

**DOWNTOWN REDEVELOPMENT BOARD MINUTES**  
**Tuesday, September 15, 2015**

A meeting of the Downtown Redevelopment Board was held Tuesday, September 15, 2015, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Harold Goodemote, Chair  
Mr. Robert Abraham  
Mr. Buddy Budiansky  
Ms. Quanita May  
Mr. Michael Shewmaker  
Mr. Jack White

**Board Members Absent**

Dr. Kent Sharples  
Ms. Cathy Washington

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Ben Gross, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Goodemote called the meeting to order at 12:10 p.m.

**2. Roll Call**

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

**3. Approval of Minutes – Regular Meeting of June 2, 2015 and Joint Workshop of August 13, 2015**

**Board Action:**

Mr. Abraham made a motion to approve the minutes of the Regular Meeting of June 2, 2015, and the Joint Workshop of August 13, 2015. Mr. Budiansky seconded the motion and it was approved unanimously (6-0).

4. **Downtown Board Priorities**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the report reflected edits that were made to the priorities as a result of the Joint Workshop with the DDA.

Mr. Jeffries stated issues that were being addressed were the retail mix and vacancies; security; parking; store appearance; district appearance; and advertising and promotion of the downtown.

Mr. Jeffries stated the priorities fell into different areas, assuring development plans and codes were met. He stated business recruitment had been the focus over the past few years. He stated marketing and promotion were addressed through the Riverfront Shops campaign. He stated there had been work to address targeted development and capital projects.

Mr. Jeffries stated updates would be required to the Land Development Code specifically for downtown in order to implement the downtown plan.

Mr. Jeffries discussed targeted development sites, such as the vacant car lots and new incentives for residential and commercial office development. Mr. Jeffries stated there was an upper floor residential incentive currently in place which had not been utilized.

Mr. White stated there were incentives for façade improvements and historic grants available from the City and all were listed on the City's website.

Mr. Jeffries stated the current vacancy rate in the downtown was overall 19% in the retail district, which was Orange Avenue to the Post Office. He stated renovation of the Wahba building on Dunn Avenue and the former bus station renovation would reduce the vacancy rate to 8%.

Mr. Goodemote stated he did not know if there had been success as a result of the City's attendance at the ICSC conference.

Mr. Berger stated Bob Gibbs had done work for the City in targeting potential businesses and the networking was important.

Mr. White stated he was pleased to see Hamburger Mary's in the downtown. He stated other businesses did not want to be the first to move into an area and wondered if other businesses would feel more secure now that there is a recognized business in the downtown. He stated Hamburger Mary's was the anchor in other downtowns he has visited.

Ms. May asked if Board members or local business people who have a vested interest in the area had been invited to attend national conferences.

Mr. Jeffries stated local realtors attend the conference as well as other business partners.

Mr. Jeffries discussed parking management. Mr. Jeffries stated currently 1500 parking spaces were needed and there were about 1400 available. He stated better utilization was needed of the spaces available. He stated free parking needed to be promoted so the public knew the free parking was available. Mr. Jeffries stated there was a parking lot to the side of the former Cobb Cole building and the City has been attempting to lease that lot. He stated staff was also working on a shared parking agreement for the former Daytona Executive Building at the north end of the block.

Mr. Budiansky asked why angled parking was not in place on Palmetto.

Mr. Jeffries stated he would talk with Public Works about Mr. Budiansky's suggestion.

Mr. White stated parking was used due to convenience and noted the rear lots were often less than half full.

Mr. Jeffries stated there needed to be implementation of the directional sign program and installation of parking meters.

Mr. White suggested valet parking be implemented for restaurants in the downtown.

**Public Comments:**

Dr. Amy Wolf, 206 S. Beach Street, stated she was opposed to parking meters. She stated if they were installed, this would be the only area that had paid parking. She stated there were similar shops in Ormond Beach and paid parking is not in place there. She felt parking meters would discourage businesses from locating in the area. She stated she liked the idea of valet parking. She stated she parked in front of her business because she did not feel safe using the rear lot since she often left her office late in the evening. She stated she felt there was business decline in the downtown due to the Orange Avenue construction and was concerned what impact the bridge construction may have on businesses. She stated she felt people avoided the downtown because of the construction and parking meters would only add to the discouragement. She stated if an anchor business was secured for the downtown, consideration should be given to the types of small businesses that existed in the downtown and not have an anchor business that would be competition for an existing small business, such as securing a Starbuck's when there is already a coffee business, Sweet Marleys', in

the downtown. She stated perhaps parking decals could be placed on employee vehicles in order to discourage employees from parking in front of businesses.

Tim Midding, owner of Davidson Brothers, stated the parking situation deteriorated when parking enforcement was eliminated. He stated if you go anywhere successful, parking meters are installed, such as St. Augustine. He stated people would pay for the convenience. He stated parking meters has worked in a lot of places and helped with turnover of customers. He stated he believed valet parking would be successful.

John Nicholson, 413 N. Grandview, stated he felt most people would pay for convenience and parking meters were needed.

Mr. White stated if downtown was to become a destination, there had to be a parking strategy implementation that included directing people to the available parking lots and parking meters. He stated the fundamental aspect would be turnover.

Mr. Goodemote stated he felt parking meters should be implemented and directional signage was needed to direct people to available parking lots.

Mr. Jeffries stated previously when parking meters were in place and people received tickets, letters were written to the News-Journal about the unfriendliness of downtown.

Mr. Goodemote stated you cannot have parking meters without enforcement.

Mr. White asked if the funds collected from parking meters could be designated for a specific item, such as beautification.

Mr. Budiansky stated he was in favor of parking meters.

Mr. Jeffries stated the parking strategy presented would remain the same but he would add valet parking to the list.

Mr. Jeffries stated the Ballough Road priorities would be presented at the next meeting.

Big John, Holly Hill, asked how much had been paid for the Gibbs study and what had been produced as a result.

Mr. Jeffries stated Mr. Gibbs prepared a retail market study which had been very useful when meeting with developers. He stated Mr. Gibbs worked with retailers in terms of improving their businesses, which was very successful. He stated Mr. Gibbs made suggestions on upgrades that needed to be made to the sign code and

design standards. He stated Daytona Beach overall was getting more attention from potential retailers as a result of contacts made by Mr. Gibbs.

5. **Redevelopment Project Updates**

There were no comments on the project update.

6. **Public Comments**

John Nicholson, 413 N. Grandview, stated the Ballough Road project was in process as well as the trail along the intercoastal under ISB. Mr. Nicholson stated on the beachside, the CRA paid for parking yet the money collected was deposited in the General Fund. He stated there was nothing for people to do on City Island and there were things that could be done inexpensively to bring people to the downtown.

7. **Board Comments**

Mr. Goodemote referred to a letter that was received from a realtor regarding responses from Staff members and asked for Mr. Berger's comments.

Mr. Berger stated he would address that later.

Mr. White asked if the Redevelopment Board would be showing support for the Safe Harbor project.

Mr. Abraham stated the DDA had submitted a letter of support for the project and is on record with Volusia County as being in support of Safe Harbor. He stated he felt the Redevelopment Board should provide support as well.

Mr. Goodemote stated he agreed and asked for consensus from the Board to prepare a letter of support for the Safe Harbor project. The Board agreed.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:30 p.m.

  
Harold Goodemote, Chair

  
Becky Groom  
Recording Secretary