

MINUTES

REGULAR MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

June 2, 2010

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, June 2, 2010, at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Robert Gilliland	Present
Commissioner Derrick Henry	Present
Commissioner Cassandra Reynolds	Present
Commissioner Richard Shiver	Present
Commissioner Pamela Woods	Present
Commissioner Shiela McKay-Vaughan	Present
Mayor Glenn Ritchey	Present

Also Present:

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

2. Commissioner McKay-Vaughan led the invocation.
3. Commissioner Gilliland led the Pledge of Allegiance to the Flag.
4. Approval of Minutes of the April 21, 2010 Special Community Redevelopment Agency Board Meeting, as individually read.

It was moved by Commissioner Woods to approve the April 21, 2010 Special Community Redevelopment Agency Board Meeting. Seconded by Commissioner Gilliland. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

5. AGENDA APPROVAL

James V. Chisholm, City Manager read the Agenda changes:

Take Addendum Item 7F – Daytona Beach Pier - Refurbishment of Casino Building - Construction Manager at Risk - Expenditure of Funds – after Item 7A Downtown Streets Team Grant Agreement.

It was moved by Commissioner Reynolds to approve the Agenda with changes. Seconded by Commissioner Woods. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

6. PUBLIC COMMENTS BY PEOPLE ADDRESSING THE COMMUNITY REDEVELOPMENT AGENCY BOARD

Mayor Ritchey asked Mr. Nicholson that before he came forward to speak on the public comment section of the agenda, he wished to recognize the presence of former Mayor Bud Asher and thank him for all he has done in the community.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated his disappointment in the City's failure to maintain or fix up the park. He stated he saw a worker partially empty the trash cans on the boardwalk the Monday after Memorial Day. We no longer have any public restrooms open on the boardwalk and the business signs say they are for patrons only. The amenities that were there are now being slowly taken away and if we want to keep our tourists, we need to bring them back.

Mayor Ritchey stated he believed the restrooms were the County's responsibility.

Commissioner Woods asked but don't we still have public restrooms at Breaker's Ocean Front Park and aren't the showers functional at ... he is talking about the boardwalk. When we opened Breakers Park, there were public restrooms and three showers. Unless they are broken, those public restrooms should be open during the day.

7. ADMINISTRATIVE ITEMS

- A. Adopted/Resolution No. CRA 10-13 approving a grant agreement between The City of Daytona Beach Community Redevelopment Agency (CRA) and The Salvation Army, 330 North Street, Daytona Beach, Florida, 32114, in the amount of \$40,000, for administration of the Downtown Streets Team Program to provide enhanced maintenance services in the Downtown and Main Street Redevelopment Areas. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING AN AGREEMENT WITH THE SALVATION ARMY FOR THE DOWNTOWN STREETS TEAM PROGRAM FOR A ONE YEAR PERIOD WITH TWO ONE-YEAR OPTIONS TO RENEW; APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS IN THE AMOUNT OF \$20,000 FROM THE DOWNTOWN REDEVELOPMENT AREA TRUST FUND AND \$20,000 FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND; AUTHORIZING THE CHAIR AND CITY CLERK TO EXECUTE THE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

Commissioner Shiver stated that he had a meeting with a group from the City of Gainesville regarding the Downtown Streets Team. Mr. Chisholm stopped by the meeting and the Commissioner was pleased to report that the City of Gainesville will be starting a Downtown Streets Team program.

Commissioner Woods stated that the City of Gainesville has a lot of issues with homelessness and they will benefit from this type of program. So that everyone will understand what the City Commission is approving, the money is not for salaries, the funding is for the administration of the program.

Commissioner Shiver stated that the Salvation Army has costs involved which includes food and housing plus additional administrative cost to run the program.

Commissioner Woods stated so the people on the streets team are not being paid a salary.

Commissioner Shiver stated the streets team gets a place to stay and three meals a day.

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

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

- F. Adopted/Resolution No. CRA 10-14 authorizing the expenditure of Main Street Redevelopment Funds in the amount of \$6,000, for Hall Construction Company, Inc., 902 S. Nova Rd., Daytona Beach, FL 32114, as the firm to be the Construction Manager at Risk (CM@R) for the refurbishment of the casino building at the Daytona Beach Pier for the pre-construction fee. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND IN THE AMOUNT OF \$6,000 FOR THE PRE-CONSTRUCTION FEE IN CONNECTION WITH THE MANAGEMENT AT RISK SERVICES CONTRACT WITH HALL CONSTRUCTION COMPANY, INC., FOR THE REHABILITATION OF THE DAYTONA BEACH PIER CASINO BUILDING; AND PROVIDING AN EFFECTIVE DATE.

No discussion.

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

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

- B. Adopted/Resolution No. CRA 10-15 accepting the City of Daytona Beach Cultural Services Division Marketing Plan for Peabody Auditorium and authorizing the expenditure of tax increment funds, in the amount of \$13,740, from the Main Street Community Redevelopment Trust Fund for the purpose of promoting events. The Main Street/South Atlantic Redevelopment Area Board reviewed the Marketing Plan and recommended CRA approval at its May 12, 2010, meeting. Encouraging and funding promotion of events is consistent with the goals and policies of the Main Street Community Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION ACKNOWLEDGING RECEIPT OF THE CITY OF DAYTONA BEACH CULTURAL SERVICES DIVISION MARKETING PLAN FOR PEABODY AUDITORIUM; APPROVING EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND IN AN AMOUNT UP TO \$13,740 FOR PROMOTIONAL ACTIVITIES AS SET FORTH IN THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

Commissioner Woods stated that on both of the items her problem is the measurement of the accomplishments and she would like an accountability piece reported back to the City Commission. She would like to know did staff meet their goals and objectives. She referred to a page in the plan and would like to ask that measurements be sent to the City Commission by September 30, 2010.

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

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

- C. Adopted/Resolution No. CRA 10-16 accepting the Friends of the Bandshell Promotion Proposal Marketing Plan and authorizing the expenditure of tax increment funds, in the amount of \$50,800, from the Main Street Community Redevelopment Trust Fund for funding their promotion efforts to continue the traditional Summer Concert Series at the Bandshell. The Main Street / South Atlantic Redevelopment Area Board reviewed the Marketing Plan and recommended CRA approval at its May 12, 2010 meeting. Encouraging and funding promotion of events is consistent with the goals and policies of the Main Street Community Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION ACKNOWLEDGING RECEIPT OF FRIENDS OF THE BANDSHELL MARKETING PLAN FOR THE BANDSHELL; APPROVING A GRANT OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND IN AN AMOUNT UP TO \$50,800 FOR PROMOTIONAL ACTIVITIES AS SET FORTH IN THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

Commissioner Woods stated that she did not have questions but would like the same request made of this item as in item 7B (Ask that measureable accomplishments be sent to the City Commission by September 30, 2010).

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

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

- D. Adopted/Resolution No. CRA 10-17 authorizing the expenditure of funds, in an amount not to exceed \$40,000, to complete environmental assessments, perform an asbestos survey, and one (1) additional appraisal related to the Mike Curb School of Music, Entertainment and Art in the Riverfront Park. An RFP was issued and DSC submitted a proposal as expected. While preparing the Development Agreement for Commission approval, staff has been performing due diligence by ordering environmental assessments and property appraisals. Costs to date are \$25,949.20. Costs to complete environmental assessments and appraisals are an additional \$12,370.80 for a total cumulative expense of \$38,320. City Clerk Thomas read the Resolution by title only. A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXPEND TAX INCREMENT FUNDS FROM THE DOWNTOWN REDEVELOPMENT TRUST FUND IN A CUMULATIVE AMOUNT NOT TO EXCEED \$40,000 FOR VARIOUS PURPOSES RELATED TO THE PROPOSED MIKE CURB BUILDING PROJECT; AND PROVIDING AN EFFECTIVE DATE.

Commissioner Woods asked the City Manager if they were voting on this.

James V. Chisholm, City Manager stated Dr. Williams is here today to give an update on the Mike Curb Project. Basically, they plan to move forward with the project and they will find the funds they need out of their resources. He asked Dr. Williams if that was accurate.

Dr. Robert Williams, Daytona State College, 1200 West International Speedway Boulevard, Daytona Beach stated we had an extensive board workshop last week to go over the different sources of funds for the Mike Curb project, which could be a \$30,000,000 project. It would be up to the board to decide the use and the extent of use for the funds. There was a strong indication at the workshop that they want to move forward. There was no vote because it was a workshop so it will be in the hands of our board.

Mayor Ritchey asked Dr. Williams if they do move forward, are they talking about the same type of building we discussed it was going to be.

Dr. Williams stated we will certainly continue with the audio technology program that we have there and there's every intention to expand it. There are many options available; one of the suggestions was to maybe not focus so much on the performance side of it but a little more on the business entertainment which would take us from 400 to 500 students to potentially double that amount downtown. This would help the situation in many ways. The discussion at the present time is about the funding that would be put on the table.

Mayor Ritchey asked if the design of the building would be the same.

Dr. Williams stated we love the exterior façade but the contents of the building are having educational design specifications drawn up for that.

Commissioner Woods asked if they were looking at the same timeline. I am asking this because of the relation to this and what we are being asked to do.

Dr. Williams stated things have slowed down a bit. I wish I could tell you we are moving forward as aggressively as before but under certain circumstance, things have slowed down a bit. We are still planning to move forward.

Commissioner Woods asked if they need to vote on this today.

Mr. Chisholm stated this is in regards to expenditure of funds for project ...

Commissioner Woods asked if it was money we've already spent ...

Mr. Chisholm stated for \$25,000 ... because of the cumulative thing we talked about. I don't know that it's a necessary action but we sure want to be judicious in what we do.

Commissioner McKay-Vaughan asked if there was harm in voting on it today.

Mr. Chisholm stated no.

Commissioner Gilliland stated this is due diligence work with soil borings and all.

Mr. Chisholm stated we are going to have to do this anyway.

Commissioner Gilliland stated I think we ought to move forward with it.

Commissioner McKay-Vaughan agreed and stated they should move forward.

Commissioner Woods stated she wanted the City to do the due diligence on it because if we end up buying that property that's contaminated, then we are looking at a lot of money that the taxpayers would be on the hook for cleaning it up. I want us to research the available parking spaces down there that are mentioned in here and what is the feasibility of that. You are talking a whole lot less money if that's workable for now before we make any decisions.

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

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

E. Presentation - Community Cultural Foundation (CCF) - Marketing Plan Update

Manuel Bornia updated the Commission on the Community Cultural Foundation Marketing Plan. Before beginning his update he paid recognition to the committee members in the audience. He gave recognition to Edith Shelley, Naomi Wise, Dr. Bob Williams, Angela Cameron, Teresa Doan, Larry McKinney, Reed Berger and a special thanks to County Councilman Josh Wagner for being present. He stated he wanted to give a huge thanks to Commissioner Rick Shiver who had attended every meeting since the project began moving forward his presence as a representative of the body for the Commission had been phenomenal. The quarterly update was promised to the Community Redevelopment Agency (CRA) at the beginning of this project. The committee meets regularly every Tuesday evening at 3:30 p.m. at the News Journal Center. As of today they have held thirteen official meetings since the CRA gave them the green light to proceed forward and they were ahead of schedule in reference to the timeline given as a part of their plan. He began his update by giving some bullet points or achievements completed by the committee on the internal part of the campaign. They have launched the OurDaytonaBeach.com website and have been encouraging people to go to the website and click onto some of the workshops that are listed. They have begun four television spot advertisements since the last update was given with different people from all walks of life giving their input on the inspiration they feel would help the City move forward and also trying to get people involved and excited about the project. Those advertisements will begin to air on WDSC, who he gave thanks to for underwriting 100 percent of the \$30,000 cost that the college gave to this campaign and he was very grateful to them for that contribution. They committed four full days of their production crew to get this job done. He announced that Bright House Cable who is also a partner in the campaign has promised a \$30,000 exposure for the project during the campaign and the partners at the Daytona News Journal Corporation for almost \$98,000 of free advertising of the "I am Daytona Beach Campaign" all of the color quarter page ads that have been running in the newspaper every single week have been free to the campaign from the News Journal Corporation. They have completed three public workshops that were well attended with well over 100-150 participants at the News Journal Center, 130 participants at Midtown Area Community meeting, and approximately 100 participants at Peabody Auditorium. All of the participants were very excited, very respondent, involved and engaged in the campaign process. They have received 157 of the surveys that were sent out into the community and are receiving even more every day. A budget of \$25,000 was made for the internal portion of the campaign and as of today, there has barely been a dent made into that amount and they haven't requested any portion of those funds whatsoever except in promises they've made in expenditures they have encumbered are otherwise very little. The printing of all of the materials that were mailed out to the people in the community along with all of the postcards mailed out to get the people to attend sessions totaled \$1,487. In addition to that it cost \$3,700 to have the website designed. That brings the total to approximately \$5,000 being spent out of the \$25,000 the CRA allotted for this campaign project. They have been very great stewards over the money allotted by spending less money of the public dollars. He invited every member of the CRA on tomorrow to a sneak preview of a 30 minute show exclusively on our community. He stated their friends at Florida Travel and Life were amazing in how they were able to catch the diversity, beauty and real essence of our community, which will be viewed by millions of people on the

Travel Channel which is channel 56 on Bright House Networks. Also, the advertisement will be running on Fox Sun Sports and now that other stations have seen the product they have indicated interest in running it on their stations. The other report that he wanted to discuss with the CRA as a group was the American Music Festival. This partnership was entered into between the City and the Community Cultural Foundation to work and produce this event as part of what their organization was already doing. When this agreement was entered into it was originally scheduled to happen on June 25th through June 27th to be held at the Bandshell Boardwalk area. When his committee went back before the Main Street Redevelopment Board they stated June was already a busy month for the board and they needed his help during the months the board was not busy. At that point a second attraction was added for Labor Day weekend. This was the point where his committee entered into an agreement with Wright Entertainment to secure what is known as an "A" list of performers. Johnny Wright was the music producer for Janet Jackson and Justin Timberlake amongst many other artists. Many of you in the audience have already heard about the roster of artists that was presented to the committee by Wright Entertainment. He stated an event of this scale had never been attempted in our City so there were many things that had to be taken into consideration in order to have an event of this magnitude. Mr. Bornia stated City staff as well as his committee members tackled a great deal of hurdles but there was this one that cannot be passed. After 6:30 p.m. on last night he was notified that the capacity at the Bandshell would now be limited to approximately 4,200 seats which falls under the most recent Code standards and dramatically reduces the number of seats that are available. His negotiations with the entertainment producers are contingent on the number of seats available, because a percentage of tickets sales are how the artists are going to get paid. This latest challenge alters his plans a great deal. He and City staff came up with a solution to put on an event that everyone can be proud of. City staff and the Cultural Foundation have altered their plans to take the June 26th date announced to be the first event and still have an event that weekend. This event would be a free event and that way the Cultural Foundation can deliver on its promise to have an event that weekend. Also, that free weekend could be used to launch ticket sales for the Labor Day weekend as being the big conclusion to the big extravaganza, which all of the "A List" artists have been moved to the Labor Day Weekend event. They are in communications with the Ocean Center where the capacity would be sustained with the crowds they are expecting. He thanked his committee for all the tireless hours they have worked alongside of him as well as City staff who have been outstanding as well, and they have made it through the hurdles together and he wanted the CRA to know that everything is still on with Wright Entertainment for Labor Day weekend and that the last minute adjustments are being made. Wright Entertainment is adjusting to the plan as well in order to honor their part of the contract. He opened the floor to the Mayor and the CRA for questions and or comments.

Mr. Bornia stated they would limit the capacity to 4,200.

Mayor Ritchey asked if they would still have the other events all up and down the Boardwalk.

Mr. Bornia stated correct.

Mayor Ritchey stated it would still be a festival atmosphere.

Mr. Bornia stated correct. Only the concert would be limited to 4,200 seats.

Commissioner Woods asked Mr. Bornia to review what the other activities were.

Mr. Bornia stated what they proposed at the last update was having the activation of the entire Boardwalk. They had coordinated with the new amusement park at the Boardwalk. This weekend was also their grand opening so they would activate it with all of the rides, the go-carts and everything else. They had family activities with everything from street performers to face painters. They were looking at a sand sculpture component, volleyball components, and perhaps some refreshment oasis's, having some performances around the Clock Tower. All of those things could be part of the experiences but the biggest change was the concert on the 26th that would be a free experience limited to the specific capacity that they were now tied to.

Commissioner Shiver stated he thought the whole purpose was to end up with a marketing plan. He asked if Mr. Bornia was still on track to deliver a marketing plan in November.

Mr. Bornia stated absolutely. One of the things they just completed was the first oversight committee meeting with the oversight committee of the task force where they received rave reviews from their marketing experts that were brought in to independently gauge whether they were doing a good job or not. They were ahead of schedule and under budget.

Commissioner Shiver gave the names of the members of the oversight committee.

Commissioner McKay-Vaughan asked about the next oversight committee meeting.

Mr. Bornia stated they were scheduled quarterly. However they were so impressed with what the guys brought to the table they were trying to get them back in July. As soon as that date was confirmed he would notify the Commission. It was a public meeting.

Commissioner McKay-Vaughan asked about the program on June 26th. He was referring to as a weekend but it really had been reduced to one day. She saw a site plan and she assumed they would use the same site plan. Usually they require a much more detailed plan.

Mr. Bornia stated they had delivered what the City required of them. However, this didn't happen even 12 hours ago so they were making the adjustments that were needed now. They would be working with City staff this week.

James V. Chisholm, City Manager stated he thought they had done everything they could so the City could react. After just finding what the atmosphere would be that they had to work under it would change. First, they had limited number of days so that had an impact and then they were changing the scope of it and that would have an impact. Everybody had to go back and look at the numbers that were generated for this project and it would change significantly. It will get to the Commission as soon as they had everybody's information. It

generally took five days to get through all that stuff.

Commissioner McKay-Vaughan stated the site plan she found was lacking things like the location of the port-a-lets, the containers, how would recycling happen. She was hoping when they came back that would be a lot more detailed. She thought that was very important. She was very concerned about the sanitary conditions.

Mr. Bornia stated at this point the one day was a smaller crowd. For Labor Day weekend they were expecting the same size crowds. He wanted to specifically thank Mr. Chisholm because he orchestrated a meeting where every head of every department was present to help address any of those needed. An event of this magnitude had never been done in this area. There were things that no one really knew. They were getting through as quickly as possible. He believed that knowing the perimeters they would be able to get the answers within a week.

Commissioner McKay-Vaughan asked if there would be vendors there.

Mr. Bornia stated they had said in the past and would continue to say their vision for this event was not to bring in vendors from the outside. It was to give the businesses in the Main Street Redevelopment Area the opportunity to shine. That was what they were going to do. They hadn't specifically identified any area where they would have vendors so at that point they were not including vendors in the site plan because there weren't any. If they were to go in that direction they had his guarantee the vendors in that immediate area would be incorporated into the project.

Commissioner McKay-Vaughan asked if it would have any effect on the issue they were going to change on the ordinance.

Mr. Chisholm stated they needed to change the ordinance. They were going to have food and beverage in that area. That area was the City's responsibility.

Commissioner McKay-Vaughan stated what they knew now wouldn't have any effect on that decision.

Mr. Chisholm stated no.

Commissioner McKay-Vaughan asked if there was going to be alcohol there.

Mr. Chisholm stated no.

Commissioner McKay-Vaughan stated that was what he had told her but when she looked in the backup it said that the City had the permit and that the alcohol would be served. She just wanted to check.

Mr. Bornia stated the City had the permit so they were the ones who would be doing those things so it was not even up to him.

Mr. Chisholm stated all of the food and beverage would be coming through the City.

Commissioner McKay-Vaughan stated she hoped they would get some more details before the weekend because it was very hard to promote this even locally when they didn't know what they were promoting. She was very anxious and they had been waiting a very long time.

Mr. Bornia stated that feeling was mutual.

Mayor Ritchey stated the word "free" was pretty interesting. He asked Mr. Bornia to elaborate.

Mr. Bornia stated there had always been a complementary component to this festival. Everything outside in the Bandshell was always going to be free. They were saying they were working with their partners as a marketing project to get an act to come in and perform for the community so they could begin the process of selling tickets for other venues. They were making a giant pitcher of lemonade with the batch of lemons they had been given.

Commissioner McKay-Vaughan asked what other venues they had.

Mr. Bornia stated no.

Commissioner McKay-Vaughan stated he was talking about the Labor Day weekend.

Mr. Bornia stated the Ocean Center, Peabody, etc.

Commissioner McKay-Vaughan stated that brought her to another point. She asked about the cost of the cleanup and the extra duty.

Mr. Chisholm stated it was the City's.

Mayor Ritchey stated he wanted to compliment Mr. Bornia and everyone who had worked on this because as he indicated they were going where no man had gone before. They were learning as they went along and worked through it. He didn't see this as a one-time shot where they would have two festivals and then go into the sunset. He thought they were laying some good ground work to understand and know how to pull those events off and do them in a great way. He was confident that the Labor Day event would be awesome. The free event would be interesting but as they get the wrinkles out of it he was confident that subsequent years would a very good and unique thing for the community. He wanted to thank Mr. Bornia and everyone who was working with him on sticking to it and not losing faith because there were a lot of things coming at them. He also wanted to recognize Councilman Wagner. He thanked him and the county for taking a very active role. Also, remember this, they control the Ocean Center and negotiation was a word that should be well understood. The seating in the Ocean Center was about 9,000 so that would accommodate quite nicely any concert/festival events.

Mr. Bornia stated that would be typical to what those artists were playing in other communities.

Commissioner Woods stated every week at the Bandshell there were free concerts. Fourth of July weekend they had huge crowds there every year. It was not like they weren't already doing free concerts at the Bandshell. The number vary based on the artists were. It might be really full that weekend but certainly Fourth of July weekend would be very full. They might get capacity a few weekends this summer.

Mayor Ritchey stated hopefully they would hit it every weekend but this was the first time free had come into play with this initiative.

Commissioner Gilliland asked who was performing on the 26th.

Mr. Bornia stated they literally placed all the calls to Los Angeles perform they came to this meeting. There was still a huge amount of working hours on the west coast. They were trying to get the answers as soon as possible. At this point with the new capacity at the Bandshell, the first step was getting all the artists that were confirmed for the 25th to the 27th moved to Labor Day. The second priority was securing that act. They understood the timeline and they would like to see it done very quickly.

Commissioner Gilliland asked if they had thought about giving a ticket allotment to the hotels in the Main Street area.

Mr. Bornia stated they were trying to actually host it in the Main Street area so that they not only get the people but they give a weighted priority to that district since they were so heavily invested in the project. That was a great suggestion.

Commissioner Gilliland stated it made sense to get some of the vendors out of the Ocean Walk Shoppes to show their wares and get a little exposure. He stated he was very comfortable as to where they have ended up with this.

8. COMMENTS AND INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY BOARD AND CITY MANAGER

Commissioner Woods stated she would like to see a regular cleaning schedule of the boardwalk area. If we need to have a Request for Proposal (RFP), then let's do it.

James V. Chisholm, City Manager stated we are already working on it. There are two things we need to do. We need to have them cleaned and sealed, then have a plan to keep it maintained.

Mayor Ritchey recommended (jokingly) that they way the block is laid out, we should line up individual companies to clean certain sections and find out which one does the best and choose.

Commissioner Woods stated so we'll be having a contest then ...

Commissioner McKay-Vaughan asked for a status report on the Pier.

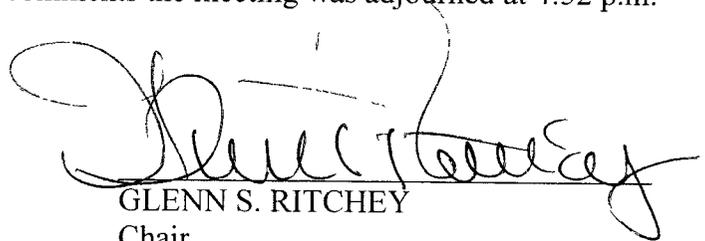
Mr. Chisholm stated that on their agenda is the item for approval for the selection of the Construction Manager at Risk who will be working with the materials. We have received proposals from two restaurant companies and are reviewing them now. As soon as the review is done, we will submit them to you for action.

Commissioner Gilliland asked Mr. Chisholm if Logan Diving had some issues in the Gulf relating to the oil spill and will not be able to fulfill their obligation to the city to replace the pilings on the pier.

Mr. Chisholm stated we have found someone else and may save a little money with them when we bring them in under contract.

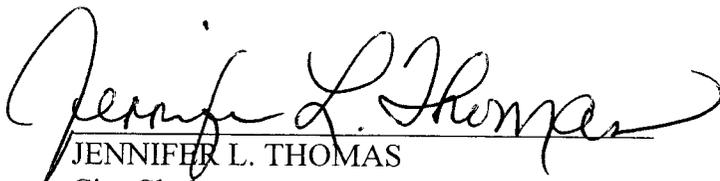
9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 4:52 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: July 7, 2010

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.