

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

November 2, 2011

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, November 2, 2011, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Patrick Henry	Present
Commissioner Cassandra Reynolds	Present
Commissioner Edith Shelley	Present
Commissioner Pamela Woods	Present
Commissioner Kelly White	Present
Commissioner Robert Gilliland	Present
Mayor Glenn Ritchey	Present

Also Present:

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

2. Commissioner Shelley led the invocation.

3. Commissioner Henry led the Pledge of Allegiance to the Flag.

4. Approval of the minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, October 5, 2011, will be on the December 7, 2011 Regular Community Redevelopment Agency Meeting Agenda.

5. AGENDA APPROVAL

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

No Changes.

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

Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Mayor Ritchey	Yea

6. PUBLIC COMMENT BY PEOPLE ADDRESSING THE COMMUNITY REDEVELOPMENT AGENCY FOR ITEMS ON THE AGENDA.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated he wasn't sure if he could talk about anything because it's not on the agenda, and that is not normally said during this portion of the meeting regarding the CRAs. He asked the Commission if he could speak on something concerning the CRAs but was not on the agenda.

Mayor Ritchey gave him the go ahead to speak.

Mr. Nicholson stated the Commissioners should have gotten copies in their mailboxes of his notes that he took of his meeting with the City Manager. The second document listed by streets and locations all the locations that face Main Street that could house automobiles during events, there is 1,200 and if you fudge a little bit you can get 1,480 and if you go a little bit further you can get 5,000 parking spaces off of Main Street that is within walking distance. People are going out of business on Main Street, two went out of business after Bike Week and a third is going out of business by the end of the month. He asked the Commission to consider the concept of eat, drink and entertain along Main Street. Right now seventeen locations currently offer those three services.

7. ADMINISTRATIVE ITEMS

- 7A. Adopted/Resolution No. CRA 11-19 adopting new residential and commercial façade programs; and approving revisions to the existing business façade, leasehold improvement, lease subsidy and landscape improvement programs for the purpose of providing more effective and efficient grant programs in each of the redevelopment areas. (Continued from the October 5, 2011 Special Community Redevelopment Agency Meeting) City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING AMENDMENTS TO THE GRANT PROGRAMS IN REDEVELOPMENT AREAS; AND PROVIDING AN EFFECTIVE DATE

Commissioner Woods asked if Reed Berger, Redevelopment Director could update the Commission because they had some questions and concerns.

Reed Berger, Redevelopment Director reported there were a couple of items he wanted to bring to the attention of the Commission starting with the funding issue that was discussed previously and they are proposing to put in the same percentage the other CRAs get based on the revenues that come in. In this case that would represent about eleven or twelve percent of the revenue which equals \$25,000. Those funds have been identified and they are looking into placing that amount into the Midtown to kickoff the grants if the program is approved tonight by the CRA.

Commissioner Woods asked Mr. Berger for clarification if that meant they would be going from \$0 to \$25,000 which makes that amount accessible to them for any of the programs they qualify for.

Mr. Berger stated that's correct. The second item he wanted to discuss was there was one item brought up by Midtown that had been omitted by staff and it was recently brought to his attention. The air conditioning and the roofs were being omitted from the programs in the residential and commercial façade programs. Midtown had asked specifically that those remain in there as eligible items and if they were something the CRA wanted to include back in, this was a good time to consider doing so.

Commissioner Woods asked Mr. Berger if the CRA needed to amend what he was proposing to put that back into the packet tonight.

Mr. Berger responded if the CRA would amend it tonight that would address Midtown's concerns.

Mayor Ritchey asked Mr. Berger if one was because there was no match.

Mr. Berger responded that was already in the current proposal.

Mayor Ritchey asked how quickly it would eat through the budget there, if we include the air conditioning and the roof.

Mr. Berger replied if the maximum of \$5,000 was currently in there, it would eat through the budget fairly quickly. There is a lien requirement on those over 50 percent and if you wanted to go to 100 percent you would have to have a lien in there for the next five years to be a homeowner.

Commissioner Woods replied she was fine with putting it back in since it was there and if we run into a problem with homeowners or residential property owners running out of money it can be revisited to see what needs to be done differently.

Mayor Ritchey asked Mr. Berger if any soft cost such as architectural design or whatever, would it go towards the match.

Mr. Berger responded on the eligibility on commercial buildings, he was not aware, but in the landscape art programs he knew it did. He was not familiar with the details on the commercial programs. However; if someone was doing rehab and a contractor comes in and does the cost and they have some of those soft cost to add with it, typically it would be part of the project and would have to be reviewed on a case by case basis.

Mayor Ritchey asked if there were any other questions or comments.

Jennifer Thomas, City Clerk replied she did have someone to sign up to speak on this item.

Donna Cooper, 427 Ellsworth Street, Daytona Beach stated she was not speaking on the topic, but she was speaking on the response. She knew she was not speaking on the topic but what she had to say needed to be heard. Most of the residents are very upset because the Commissioners and City Manager have not been showing up at public meetings. Jennifer Thomas and Betty Goodman are not elected officials and at the meeting scheduled for 5:30 p.m. on September 21, 2011; they were the only two present at that meeting. Others along with her would not be attending the 5:30 p.m. meetings, reasons being because they are not schizophrenic and they are not going to talk to the walls and chairs just to hear themselves talk. They attend meetings in order to talk to and be heard by the elected officials that have been placed in office by the citizen of this community. Commissioner Gilliland stated he was not interested in hearing what the citizen had to say. She wanted to know from him, how he would know what the citizen likes or dislikes were, or their accolades and thank you, without giving them the privilege to come before the Commission to tell them.

Commissioner Gilliland stated, Mr. Mayor that is not true, I never said that.

Mayor Ritchey stated no it was not. He reminded Ms. Cooper that it was stated tonight before the meeting if you had something on the agenda you wanted to speak to you may do so at this time.

Ms. Cooper stated she would speak to that also. The partial grants that the CRA is offering Midtown for landscaping or whatever it was they were talking about, if Midtown had \$10,000 in order to get \$5,000 back, she did not feel they needed to come to the City to ask them for a partial grant. If she could afford \$10,000 dollars to improve her place, she would not come before the City to ask for the money. She didn't feel she should have to go out and take out a loan, in order to have the money to do what she would like to do in order to get \$5,000 back.

Mayor Ritchey asked if that was what's required. He said if it's 100 percent, there is no match required from the homeowner on that money.

Commissioner Woods stated she needed to amend her motion to put the roofs and air conditionings back in for Midtown. Commissioner Shelley amended her seconded to the first motion as well.

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

Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Mayor Ritchey	Yea

- 7B. Adopted/Resolution No. CRA 11-20 approving the expenditure of funds and a contract, in the amount of \$38,500, with Gibbs Planning Group, 201 W. Mitchell St, Suite 150, Petoskey, MI 49770, to provide professional services for retail consulting for Downtown. The funding of administrative costs to attract new businesses to Downtown is supported by the Downtown/Ballough Road Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING A CONTRACT WITH GIBBS PLANNING GROUP, INC., TO PROVIDE PROFESSIONAL RETAIL CONSULTING SERVICES FOR THE DOWNTOWN REDEVELOPMENT AREA; AUTHORIZING EXPENDITURE OF \$38,500 FROM THE DOWNTOWN REDEVELOPMENT AREA TRUST FUND; AND PROVIDING AN EFFECTIVE DATE.

Mayor Ritchey asked if there were any speakers to this item.

Jennifer Thomas, City Clerk stated yes sir, Mr. John Nicholson.

Mayor Ritchey asked Mr. Nicholson if he would like to hear what Reed has to say before he spoke.

Mr. Nicholson stated okay.

Reed Berger, Redevelopment Director stated the contract that you have before you from Mr. Gibbs now has addressed some of the measurables that I think hopefully you are looking for and the opportunity is here to both have Mr. Gibbs come back to downtown meet with the retailers, prepare a report about what is the current status as well as what is the strategy on how to market the downtown based on what's really going on in our downtown on the ground in addition to the market report he has already done for us. He is also going to have an opportunity during that time to meet with a number of businesses and that will allow him to really get one on one with businesses so that would be one of the first steps and would be direct help to some of our real tailors that are down on beach street now you could get about 12-15 of those visits that would last about 30 minutes each. The second part of this is that Mr. Gibbs is looking at providing a minimum of 300 contacts for retailers that he will be talking to over the next six months he will also be meeting with a minimum of 50 retailers particularly at these retail shows he would provide bi-weekly progress reports to us and he would attend approximately three retail shows that would include the upcoming May 2012 International Council of Shopping Centers (ICSC) meeting in Las Vegas which is the national show and one place where we would hope he would be very productive in bringing people but he has a lot of relationships now with the retailers and does this throughout the country so we are very optimistic that with the change that is going on in retail over the next year or so we are now finally optimistic that we can land a few retailers here.

Commissioner Shelley asked Mrs. Thomas about when she was reading she thought she heard her say something about the E-Zone.

James V. Chisholm, City Manager stated she was on the wrong one.

Mrs. Thomas read the correct title into the record.

Mayor Ritchey stated just a side note when Mr. Gibbs made a presentation to the Commission a few months back he was impressed with his approach. A lot of this stuff isn't pie in the sky waiting to come, if he is going to get in here and have the opportunity to work with retail merchants on marketing, merchandizing and how they operate their shops in a meaningful way that would improve business that's a pretty neat idea and speaking for himself he really enjoyed his presentation.

John Nicholson, 413 N. Grandview Avenue, Daytona Beach stated there was a little mix up here that brings something else to mind. What we see in our packets is not what you see in yours so we would have no idea what she was reading was correct or not because it doesn't match the text that we get so often times you see things that we don't see you have information that we don't see at all. Regarding this particular item it appears to him that we are being a little bit myopic, we do have other parts of the City and it is a shame that ... he went to all three of his presentations; he thinks it is what we have needed for a long time, he thinks we need to target what will fit where. When you put it in one location the other locations may suffer. You have other locations that are main streets as well, we have Main Street, Seabreeze which is a main street, we have Second Avenue which is a main street, Martin Luther King which is a main street we have other locations that could benefit from this and I understand downtown paid for it but why can't the rest of the City benefit from it, we are doing an E-Zone this fits in perfectly with the E-Zone. He asked that they look at this in a holistic manner so when we spend this money spend a little bit more and get a comprehensive plan for all of the City.

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

Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Mayor Ritchey	Yea

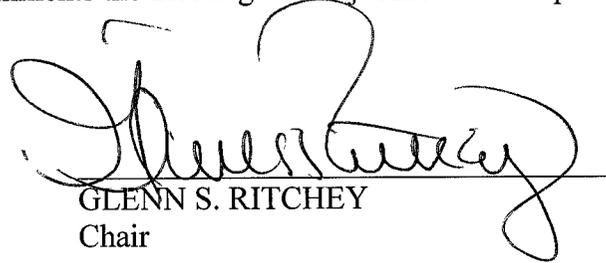
8. COMMENTS/INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY BOARD - CITY MANAGER AND CITY ATTORNEY REPORT.

No comments.

11-02-11

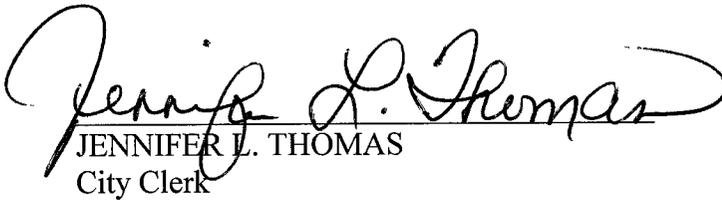
9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:22 p.m.



GLENN S. RITCHEY  
Chair

ATTEST:



JENNIFER L. THOMAS  
City Clerk

Adopted: December 7, 2011

**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.