

**DOWNTOWN/BALLOUGH ROAD  
REDEVELOPMENT AREA BOARD  
MINUTES**

**January 11, 2011**

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, January 11, 2011 at 12:00 p.m. in Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida:

**Board Members**

Mr. Al Smith, Chair  
Mr. Bob Abraham  
Mr. Dan Harshaw  
Mr. Bob Johnson  
Mr. Steve Koenig  
Ms. Cathy Washington  
Mr. Scott Weidman

**Board Members Absent**

Mr. Harold Goodemote  
Mr. Larry Robinson

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Ben Gross, Assistant City Attorney  
Ofc. Brian Skipper, Police Department  
Mr. Michael Fitzgerald, Code Enforcement Officer  
Ms. Cathleen Olson, Recording Secretary

**1. Call to Order**

Mr. Smith called the meeting to order at 12:02 pm.

**2. Roll Call**

Ms. Olson called the roll and noted members present as stated above.

**3. Approval of the minutes: December 7, 2010**

This item was not acted on.

4. **Election of Officers**

Mr. Jeffries stated that officers shall be elected for a term of one year and shall be eligible for re-election and serve a maximum of two one-year terms, noting that Chairman Al Smith and Vice-Chairman Bob Abraham had each served a one-year term.

**Board Action**

Mr. Abraham made a motion to re-elect Al Smith as Chairman of the Board. Mr. Weidman seconded the motion and it was approved unanimously (7-0).

Mr. Smith made a motion to re-elect Bob Abraham as Vice-Chairman of the Board. Mr. Harshaw seconded the motion and it was approved unanimously (7-0).

5. **Staff Report**

a. Police Department

Mr. Jeffries stated that Captain Skipper was unable to attend the meeting, noting that a Police Department report outlining crime statistics was included in the meeting packet.

Mr. Harshaw stated that panhandling remained a serious problem Downtown.

Mr. Smith noted that panhandling was especially problematic around Palmetto and International Speedway Boulevard.

b. Code Enforcement

Officer. Fitzgerald noted issues with vandalism at 132 W. ISB, and stated that due to district reassignment he would be returning to the Beachside area.

6. **Redevelopment Incentive Programs**

Mr. Jeffries outlined grant programs to provide incentives for Downtown businesses, highlighting the Historic Preservation Grant, providing up to \$15,000 in matching grants for the renovation and rehabilitation of historic residential structures and up to \$75,000 for commercial structures; the Upper Floor Residential Grant, providing matching grants to encourage commercial structures to convert upper floors into residential units, up to \$7,500 per new residential unit and up to \$75,000 per property; and the Business Façade Grant, the Leasehold Improvement Grant, and the Lease Subsidy Grant, all of which provided matching grants to encourage the relocation of businesses to targeted areas within the

Redevelopment areas, with the intent of increasing the occupancy rates of commercial buildings. He stated that Staff recommended the targeted area of the shopping district be extended from its current boundaries of Orange Avenue to Bay Street to Orange Avenue north to the Post Office.

Mr. Harshaw asked if expansion to Palmetto Avenue had been considered.

Mr. Jeffries stated that he was unaware but would look into the question.

Mr. Weidman asked if the money budgeted for the grant incentive programs were CRA funds, and what happened to the allocated money if it were not spent.

Mr. Jeffries stated that the money was from CRA funds and that it would remain in the CRA budget if not spent and rebudgeted to other projects.

Mr. Koenig asked for an idea of how much money was going to each incentive.

Mr. Berger stated that he could provide the figures from the last fiscal year.

Mr. Weidman asked about marketing plans to increase public awareness of available grant incentives.

Mr. Jeffries noted that there were brochures with information on incentive programs.

Mr. Berger noted that some storefronts remained vacant and acknowledged the need to determine if the incentive programs were effectively working, and stated that he would obtain additional information for the Board.

Mr. Jeffries stated that smaller-scale programs to fill existing stores had proven successful, but incentive programs designed to promote development had been less successful.

Mr. Harshaw stated the need for testimonials illustrating the successes and benefits of the incentive programs.

Mr. Weidman asked about return to the CRA on the incentive investments.

Mr. Jeffries stated that there was no direct return to the CRA, but emphasized that the goal was to decrease vacancies in Redevelopment areas.

Mr. Abraham noted the need to document if people who had made use of the incentive programs would not have come Downtown had the grant programs not been in place.

Mr. Koenig asked if a business plan review was a requirement for a lease subsidy grant.

Mr. Jeffries stated yes.

Mr. Koenig noted that established businesses could be hesitant to submit a detailed business plan with financial information.

Mr. John Nicholson, 413 N. Grandview, recommended waiving the need for a business plan for proven established businesses.

### **Board Action**

Mr. Koenig made a motion to continue the item to a future meeting pending further information from Staff. Mr. Harshaw seconded the motion and it was approved unanimously (7-0).

## **7. DISCUSSION ITEM: Downtown Public Market**

Mr. Jeffries updated the Board on plans for a proposed Downtown Public Market, with 19 available vendor spaces focused on grocery, but with spaces available for other businesses complementing the grocery business, such as artists, jewelers, home décor and home collectables. He stated that a produce or grocery vendor would pay a monthly rent of \$545 for a 155 square foot stall, while a prepared food vendor such as a deli would pay a monthly rent of \$725, inclusive of all utility and maintenance costs, and noted proposed business hours of Tuesday through Saturday, 10am to 7pm. He outlined the proposed tenant mix, focusing on fresh foods, ethnic foods, and organic groceries, and provided examples of possible tenants, and highlighted possible prepared food vendors, noting that the prepared food vendors should be distinctive and should not mirror the offerings already available on Beach Street. He also noted that the Public Market could provide an opportunity for certain types of food to be prepared on-site, such as small bakeries, fresh pastas, ice cream, etc. Mr. Jeffries then outlined the estimated costs of the projects, with \$310,000 in build-out costs, a first-year subsidy of \$100,000 and a subsequent subsidy of \$65,000 in phase one, with no subsidy into phase two, noting that it was to be a nonprofit operation.

Mr. Koenig emphasized the need to limit City involvement in the business, stating that the building should be privately leased to avoid extensive involvement of City employees.

Ms. Naomi Weiss stated that many “public markets” were in fact privately run without extensive City involvement, while other markets followed a nonprofit

model with a Board of Directors appointed by the CRA with the CRA setting goals and leasing the building, and the nonprofit responsible for operations, fundraising, grant-writing, etc. She stated that due to the lack of an interested private entrepreneur in the profit, she recommended pursuing the nonprofit model.

Mr. Dan D'Antonio introduced himself and provided further information on the possibility of establishing a new nonprofit responsible for the market.

Mr. Smith asked about the possibility of linking the Public Market with the Farmer's Market.

Ms. Weiss stated that many public markets relocated local farmer's markets so that they could benefit each other.

Mr. Smith noted the need to make maximize use of the people and organizations already involved.

Ms. Weiss noted that the Public Market would be much larger than the Farmer's Market.

Mr. Weidman asked about the long-term goals for the Public Market.

Mr. Jeffries stated that the Public Market was intended to provide a benefit to Downtown and attract customers to the area and to ultimately become self-supporting. He outlined the preliminary timeline of the project, with the first six months dedicated to recruiting business, with the option to terminate the lease, and the second six months focused more on interior improvements.

Mr. Smith emphasized the importance of the management structure.

Mr. Koenig noted the importance of the lease and recommended involving an architect in the leasing process.

Mr. D'Antonio stated that establishment of the management structure was the most critical aspect of the project, as well as getting marketing material prepared and collateral to recruit potential vendors.

Mr. Koenig asked for clarification as to what should be taken to the CRA meeting in March.

Mr. Smith stated that more concrete numbers would be necessary prior to giving any official recommendations to the CRA.

Mr. Koenig noted that a proposed budget would be beneficial.

Mr. Nicholson asked if the Flea Market could be involved in the Public Market, and noted that the Public Market could be visually eye-catching.

Mr. Big John stated that the presented information was sketchy and asked if lease details could be released.

Mr. Jeffries stated that the plans were for a five-year lease with renewal periods with first right on additional space, at a rate of \$4.50 per square foot at the outside rising to \$7.40 per square foot over the fourth and fifth years, over a space of 27,000 square feet.

Mr. Harshaw asked for clarification about cooking done on premises.

Mr. Jeffries clarified plans for on-premises kitchens, noting that there were two separate building with kitchen space, and also noted the possibility of rental commercial kitchens.

Ms. Weiss noted that there was the option of hiring an outside entity to get the project going, but at the price of \$20,000 just for a feasibility study, with an estimated cost of \$80,000 for a business plan.

**8. DISCUSSION ITEM: Downtown Trolley**

Mr. Jeffries outlined plans for the Votran Trolley to provide extended service connecting Downtown with the Ocean Center. He noted the proposed route for the Trolley, from International Speedway Boulevard, across Orange Avenue to Beach Street, and stated that Staff had been working with the DDA, DBPA, and Votran to market the trolley service and Downtown to potential tourist customers.

Mr. Koenig asked how much of the total cost the CRA was paying.

Mr. Berger stated that the CRA was paying approximately \$8,000 out of a total cost of approximately \$33,000.

Ms. Cindy Ritzi of the DBPA noted that the DBPA was heavily involved in the marketing of the trolley service, working to improve the image of the trolley system and the Downtown area.

Ms. Weiss illustrated the bubbles on the trolley map identifying places of importance, such as the Halifax Historical Museum, Jackie Robinson Ballpark, and City Island Library.

Mr. Johnson asked the cost to ride the trolley.

Ms. Weiss stated that the trolley cost was \$3 for an all-day pass.

Mr. Nicholson questioned the operating schedule of the trolley, which started in the afternoon, noting that most Downtown businesses opened in the morning.

Ms. Weiss stated that the trolley followed its established schedule and could not be changed for the coming year, but noted that Votran had been willing to consider adjusting the scheduling in the future.

**9. Redevelopment Project Updates**

Mr. Jeffries updated the Board on recent DDA discussions, including Downtown Branding, Valentine's Day advertising budgeting, event funding criteria, and the Downtown merchant survey. He also noted the upcoming reelection of Board members, and updated the Board on Old Daytona, with the streetscape under construction, noting the South Street traffic circle and the construction at Live Oak.

Mr. Berger updated the Board in ISB and Beach Street streetscape projects, noting that the process had slowed down. He stated that consultants had been selected but were not yet under contract, noting that the CRA was going to have to take a debt to move forward with the project, and stated that the project would not be further addressed until March.

Mr. Smith stated the need for a workshop to address merchant concerns at the start of the Riverfront Park Master Plan construction.

Mr. Koenig emphasized the need for a more concrete design with an implementation schedule and more budget details. He also asked if those in opposition to the Downtown project could be directly contacted to invite them to a workshop.

Ms. Washington noted that due to the lengthy process, there were newer businesses in the area that had not been involved early on in the project and emphasized the need for better communication with local merchants.

Mr. Harshaw reiterated the need for more visual illustrations of the project and emphasizing the importance of having the project complete before construction on the Orange Avenue Bridge began to avoid major negative economic impact on Downtown businesses.

Ms. Weiss reiterated the need for a workshop to improve communication with business owners.

Mr. Abraham stated the need to emphasize the small number of those in opposition to the CRA and the City Commission.

Ms. Quanita of Quanita's Ballroom asked about the possibility of holding a workshop on a weekend in order to allow more people to attend who would be unavailable on a weekday.

Mr. Nicholson recommended that Board members and supporters talk to neighboring businesses and residents about the project.

Mr. Harshaw asked for updates on the ISB Streetscape project.

Mr. Berger stated that the Beachside ISB project was currently on hold until Staff was told to proceed with the project.

Mr. Jeffries stated that ISB streetscaping was outdated and the intent was to wrap the streetscaping of Beach Street around to include ISB.

Mr. Berger stated the need to preserve the individual identities of Downtown, Midtown, and the Beachside.

**10. Public Comments**

Mr. John Nicholson, 413 N. Grandview, stated that the School Board would be voting on redistricting six schools in Daytona Beach, which could prove devastating to both existing and new local schools.

**11. Board Comments**

There were no Board comments.

**12. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 2:00 pm.

---

Mr. Al Smith, *Chairman*

---

Ms. Cathleen Olson, *Recording Secretary*