

MINUTES

REGULAR MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

March 2, 2011

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, March 2, 2011, at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

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

Also Present:

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

2. Mayor Ritchey led the invocation.

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

4. Adopted/Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, December 15, 2010, at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

It was moved by Commissioner Reynolds to approve the December 15, 2010, Regular Community Redevelopment Agency Board Meeting. Seconded by Commissioner Gilliland. The motion passed 7-to-0 with the breakdown as follows:

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

5. AGENDA APPROVAL

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

Pull Item No. 7A – Bandshell 2011 Promotional Proposal - from the Agenda.

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

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

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

Naeemah Perry, 850 North Clyde Morris Boulevard, Daytona Beach thanked the CRA for allowing her to speak and she complimented the committee for the bus shelter that had been placed on International Speedway Boulevard. She also wanted to tell them that she was on Beach Street the other day and the flowers were just beautiful and just in time for Bike Week. She stated she was a bit concerned about the Yvonne Scarlett-Golden Youth Center, she understood it was not a part of the Community Redevelopment Area (CRA) but she wanted to ask if they would please consider it. She stated with the recent races several weeks ago, there were lines of cars down Mason Avenue and Jimmy Ann Drive which borderline the Zone 5 area. The City of Daytona Beach has committed \$10.5 million dollars for paving the streets in our City and she wanted to know how much of that was completed, and for the streets that were already completed would they consider adding the white lines for night time driving. She said there are a lot of elderly drivers in the neighborhood and she could not stress how important lighting for night time driving was for our seniors and elderly is in the City. Last but not least she asked if they could complete the paved area that is already started at Brentwood and Vine, because that would be the entrance to the center once construction is completed. She asked the CRA if they would please consider this area as a part of Redevelopment because visitors that come into our City also utilize that area. Our entire City is Daytona Beach and it had been over thirty years since any construction had been done in Zone 5. She complimented the committee for the work they had already done, as well as for the work they were going to be doing, she asked if the committee to include Zone 5 in their redevelopment of Daytona Beach.

Mayor Ritchey asked Ron McLemore, Deputy City Manager/Operations to please come forward to report on the progress of the street paving.

Ron McLemore, Deputy City Manager/Operations stated the issue concerning the striping of the streets would follow anywhere from two to four weeks after the paving, that was the way the process worked. He stated to Ms. Perry that he would take her information and they would work with and it would depend on the type of street in order to do the stripes. Striping does not occur immediately after paving, it takes a while afterwards for the stripes to be applied to a newly paved surface.

James V. Chisholm, City Manager asked Mayor Ritchey if he could respond to one issue and that was the Yvonne Scarlett-Golden Center is funded this year and it will be built this year. The preliminary designs are out for bids or they should be, and the center will be completed this year.

7. ADMINISTRATIVE ITEMS

7A. Pulled/Resolution authorizing the expenditure of funds, in the amount of \$65,000, for The Friends of Bandshell, to fund their promotion efforts to continue the traditional Summer Concert Series at the Bandshell for the 2011 season. Encouraging and funding promotion of events is consistent with the goals and policies of the Main Street Community Redevelopment Plan. The Main Street/South Atlantic Redevelopment Area Board reviewed the Friends of the Bandshell Marketing Plan and recommended Community Redevelopment Agency (CRA) approval at its December 8, 2010 meeting by a vote of 9-to-0 in accordance with the provisions of Ordinance No. 08-257. A RESOLUTION ACKNOWLEDGING RECEIPT OF FRIENDS OF THE BANDSHELL 2011 EVENT PROMOTION BUSINESS PLAN; APPROVING A GRANT OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND IN AN AMOUNT UP TO \$65,000 FOR PROMOTIONAL ACTIVITIES AS SET FORTH IN THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

7B. Adopted/Resolution No. CRA 11-01 authorizing the expenditure of redevelopment funds in the amount of \$34,310, for Work Authorization No. 12, with DJDesign Services, Inc., 913 N. Nova Road, Holly Hill, Florida 32117, for additional construction phase services for the Pier renovation and oceanfront lighting design fees. The renovation of the Daytona Beach Pier presents an excellent opportunity to improve the dim/low level pedestrian site lighting for the newly renovated restaurant building, all of the pier walkway and the pier approach. All coastal lighting plans are reviewed and approved by the Florida Department of Environmental Protection/Florida Fish & Wildlife Conservation Commission to be in compliance with the Environmental Standards for Sea Turtle Protection. The redesign of all the pedestrian site lighting on the Pier, in the Park and on the Boardwalk will provide ample night lighting to ensure a safe and security friendly environment for our citizens, tourists and guests that will frequent the area of the oceanfront. This expenditure is consistent with the goals and policies of the Main Street Redevelopment Fund. 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 \$34,310 FOR CONSTRUCTION PHASE AND LIGHTING DESIGN AND PERMITTING SERVICES FOR THE DAYTONA BEACH PIER; AND PROVIDING AN EFFECTIVE DATE.

No discussion.

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

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

- 7C. Adopted/Resolution No. CRA 11-02 approving an amendment to the contract with ESciences, Inc., 116 E. Indiana Avenue, Deland, in the amount of \$14,394.20, to complete preparation of a draft sea turtle lighting plan and ordinance. The plan and ordinance will allow the city and private owners in the oceanfront area between Butler Boulevard and Harvey Street to have significantly improved lighting during sea turtle nesting periods. This amendment will bring the total contract amount with ESciences, Inc. to \$39,299.20. 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 \$14,394.20 FOR PROFESSIONAL SERVICES RELATED TO SEA TURTLE LIGHTING IN THE CORE PORTION OF THE MAIN STREET REDEVELOPMENT AREA BETWEEN BUTLER BOULEVARD AND HARVEY STREET; AND PROVIDING AN EFFECTIVE DATE.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated the CRA went through this item the last time they did the Boardwalk and they were sure the lighting would be increased instead what they got was they took out the thirteen flood lights to make it look like north and south parks. Although they had more lights they were low wattage. He made the statement that he was afraid the same thing was going to happen in this case, they was going to end up with more lights, but they would have less wattage. They had only taken two lights off of Main Street and he didn't want it to be as dark as the other two parks. More lights but less wattage would make it more difficult for people to use the parks. Breakers Park is a tourist area and the people hardly use the park at night because of the lighting, and having the tourist go home at 5:30 p.m. does not help the City revenue at all.

Commissioner Woods stated that as soon as the report was out which they talked about a little on the day before in the agenda review. She stated she knew they had some of the reports completed and as soon as they were in better form she would like the CRA to review them as soon as possible.

Mr. Chisholm stated when the design becomes available to staff they will certainly make them available for review by the CRA.

Commissioner White asked if the designs would have a price tag on them ...

Mr. Chisholm replied they should have a construction estimate when they are at that point.

Mayor Ritchey stated what he understood about this was that it was a submission of a plan that will conform to federal regulations which would allow a little bit more flexibility than the County.

Commissioner Woods stated the purpose of this was to have enough lighting down there to ensure safety. That was what she tried to explain to John Nicholson the day before the meeting, that was what the City was trying to do.

Commissioner White commented that would eventually address Breakers Park; but this was for the walk up to the Pier from the Main Street ramp.

Mr. Chisholm stated the City was going to be doing something a little bit different than what was done in Breakers Park. In Breakers Park the City went directly by the County Code, he said actually it exceeded the County Code if he remembered correctly. They did not allow any safety issues to be considered in that particular plan, and he did not intend for that to happen with this plan. It would mostly likely have some lighting that would only occur during non-turtle seasons as well as lighting that would occur during turtle seasons.

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

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

- D. Adopted/Resolution No. CRA 11-03 approving a modification of loan documents for a redevelopment loan agreement with Central Florida Community and Economic Development Corporation (CFCEDC), to provide an additional \$51,000 necessary to complete financing of the Liberty Plaza project located at 458 S. Martin Luther King Boulevard. CFCEDC experienced a financial shortfall due to changes in the size and cost of the A/C and hood/suppression system in the restaurant, additional masonry work, roof bracing, and concrete pads in the exterior seating area for the ice cream shop. The project was completed late last year and The Busy Bee Café restaurant and the Cold Street Station ice cream shop are now open for business. CFCEDC has a long track record of developing and investing in the community and is making additional investments in the immediate vicinity of the project site. The additional loan will permit CFCEDC to fulfill its financial obligations to the contractor. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING THE MODIFICATION OF MORTGAGE, PROMISSORY NOTE, AND REDEVELOPMENT LOAN AGREEMENT WITH CENTRAL FLORIDA COMMUNITY AND ECONOMIC DEVELOPMENT CORPORATION, LLC, FOR REDEVELOPMENT OF PROPERTY LOCATED AT 456-458 S. MARTIN LUTHER KING BOULEVARD WITHIN THE MIDTOWN REDEVELOPMENT AREA; AUTHORIZING THE CHAIR AND CITY CLERK TO EXECUTE THE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

No discussion.

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

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

- 7E. Adopted/Resolution No. CRA 11-04 authorizing the expenditure of redevelopment funds, in an amount not to exceed \$61,000, for the purchase of property at 14 S. Grandview Avenue. The purpose of the acquisition is to demolish a condemned, vacant eight-unit and four-unit building to provide for an interim public parking lot and eventually redevelop the lot in accordance with the proposed E-Zone Master Plan. The Community Redevelopment Agency (CRA) and the City previously authorized the funding and purchase of this property, in the amount of \$42,500, at their respective meetings on November 17, 2010. However, during preparations to complete the "short sale" by Bayview Loan Servicing, a second mortgage was discovered in the amount of \$35,000, and the seller requested prospective buyers to revise their proposals. The seller has now agreed to a contract for purchase providing for an "As Is" sale of the real estate from the property owner, Twin Flames, LLC, 125 Beach 124 Street, Apt 3C, Rockaway Park, NY 11694, with a closing date of March 30, 2011. The property currently has an assessed value of \$189,431. The acquisition of the property 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 APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND FOR THE PURCHASE OF REAL PROPERTY LOCATED AT 14 SOUTH GRANDVIEW AVENUE IN THE AMOUNT OF \$60,000 PLUS UP TO \$1,000 FOR CLOSING COSTS; REPEALING RESOLUTION NO. CRA 10-35; AND PROVIDING AN EFFECTIVE DATE.

No discussion.

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

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

- 7F. Adopted/Resolution No. CRA 11-05 authorizing the expenditure of redevelopment funds, in an amount not to exceed \$116,500, for the purchase of property at 324 S. Peninsula Drive. The purpose of the acquisition is to assemble the minimum number of contiguous commercial lots necessary to redevelop the land for commercial purposes consistent with the South Atlantic Redevelopment Plan. The proposed purchase price is below the 2010 assessed value of \$160,053 and would increase the overall cost of the land assembly from the initial \$8.47/sq. ft. for 1.65 acres to \$8.97/sq. ft. The acquisition would allow the City to hold the property and prepare a Request for Proposals (RFP) to encourage development of the property. The acquisition of the property is consistent with the goals and policies of the South Atlantic Community Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE SOUTH ATLANTIC REDEVELOPMENT AREA TRUST FUND FOR THE PURCHASE OF REAL PROPERTY LOCATED AT 324 SOUTH PENINSULA DRIVE IN THE AMOUNT OF \$115,000 PLUS \$1,500 FOR CLOSING COSTS; AND PROVIDING AN EFFECTIVE DATE.

Commissioner Woods stated when the original property was bought we had to take some money from the General Fund and with this we are saying we can take it all from South Atlantic. I need us to explain where we are getting that money from to do this; where we found the money in the Community Redevelopment Agency (CRA).

Reed Berger, Redevelopment Director stated there was an interesting thing that happens after the fiscal year in October and we take all of the operating money that was in the CRA and put it back into a reserve, and I am not sure that is the correct term, to go back into that fund balance is going to then be placed back into the new budget and it goes into capital. We had that allocated into land acquisition and specifically there was just about enough to pay for \$115,000.

Commissioner Woods stated amazing, isn't it.

Mr. Berger stated that's what we offered on the property and after negotiating, we felt it was worth our while to get it and complete the assembly that we could not before.

Commissioner Woods asked have we paid back the CRA.

Mr. Berger stated no.

Commissioner Woods stated so that still has \$100,000 outstanding.

James V. Chisholm, City Manager stated when we do our next transaction, I hope to get that back and some other things.

Commissioner Woods stated okay. My next question is if we purchase this, how quickly will it go out for Request for Proposals (RFP) to try to get something going there.

Mr. Chisholm stated we are working on some other assemblage there and I want to see how that is going because I don't want to put out an RFP before ...

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Commissioner Woods stated if we are going to buy more.

Mr. Chisholm stated before we are ready.

Commissioner Woods stated okay.

Mayor Ritchey stated there is also some possibility of someone interested that will assemble that property themselves.

Commissioner White stated when you buy things as a City too, we are then responsible for maintenance and I wanted to make sure that we are keeping things up as good as we're asking for other people to do the same.

Mr. Chisholm stated we are going to do some things ... we have a lot of window fronts there and you are going to see some things appear in the window fronts indicating we have a golf course and other things.

Commissioner White stated and that is great.

Commissioner Woods asked so the neon garland is going back up.

Mr. Chisholm stated no. We thought about having a pop shop kind of thing where you pop in a golf thing but the cost of renovation would exceed anything we ever could make out of it. So we said we will just do a frontage thing.

Commissioner White stated even a pardon our progress type sign, anyway we can communicate to our visitors that we have momentum and we've got a plan.

Commissioner Shelley stated it would generate excitement.

Commissioner White stated it's free signage for us. It's on International Speedway Boulevard and it would cost a lot of money if you had to pay for it.

Mr. Chisholm stated you're absolutely right.

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

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

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

Commissioner Woods stated it is CRA, but I still want to bring it up at the end. We got that this week in our mail and I read it last night and it's great. I learned some things and want to thank CRA for putting this together. My question is how it will be distributed in the community and how many were printed. I did not read that in here, I didn't expect to but I am just curious.

Mr. Berger stated I had the indication that there were 200 of them in publication at first and we can certainly do more if we run out. That was the initial distribution that I think we wanted to have but let me correct one thing. We help sponsor just financially. This whole effort was a collaboration of a committee.

Commissioner Woods stated I saw that in here.

Mr. Berger stated so really volunteers and the people that went before the Historic Preservation Board (HPB), I was at that meeting, there was some guidance there and certainly there was input about the makeup of this at the Midtown Board meeting as well. There were a lot of people involved in making this happen.

Commissioner Woods asked can you make sure the media gets a copy.

Mayor Ritchey stated I would also recommend that Team Volusia has some copies of this to pass out to perspective clients as well as our Chief Executive Officer (CEO).

Mr. Berger stated and the person that took the lead on it is Betty Goodman so when you see her you may want to ...

Mr. Chisholm stated she did a great job.

Commissioner Woods stated I just gave the press mine and so I want another one.

Mr. Berger stated okay.

Mayor Ritchey stated so the City Manager has decided that he does want to say something.

Mr. Chisholm stated I had the pleasure this morning of driving Palmetto Avenue and what an improvement. If you haven't been down Palmetto Avenue, take the time to stroll down the street because there are two improvements. One of them is major and to slow people down and both of them are effective. I can recall six years ago driving down Palmetto Avenue and the character of it is really coming back and it is nice to see that happen. The City did not do it all, the City did their little part but the community has responded well over there. All the investment we have put into the Old Daytona area really is paying off. You need to take the time to drive that part and particularly between here and past South Street.

Commissioner Woods stated it is and I have done the roundabout twice now, maneuvered it in both directions and then driven and looked at the new stop signs. I've done the hump a couple of times that we have down there and it is great. You had a persistent neighborhood and people in there that have been talking to us for a long time, like seven or eight years, you know that. It does pay off when you are persistent and that is the only way we are going to save the neighborhoods is by the people that live there and keep saying what they want. I will tell you though; the other parts of my zone all want traffic humps in one form or another because they think they are effective in reducing traffic. We start with paving and then they want the humps, sidewalks and drainage and so it goes on but it's a good thing. They are paying attention.

Mayor Ritchey stated there are a lot of neat things going on and I am getting thank you comments on the paving.

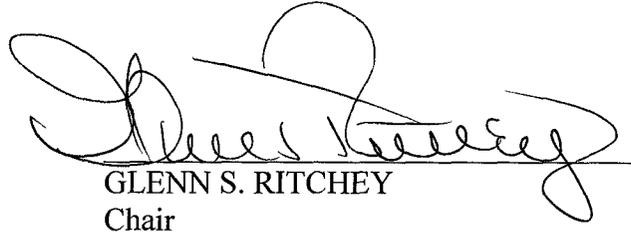
Commissioner Shelley stated since it is CRA, I just wanted to mention that we had a great positive weekend in The City of Daytona Beach this past weekend in downtown and the CRA. Great events, wonderful demographic crowds of people that were there, a good mix of people and overall, I think, a real win for our community.

Commissioner Reynolds stated I just wanted to echo on what Commissioner Woods said about Old Daytona and getting that character back. I've received some compliments too especially along the Magnolia Avenue area where we have the new paving and the speed bumps. We have a lot of home owners there and it is really beginning to come back and the people really appreciate what you can do for them and keep that character up in that neighborhood.

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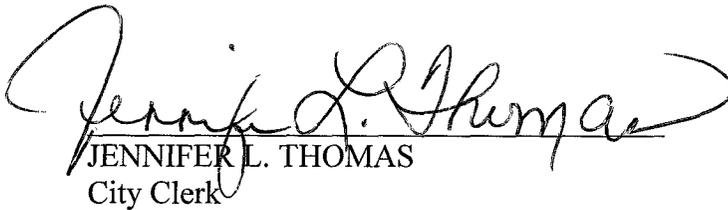
9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 4:23 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: April 6, 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.