the Board received a letter from the City Manager and then the Board did not proceed with a workshop.

Mr. Collins stated he would like to discuss different ideas at a workshop, such as the possibility of the City selling vacant land and then meeting with developers and bankers to determine the use for the land.

Mr. Robinson stated if the goal is to increase public input, how would a workshop change public participation since the public does not attend the regular meetings of the Midtown Board. Mr. Robinson stated perhaps a workshop could be achieved at a regular meeting if it is addressed as part of the regular agenda and is properly advertised. Mr. Robinson stated

perhaps the meetings could be more productive if the agenda is restructured and one of the priorities is discussed at the meeting. Mr. Robinson stated he does not believe holding a workshop will increase attendance.

Mr. Collins stated he would like to have a moderator to gather ideas from the public and a workshop would be more casual and would be held in Midtown.

Ms. Stubbs stated the Board has the memorandum that was presented to the prior City Manager. Ms. Stubbs stated since no action was taken, should the memorandum be presented to the new City Manager. Ms. Stubbs asked if the substance of a proposed workshop would be centered around this Board obtaining additional knowledge and information of what the Board needs to know about the Master Plan, noting Ms. Richardson previously asked about the Board's powers and duties. Ms. Stubbs asked if the workshop would expand on that topic. Ms. Stubbs stated she would like a better understanding of the foundation for the operation of the Board which would make her more knowledgeable when she is out in Midtown talking with the residents.

Ms. Hardy stated the Board should discuss at the next meeting the three priorities that were established in March and then add community interaction and input as well as the educational aspect.

Ms. Richardson stated she previously discussed holding a workshop to determine what the Board members are to be doing. Ms. Richardson stated a second workshop should be held with the community in Midtown. Ms. Richardson stated she needs more information about the Board so she can encourage other people to join the Board.

Mr. Cogdell stated he feels a workshop should be held to get a good grasp of the Board's responsibilities before holding a workshop with the public.

Mr. Louis stated it is past 8:00 p.m. and the Board agreed to vote to extend the meeting beyond 8:00 p.m.

Board Action:

A motion was made by Mr. Louis, seconded by Ms. Hardy, to continue the meeting for 30 minutes. The motion carried (6-0).

Mr. Gross asked the Chair to explain what the procedures would be for the workshops since some of the items discussed may be problematic under the Sunshine Law. Mr. Gross stated typically a workshop is a public meeting held to brainstorm ideas and there are no votes taken.

Mr. Collins stated he would envision a workshop similar to the one held at the Cultural Arts Center for the City Manager finalists. Mr. Collins asked if the City Commission was prohibited from attending.

Mr. Gross said the City Attorney advised the City Commission to not attend that session.

Mr. Gross stated the Board has talked about their authority and right now does not have the authority to review the items that are on the list included in the March 10, 2021 memorandum. Mr. Gross stated the City Commission could delegate authority to the Board by resolution.

Mr. Collins stated the Board could meet with the Mayor and City Manager to discuss their priorities; or a workshop could be held to determine if the citizens want the Board to have the authority as outlined in the March 10 memorandum and provide that citizen input to the Mayor and City Manager.

Mr. Robinson suggested that the Chair present a written plan to the Board of the type of workshop he is requesting for the Board to discuss and vote on. Mr. Robinson stated right now, ideas are being discussed and there is no written plan.

Mr. Collins stated that would delay the workshop until August and he is not interested in doing that. Mr. Collins stated a workshop could be held at the Board's next regular meeting, July 13.

Mr. Cogdell asked how this meeting could be better publicized.

Mr. Berger stated he will discuss with the Chair how he proposes publicizing the meeting.

Mr. Collins stated he would like Mr. Berger to poll the members about publicizing the meeting.

Mr. Gross stated the members cannot be polled and the polling would have to take place during this meeting.

Mr. Collins stated he would like to have a conversation with Mr. Berger about getting the word out about the meeting.

Mr. Cogdell asked if the next meeting could be broadcast as was done via Zoom during COVID to receive public input.

Ms. Richardson stated the Mayor goes live on Facebook when he presents his State of the City message and receives input from the public.

Board Action:

A motion was made by Mr. Louis, seconded by Ms. Richardson, that the Board's regularly scheduled meeting of July 13, 2021 be for the purpose of discussing the Board's duties and responsibilities and proposed changes. The motion carried (6-0).

A motion was made by Mr. Cogdell, seconded by Mr. Louis, to request that staff determine if the next Board meeting could be made electronically available, via programs such as Facebook live or Zoom, to maximize input from the public. The motion carried (6-0).

Public Comments:

Steve Miller, 383 Walnut Street, Daytona Beach, Florida stated he is a former member of the Midtown Redevelopment Board and many of the responsibilities have been removed from the Board. Mr. Miller stated when he served, he visited other Board meetings to determine what they were doing and their responsibilities.

Turner Hymes, 612 Byron Avenue, Daytona Beach, Florida stated the public will not come to a meeting at City Hall. Ms. Hymes encouraged Board members to bring people to the meetings.

9. New Business

9a. Mr. John Navarra

Mr. John Navarra stated he is a teacher at Pine Ridge High School. Mr. Navarra stated vocational training is a very positive thing that could help improve the wages in Midtown. Mr. Navarra stated he sees a lot of businesses that exist in Daytona Beach that offer good pay, such as electrical workers, plumbers, computer operators, and insurance businesses. Mr. Navarra stated he would like to hold a training expo in Midtown that would include representatives from the Advanced Technology Center and the AFL-CIO, to present what jobs are available and the requirements for those jobs. Mr. Navarra stated perhaps career counselors could volunteer their time to help guide young people in determining a career.

Mr. Collins stated the Board has previously discussed career opportunities but there needs to be a connection with the Volusia County School Board. Mr. Collins stated there does not seem to be a buy-in from the counselors at the schools.

Mr. Louis stated he feels Bethune-Cookman University should be involved in a career expo.

Ms. Stubbs asked when Mr. Navarra would be planning the career expo.

Mr. Navarra stated the labor unions and ATC would be available in August but he is looking for guidance from the Midtown Board.

Ms. Stubbs asked if there would be a connection with Votran or Uber since transportation is always an issue. Ms. Stubbs asked if there would be assistance provided in writing a resume or filling out applications.

Mr. Collins asked if Mr. Navarra has contacts with the high schools that service Midtown, such as Atlantic, Mainland, and Spruce Creek.

Mr. Navarra stated he does not know people at those schools but knows each of the School Board members. Mr. Navarra stated the president of the School District Union would help him with contacts.

Ms. Richardson stated she works with the Department of Children & Families which has launched a new program called Care Coordinators. Ms. Richardson stated the goal is to help the clients be more self sufficient and what Mr. Navarra has proposed is an excellent idea. Ms. Richardson stated she would like Mr. Navarra to make a presentation to the DCF Care Coordinators so they can be a partner in this program.

Mr. Robinson stated sometimes unions are an obstacle in filling jobs because people may need to be a member of a union in order to fill certain jobs.

Mr. Navarra stated he is looking at every avenue to try to get people trained and that is why he has included the ATC, which is non-union.

Mr. Collins stated Mr. Navarra will receive input from the Board this evening because he is proposing two workshops for the Board: one to strategize what the Board wants to do for the next 12 months and a community-wide workshop that would include individuals such as Mr. Navarra, developers, banks, and mortgage companies.

10. Public Comments

Mervia Soius, 640 Dr. Mary McLeod Bethune Blvd., Daytona Beach, Florida stated she is a student at Bethune-Cookman University and is concerned about the dilapidated conditions of Midtown. Ms. Soius stated there are several vacant parcels along Dr. Mary McLeod Bethune Blvd. and there seems to be a lack of tax dollars being invested in Midtown. Ms. Soius

asked how the students of BCU could partner with the members of the Midtown Board. Ms. Soius stated she is concerned about the lack of businesses along Mary McLeod Bethune.

Mr. Louis stated he met Ms. Soius at the last City Commission meeting and he has some ideas he will relay to her regarding BCU involvement.

Mr. Cogdell stated he would like to meet with Ms. Soius and other students to determine what can be done to make the area more appealing for the students to stay in Daytona Beach after they graduate.

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida urged the Board to focus on a project, such as getting a grocery store in Midtown, and have that focus determine how the Board functions. Ms. Ruby stated the Board spent \$70,000 on the Midtown Emerging Study. Ms. Ruby encouraged the Board to focus from a concrete project perspective.

Ms. Stubbs left the meeting at 8:45 p.m.

Steve Miller, 383 Walnut Street, Daytona Beach, Florida invited the Board to attend the next Neighborhood Watch meeting which will be held at the Midtown Cultural Center on August 9, 2021 at 6:30 p.m. Mr. Miller stated the new City Manager will be attending the Neighborhood Watch meeting.

11. Board Comments

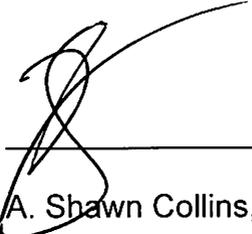
Mr. Cogdell stated there will be a public meet and greet for the new City Manager on June 10, 2021 at the Dickerson Center at 6:00 p.m.

Mr. Louis provided a listing to the Board regarding the vacant commercial and residential parcels in Midtown. Mr. Louis stated the City Commission has again discussed the Midtown Lofts. Mr. Louis stated there is a Midtown Master Plan and a Riverfront Master Plan. Mr. Louis stated the items outlined in the Riverfront Master Plan are being followed; however, the Midtown Master Plan is not being enforced. Mr. Louis stated CPTED, Crime Prevention through Environmental Design, is discussed in the Midtown Master Plan and plans for projects in Midtown should follow the CPTED design. Mr. Louis stated there are 5 distinct neighborhoods as part of the Midtown Master Plan; and the Midtown Lofts area is proposed as an entertainment area. Mr. Louis stated we should work to execute the plans that are in place.

Mr. Collins stated once we have the right people in place, the Midtown Master Plan will no longer be collecting dust; it will be enforced.

12. **Adjournment**

There being no further business, the meeting was adjourned.



A. Shawn Collins, Chair



Becky Groom, Board Secretary