

MINUTES

REGULAR MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

June 6, 2012

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Tuesday, June 6, 2012, at 6:00 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. Commissioner Shelley led the invocation.
3. Commissioner White led the Pledge of Allegiance to the Flag.
4. Adopted/Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, May 16, 2012, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

It was moved by Commissioner Gilliland to approve the minutes. Seconded by Commissioner Henry. 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. 7B – W. C. Grand Agreement - Amendment and Restatement - 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. PRESENTATION

Downtown Daytona Beach Marketing Presentation

Sheryl A. Cook, Vice Chair of the Downtown Development Authority (DDA) and Co-Owner of Tom Cook Jewelers stated she was a fifth generation jeweler of Tom Cook Jewelers who had been located on Beach Street since 1947. She was present tonight to introduce Mr. Keith Gold of Gold and Associates, who has been selected to do a new marketing campaign for the downtown dining area centered on Beach Street. She gave a brief overview and summary of why Gold and Associates had been chosen to do the marketing campaign.

Keith Gold, 6000 Sawgrass Circle, Ponte Vedra Beach, Florida stated it was an honor to be before the City Commission on tonight; he was very grateful for the introduction he was given by Sheryl Cook. He went through briefly a little of what his company had done as far as marketing on downtown Beach Street. He began by saying this has been a wonderful team effort between Keith Gold and Associates and the Downtown Development Authority. The DDA gave them several marketing objectives to begin with first of all they wanted to make sure they hired a marketing team which they have done secondly; was to create a brand identity which was essential. They wanted to make sure they had something that when you mentioned the historic Beach Street Downtown area, it conjures up the right image everybody can relate too and one that is also desirable. They also want to develop a Strategic Marketing Plan which is something they do for large as well as small companies and have done for municipalities all across the United States. An extensive research was conducted, held a number of workshops, etc., before coming up with a marketing plan to fit what the DDA had in mind for Downtown Beach Street in historic Daytona Beach.

Based on the extensive study that was completed in Daytona Beach they came up with a lot of interesting findings. They looked at the audience that has visited the area the most, have spent the most money, have the greatest interest in our area as well as the greatest satisfaction which are all essentials to the marketing plan for this area. They wanted to make sure seasonal residents as well as local businesses know about our area and all that we have to offer for their entertainment and dining pleasures in our City. Sometimes it takes the right person to reach out and invite a person into our City and that is what we are trying to do, reach out and invite the right people to come into our City. One of the unique selling propositions taken from the survey of those that have been here and asked what did they like that brought them to the area, the number one reason was the waterfront. There are not very many waterfront venues along the coast like our Downtown Beach Street waterfront dining, entertainment and shopping venues. The number one theme they liked best was titled, Riverfront Shopping in Downtown Daytona Beach. In closing he stated he was available to answer any questions the Commission might have at this time concerning his presentation.

Mayor Ritchey thanked Mr. Gold for his presentation and asked the Commission if they had any questions or comments for Mr. Gold.

Commissioner Woods replied she reviewed the papers that were left in her mailbox a couple of weeks ago; it was very exciting and interesting and something that she looked forward to seeing implemented.

7. ADMINISTRATIVE ITEMS

- 7A. Adopted/Resolution No. CRA 12-10 approving a Memorandum of Understanding (MOU) between Bayshore Capital Inc., 2800-181 Bay Street, Toronto, ON M5J2T3, for the purpose of confirming the Community Redevelopment Agency's (CRA) interest in a proposed condo-hotel project in the South Atlantic Redevelopment Area. Bayshore Capital Inc., is interested in utilizing various development incentives including ad valorem tax abatement, water/sewer construction cost reimbursements, the Florida Brownfield Tax Refund Program, and tax increment revenues. If approved, staff will be directed to commence negotiations and return to the CRA within 90 days with a Community Redevelopment Incentive Agreement. Approval of the MOU confers no development rights to Bayshore Capital Inc. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING WITH BAYSHORE CAPITAL, INC., AND THE CITY OF DAYTONA BEACH IN CONNECTION WITH PROPOSED DEVELOPMENT OF A CONDO-HOTEL PROJECT IN THE 800 BLOCK OF SOUTH ATLANTIC AVENUE WITHIN THE SOUTH ATLANTIC REDEVELOPMENT AREA; AUTHORIZING THE CHAIR AND CITY CLERK TO EXECUTE THE MEMORANDUM OF UNDERSTANDING; AND PROVIDING AN EFFECTIVE DATE.

Paul McKittrick, Deputy City Manager, Administrative Services stated that a proposal submitted by Bayshore Capital, Inc. will be presented. They are the owners of 10 acres of oceanfront property in the 800 block of South Atlantic Avenue which is in the south Atlantic Redevelopment area. The proposal is to construct two condo type hotels which are towers and will be approximately 700 units. Their attorney Glen Storch who has been working with our Attorneys have written a memorandum of understanding which is in the Commission's back up materials describing the project and various incentives the City could offer to incentivize the project. Bayshore will inform the City Commission about the project so as the negotiations go forward you will have an understanding of the economic impact on the area. The approval will direct the City Manager to enter into negotiations on behalf of the City and Community Redevelopment Area (CRA) for the purpose of finalizing an improvement Redevelopment Incentive Agreement. The parties have 90 days to enter into an agreement and that time can be extended by a mutual agreement by both parties. Staff is recommending approval of the agreement.

Mayor Ritchey thanked Mr. McKittrick for his report and asked Glenn Storch to come forward and introduce his clients. The Commission is looking forward to their presentation and is happy to have an opportunity to meet the developers. Ed Peck, Jr. has played a great role in the project.

Glenn Storch, Attorney representing Bayshore Capital; and a new Florida cooperation, Bayshore Ocean Hotel Development, LLC. The City is very fortunate that Bayshore is proposing development in the community. They believe very strongly about bringing jobs to the community. Ed Peck (Realtor), Mark Dowst (Engineering) and Roman Yurkiewicz (Architect), are all representing the development. They have been trying to get hotels development on the beachside; it is not easy (referred to the Fishkind report). The goal is to reinvigorate the beachside area and we need to work together. The developers saw opportunities to develop property in Daytona Beach and purchased 20 acres of beachfront property. This is an opportunity for the County, City, Florida Power and Light and other entities to work together. He commended Staff at the City and County for their efforts in the process.

Edwin Peck, Peck & Associates spoke about the development. The developer saw the opportunity in the community. A new hotel will be developed; conceptual plans along with the artist rendering were presented to the Commission which included a site plan and an explanation of the phases of the project. The structure will be 20 stories with interior parking areas; phase one will be approximately 400 keyed rooms and phase two will be approximately 500 keyed rooms. Traffic concerns have been discussed with the Florida Department of Transportation regarding vehicular and pedestrian traffic. He further explained the layout of the building (including exterior areas) and all interior floor plans. Phase one of the project will generate 400 jobs and a sample list of some the jobs was provided.

Mayor Ritchey stated it was great job and nice rendering of an iconic structure. He thanked Mr. Brown for his willingness to invest in the Daytona Beach community. The process started a long time ago and the investor made a commitment that he was not assembling property to flip; he was interested in building when the economy turned around.

Andrew Brown, Bayshore Ocean Development, LLC stated that they are very thrilled to be involved in the project. Daytona Beach is long overdue for a top quality project. He thanked Mayor Ritchey, the Commission and Staff for their support of the project.

Commissioner Gilliland stated that he welcomes the project and there was nothing that he did not like. It is a great building and he loves the skyway. It will be a very nice catalyst for further investment in the community. He thanked Bayshore for taking an interest in the Daytona Beach community.

Commissioner Henry stated that he was a big ambassador for Daytona Beach and he was overjoyed when he presented with the project. It is desire to have the project completed by the time the Shriner's conventions comes to Daytona Beach (in 2017).

Commissioner Reynolds thanked Bayshore for investing in the community. She was very pleased that they are interested in hiring locals.

Commissioner Shelley stated that the Commission was very excited that Bayshore is here. The interest and investment is exciting. She looks forward to a long range commitment in the community and that Bayshore will become a great corporate partner. It will be a great catalyst for the community and the beach as a whole.

Commissioner Woods stated that the quality of the product is great and it is very much needed. She was pleased to see the Architect, Roman who is a friend and neighbor and Mark Dowst were involved. The hiring of locals is very important to her. She is excited and she is in hopes that it will move forward smoothly and welcome to the City.

Commissioner White stated she echo's everyone else's comments and she felt that the project is a catalytic project like the Pier. It shows how great we are, that the future is very exciting. She welcomed Bayshore and thanked them for their time, resources and long term commitment. Welcome to the City.

Mayor Ritchey stated that the Commission was not taking any action other than the support of the project. He thanked Bayshore and all involved for their commitment.

It was moved by Commissioner Gilliland to adopt the Resolution. Seconded by Commissioner Henry. 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

- 7B. Pulled/Resolution approving the amended and restated agreement with W.C. Grand, LLC to provide 18 additional months to commence construction and creating a new down payment assistance program funded by the Community Redevelopment Agency (CRA) using project related revenue generated by unit sales. A RESOLUTION APPROVING THE AMENDED AND RESTATED W.C. GRAND REDEVELOPMENT AGREEMENT WITH W.C. GRAND, LLC, AND THE CITY OF DAYTONA BEACH PROVIDING FOR THE SALE AND REDEVELOPMENT OF CITY OWNED PROPERTY LOCATED AT 516 SOUTH GRANDVIEW AVENUE IN THE SOUTH ATLANTIC REDEVELOPMENT AREA; AUTHORIZING THE CHAIR AND CITY CLERK TO EXECUTE THE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

8. CITIZENS

Jim Cameron, Senior Vice President, Government Relations, Daytona Regional Chamber, 126 East Orange Avenue, Daytona Beach, invited Commission members and Staff to their next Eggs & Issues Breakfast, June 15, Gene's Steak House at 7:15 a.m. They are going to be talking about public employee pension plans. City Manager, Joyce Shanahan will be speaking on this from a City Manager viewpoint and they are working on getting a speaker from a local Firefighter's Union and a financial resource individual to speak on fund type pension plans as they relate to the market.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated he was glad that he heard so many positive comments about the development. He asked that the boardwalk fence be touched up as the tourist season is here and it looks terrible. There are a lot of broken tiles and grease in the parking lot that we allowed on the boardwalk, it looks bad especially when the tourists walk past that lot. He would like staff to quit putting cigarettes into the sand, they walk down with the blower and they blow it on the sand and the tourists when they lean on the railing to look they see all of this garbage that has accumulated just below the boardwalk. He commented on the 52 garbage cans that were there, we remodeled and replaced them with 12.

Allen Green, 4248 Jackson Street, Port Orange, Florida thanked everyone for the opportunity to work with the City on the Pier. The commitment that was done by every one of you was amazing, it was a great job and you have invested in this community. It was an unbelievable team, everyone from the top to bottom all the way down to the guys in the field have done an unbelievable job representing the City to give a great product to this community. Everybody stepped up to the plate; it was a great experience for him.

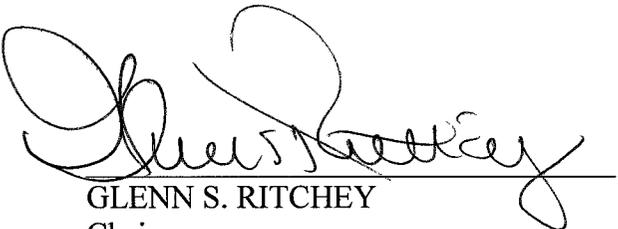
Mayor Ritchey stated Allen Green deserves a great round of applause as well. He not only worked on the Pier for us he is overseeing construction at the Yvonne Scarlet Golden Center. He is a stand up guy and he is proud to know him.

9. COMMENTS/INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY – CITY MANAGER AND CITY ATTORNEY REPORT.

No comments.

10. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:59 p.m.



GLENN S. RITCHEY  
Chair

ATTEST:



JENNIFER L. THOMAS  
City Clerk

Adopted: July 18, 2012

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.