

**REGULAR MEETING  
MIDTOWN REDEVELOPMENT AREA BOARD  
MINUTES  
Tuesday, March 11, 2014**

The regular meeting of the Midtown Redevelopment Area Board was held Tuesday, March 11, 2014, at 6:00 p.m. in the Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

**Board Members Present**

Mr. Martin Tooley, Chair  
Ms. Patricia Heard, Vice Chair  
Mr. Tony Barhoo  
Mr. Danny Fuqua  
Dr. Irma Browne Jamison  
Mr. Ken McGee (arrived 6:08 p.m.)  
Mr. Steven Miller  
Mr. Oliver Ross

**Board Members Absent:**

Ms. Kenya Ford

**Staff Members Present**

Mr. Charles Bryant, Redevelopment Project Manager  
Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Assistant City Attorney  
Ms. Becky Groom, Recording Secretary

**1. Call to Order**

Chair Tooley called the meeting to order at 6:00 p.m.

**2. Roll Call**

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

**3. Invocation**

Mr. Fuqua gave the invocation.

**4. Pledge of Allegiance to the Flag**

Mr. Ross led the Pledge of Allegiance.

5. **Approval of Minutes for January 14, 2014 and Special Meeting of January 28, 2014**

a. January 14, 2014 Regular Meeting

A motion was made by Mr. Miller, seconded by Mr. Barhoo, to approve the minutes of the Regular Meeting of January 14, 2014. The motion carried unanimously (7-0).

b. January 28, 2014 Special Meeting

A motion was made by Mr. Miller, seconded by Mr. Fuqua, to approve the minutes of the Special Meeting of January 28, 2014. The motion carried unanimously (7-0).

Ms. Heard asked that the minutes be corrected to indicate that Chair Tooley called the meeting to order and not Ms. Heard as is stated in the minutes included in the packet.

6 **Staff Report**

**Police Department**

Capt. Lance Blanchette presented the Police Department report which is included in the packet. Capt. Blanchette provided a Crime Mapping Guide to the Board members that shows crime statistics for the area. Capt. Blanchette stated Part I crimes have decreased by 13% since last year. Capt. Blanchette stated auto thefts have decrease by 37% since last year but burglaries have increased by 31%. Capt. Blanchette stated shoplifting has decreased by 31%, robberies are down 20%, and firearms offenses are down 34%.

Mr. Barhoo asked for the status of the technology that was presented at the last meeting regarding aircraft enforcement.

Capt. Blanchette stated training is involved and hopes the program will be implemented in the summer months.

Mr. Barhoo asked for the status of hiring new officers.

Capt. Blanchette stated five new officers are in training and 12 are in the classroom phase. Capt. Blanchette stated another 9 officers are scheduled to be hired after Bike Week. Capt. Blanchette stated the City Manager may authorize another 10 officers during the summer months.

## **Code Enforcement**

Chair Tooley stated he has seen Code Enforcement out in force and commended them for the work they do.

Mr. Barhoo stated the report reflects each month many of the same lots and asked if there are programs to assist residents.

Mr. Bryant stated he tries to work with residents as cases are presented to the Code Enforcement Board. Mr. Bryant stated many cases are referred to community organizations that perform community service projects.

Mr. Berger stated the Council on Aging offers assistance in many of these issues.

Ms. Heard asked about cars that park on the sidewalks along Martin Luther King and Magnolia. Ms. Heard asked that Code Enforcement address this and noted that parking on the sidewalk takes away from the community.

### **7. Action Item: DEV2014-022, Dollar General**

Mr. Bryant presented the report that is included as part of the packet. Mr. Bryant stated that staff recommends approval, subject to any outstanding staff comments including revisions to the landscape and parking plans to comply with applicable LDC standards.

Mr. Bryant provided copies of letters that were sent to the Dollar General Corporation regarding the proposed project from residents of the community. Mr. Bryant stated the letters are not to be considered as part of the approval for the site plan.

Mr. Miller asked what the difference is between a Dollar General and convenience store.

Mr. Berger stated a convenience store is less than 5,000 sq. ft. in size.

Scott Rheames, HSC, spoke and stated he is the developer for the project. Mr. Rheames stated a Dollar General is being constructed in Daytona Beach on A1A and this will be the second Dollar General in Daytona Beach. Mr. Rheames stated the typical Dollar General store size is 9,100 sq. ft. Mr. Rheames stated Dollar General is a general merchandise store and carries items that are not typically found in a convenience store, such as women's apparel.

Mr. Rheames stated corporate decisions are made on the locations of stores, including the Dollar Market store which is located in New Smyrna Beach. Mr. Rheames stated he has no input on the location of the stores.

Mr. Rheames stated he has spoken with his engineers about the staff comments and believes revisions will be submitted early next week based on those comments. Mr. Rheames stated revisions will be made to the landscaping plan due to the overhead lines that are in place. Mr. Rheames stated he met with FDOT regarding the Board's concerns about pedestrian safety, and the curb cut has been realigned as a result along International Speedway Blvd.

Mr. Rheames stated it is anticipated the store will employ 8 to 10 people.

Mr. Miller stated his project could not be presented to the Board until it was completed and asked why this is presented with outstanding concerns. Mr. Miller stated he feels there is discrimination toward a small business owner.

Mr. Berger stated Mr. Rheames has addressed the outstanding issues and typically items are presented with outstanding comments. Mr. Berger stated staff does have a final review of the project.

Dr. Jamison asked if the residents have been notified of the proposed project.

Mr. Rheames stated he did not notify the residents.

Mr. Barhoo stated there were concerns stated at the January meeting about a buffer zone between the proposed project and the residential area.

Mr. Rheames stated the landscaping has been improved and a privacy fence is proposed.

Mr. Miller stated he would like the residents of the neighborhood informed of the proposed project.

Ms. Heard asked if the applicant is required to send a letter to the residents.

Mr. Berger said no.

Ms. Heard stated she has talked with several neighbors in the area and they are excited about Dollar General coming into the area.

Mr. Berger stated the project does have final staff review and will have to go through TRT.

Mr. McGee stated it is not unusual for a project to be presented with outstanding comments. Mr. McGee stated there is no floor plan or elevations for the building presented. Mr. McGee asked for clarification on the food items that will be sold in the store.

Mr. Rheames stated the floor plan and elevations will be submitted once the site plan is approved. Mr. Rheames stated he cannot direct Dollar General as to what

items will be sold in their stores. Mr. Rheames stated this store will not be a grocery store.

Mr. Berger stated the Board's comments regarding a grocery store have been provided to Dollar General.

Dr. Jamison stated Dollar General has a specific marketing plan of items that are sold at every Dollar General; and what they do not cannot be changed for a specific neighborhood. Dr. Jamison stated selling fresh meat and produce requires things that Dollar General does not provide. Dr. Jamison expressed concern that if demands are placed on Dollar General, they may decide to not locate in Daytona Beach.

Chair Tooley stated this Board is not here to determine what is sold at the Dollar General. Chair Tooley stated the Board does not determine who will be hired. Chair Tooley stated the Board's responsibility is review of the site plan.

**Public Comments:**

Johnnie Ponder, 885 Maley Street, stated there is a Dollar Market located in New Smyrna Beach and stated she would like to see one opened in Midtown.

Suzanne Grubbs, 4628 S. Moon Trail, Port Orange, Florida, stated there is a need for healthy food access in Midtown and stated the Department of Health supports the attraction of food stores in food deserts.

Dr. Bonnie Sorenson, representing the Volusia County Health Department, stated there is a food desert in Midtown. Dr. Sorenson stated there is cooler and freezer space in a Dollar General and noted canned and frozen fruits and vegetables are available in Dollar General stores.

**Board Action:**

A motion was made by Dr. Jamison, seconded by Ms. Heard, to approve DEV2014-022, Dollar General, including staff's recommendations regarding landscaping and parking. The motion carried 7-1 (Mr. Miller opposed).

**8. Redevelopment Project Updates**

Mr. Bryant stated a streets team has been developed in conjunction with the Salvation Army for Midtown.

Tony Deobil, Director of Social Services, The Salvation Army will be funding a streets team in Midtown. Mr. Deobil stated this is a work readiness program that will assist individuals in preparing to return to the work place. Mr. Deobil stated there will be a team of 4 people that will clean the streets and other functions as directed. Mr. Deobil stated members of the group will attend school and look for

jobs in the afternoons. Mr. Deobil stated this will be the third streets team in Daytona Beach.

Mr. Bryant stated he will work with Public Works to see if the team can assist in other projects other than picking up garbage.

Mr. Bryant stated he will talk with Public Works about the grass on Martin Luther King along the sidewalks and in the street.

**9. Public Comments**

Dr. Evelyn Bethune, 884 Winchester Street, stated the Mary McLeod-Bethune Cultural Heritage Arts Festival will be held April 6 to April 13. Dr. Bethune provided copies of the proposed schedule for the event to the Board and stated 14 internationally known artists are scheduled to attend. Dr. Bethune asked for the Board's support of the Festival and asked that \$24,000 be allocated for the event.

John Mark McLeod, 714 Trager Road, stated there is not only a food disparity in Midtown but there is a cultural disparity. Mr. McLeod asked the Board to support the Mary McLeod-Bethune Cultural Heritage Arts Festival.

Ms. Heard stated she is in support the festival.

Dr. Jamison stated she is not aware of what funds the Board controls and stated she needs more time to review this request.

Mr. Barhoo stated that he agreed with Dr. Jamison and stated he is not in a position to approve the request since he does not know what funds are available. Mr. Barhoo stated he would like to know what projects the Midtown Board has funded in the past.

Mr. McGee stated he agreed with Dr. Jamison. He stated we need to know the funds available and what debt the Board may be responsible for.

Mr. Berger stated the Midtown Board does not have the authority to approve funding but can make recommendations to the City Commission.

Mr. Berger stated funds are limited in revenues and each year they continue to decline and it is a serious issue. Mr. Berger stated funds are in the Capital account for the Orange Avenue project and there is a debt for the sidewalk project and the payment is \$216,000 per year.

**Board Action:**

Dr. Jamison made a motion, seconded by Mr. Fuqua, to support the Mary McLeod Bethune Festival to the City Commission in the request for funding. The motion carried 6-2 (Mr. Barhoo and Mr. McGee voted no).

**10. Board Comments**

Dr. Jamison stated she attended the meetings regarding the RFP interviews for the consultants for Midtown. Dr. Jamison stated that one of the presenters stated a couple of times that there was "secrecy" concerning a new non-profit organization. Dr. Jamison expressed concern that Midtown was not invited to the meetings. Dr. Jamison expressed concern about money that has been spent to date on Midtown planning and the residents have not benefitted.

Mr. Miller thanked Mr. Gross for his assistance in informing the new Board members on the Sunshine Law. Mr. Miller thanked Mr. Berger and Mr. Bryant for their support and he is happy to be a part of the Midtown Board.

Mr. McGee stated he has submitted his resignation from the Midtown Board due to health issues.

Mr. McGee stated he is concerned about the debt service.

Ms. Heard stated the boundaries of Midtown need to be reviewed.

Mr. Miller stated the sign on Nova Road for George Engram Blvd. is decaying and asked that it be replaced.

Mr. Miller stated that he would like to have Code Enforcement attend a meeting to address concerns in Midtown.

Chair Tooley asked that Code Enforcement be invited to the next meeting.

Chair Tooley stated he has concerns that money is allocated and the Board is not aware of it. Chair Tooley stated the CRA oversees the trust but the Board is not aware of allocations.

Chair Tooley asked that Board members let Mr. Bryant know of their availability for a workshop to discuss the 5 centers to be located in Midtown.

Chair Tooley stated more residents of Midtown need to attend Midtown board meetings so they are aware of what is going on in Midtown.

Chair Tooley stated Board members need to make strong advisory recommendations to the City Commission.

Chair Tooley welcomed the new members to the Board and thanked them for their service.

Mr. McGee stated he would like to see the 5 mini-centers noted on a map that would show the lots.

Mr. Berger stated the centers are shown in the Midtown plan and he will provide it to Mr. McGee.

Dr. Jamison stated her sister, Bettye Hawkins, passed away. Dr. Jamison stated she was a resident and teacher in Daytona Beach.


Mr. Miller stated parcels have been sold in Midtown and he stated he hates to see property sit without being developed. Mr. Miller asked if a recommendation could be made that something must be constructed on the lots within a certain period of time. Mr. Miller stated when property was sold 20 years ago when he was a member of the City Commission, the requirement was that something had to be built on the lots. Mr. Miller stated the property should be returned to the City if nothing has been done with it.

Chair Tooley stated his concerns would have to be addressed by the City Commission.

Mr. Bryant stated the some properties that are being sold are not buildable lots and are sold to expand adjacent properties. Other properties that are buildable does have time limitations for development.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:00 p.m.



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Martin Tooley, Chair



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Becky Groom, Recording Secretary