

DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday, November 3, 2015

A meeting of the Downtown Redevelopment Board was held Tuesday, November 3, 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
Dr. Kent Sharples
Mr. Michael Shewmaker
Mr. Jack White

Board Members Absent

Ms. Cathy Washington

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Assistant City Attorney
Ms. Marsha McDonald, Office Specialist II

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes – Regular Meeting of October 6, 2015

Board Action:

Mr. Budiansky made a motion to approve the minutes of the Regular Meeting of October 6, 2015. Ms. May seconded the motion and it was approved unanimously (6-0).

4. **Downtown Board Priorities**

Mr. Jeffries presented the updated Board priorities which were included as part of the packet. Mr. Jeffries stated the Downtown Development Authority reviewed and approved the priorities as presented.

Mr. Jeffries stated he had two new items he would like the Board to consider adding to the priorities. Mr. Jeffries stated he would like the Board to consider the implementation of a Downtown Ambassadors Program. These individuals would help with trash removal and responding to questions from visitors to the area. Mr. Jeffries stated such a program has been successful in other cities and would be a low-cost way to have individuals on the street during peak times in the downtown area. Mr. Jeffries stated many cities have such a program in place.

Mr. Jeffries stated he would like the Board to consider the implementation of a parking shuttle program which would be golf carts that could be used to shuttle individuals to the downtown. Mr. Jeffries stated Stuart, Florida, uses such a program at the cost of \$90,000 per year. He stated Stuart receives FDOT grants to operate the program.

Mr. Abraham stated he feels both priorities should be added.

Mr. Goodemote stated he supports the ambassador program and feels it is needed in the downtown since the police presence is not what it used to be.

Mr. Goodemote stated he would like to see something accomplished related to the Master Plan.

Mr. Berger stated there are two grants being pursued for projects along the Halifax River that are part of the Master Plan.

5. **Public Comments**

Edith Shelley, representing Halifax Health, stated she supports the creation of the Ambassador Program and would volunteer as part of the program. She stated Halifax Health has a program in place where volunteers operate golf carts and suggested that a coalition of volunteers be formed for the downtown area and Halifax Health could partner to help build a team for the downtown.

Dan Harshaw, 100 S. Beach Street, stated that he feels providing additional parking for the businesses should be moved to a short-term priority. He stated the merchants and their employees abuse the available parking. Mr. Harshaw stated the City should contact all of the businesses along Beach Street and ask for their opinion on the installation of parking meters. He stated he does not feel parking meters are warranted on the block where Jessup's is located. He stated the habitual people that park in front of their businesses should be encouraged to use the rear lots so the spots are available for customers.

Colleen Miles, Land Development Resource Group, stated she supports the installation of parking meters along Beach Street.

Dr. Amy Wolf, Twisted Spine, stated she is opposed to the installation of parking meters. She stated she feels parking meters would harm businesses in the downtown and discourage people from visiting the downtown.

Paul Zappitelli, 128 S. Beach Street, stated there are not sufficient parking spaces available to accommodate the number of dining seats available in the downtown. He stated he feels parking meters will discourage people from visiting the downtown. He stated he is in favor of shuttles to transport people throughout downtown.

Tom Myers, 200 N. Beach Street, stated parking meters would enforce a time limit; and right now, all that is needed is enforcement. He stated he would volunteer to police the parking and then a decision could be made in the future about parking meters. He stated the rear parking lots need to be maintained. He stated uniformed lighting is needed in the parking lots. He stated if the rear parking lots are cleaned and opened up, there would be more parking available.

Betty Orr, 240 S. Beach Street, stated she has been pleased with the number of people she has seen on Beach Street during the summer. She stated better signage is needed to let people know about the availability of the rear parking lots. She stated enforcement is needed of the time limit for parking along Beach Street.

Mr. White stated previously the City tried to enforce the time limits on parking at the cost of about \$60,000 per year. Mr. White stated he did not want to go back to an idea that was tried 8 years ago that did not work. He stated he feels valet parking should be offered.

Mr. Jeffries stated about 8 years ago, the parking times were unified along Beach Street; and at that time, a Parking Enforcement Officer was funded through the Police Department. Mr. Jeffries stated the enforcement irritated the customers to the Beach Street area and generated negative letters to the Editor of the News Journal about how unfriendly the downtown area was to Beach Street customers.

Mr. Jeffries stated the DDA is working through their contract with Gold & Associates to place better signage for the parking lots. He stated staff is talking with property owners to better maximize the space that may be available for additional parking. He stated the next step would be to implement valet parking. He stated implementation of the directional signage program could be moved up but the city is waiting for grants on that project. He stated the final step would be the installation of parking meters. He stated the shuttle program that he discussed would occur prior to the installation of parking meters as well.

Mr. Abraham stated many of the items will require City Commission approval prior to implementation and the final decision will not be made by the Downtown Redevelopment Board. He stated the signage is already being worked on.

Mr. Jeffries stated the list of Board priorities will be passed on through City administration and subsequently to the City Commission. He stated the shuttle program would require City Commission approval.

Dr. Wolf stated she does not support metered parking. She stated there would be a lot of cost associated with the installation and monitoring of the parking meters. She feels the parking meters will discourage people from visiting the downtown.

Edith Shelley, 313 S. Palmetto, stated she was speaking as a business owner in the downtown and noted that there were previously parking meters in the downtown but they were removed because they caused great angst. She stated parking in the downtown in New Smyrna Beach has been extended from 2 hours to 4 hours in order to give people time to visit the shops.

Dan Harshaw, 100 S. Beach Street, stated something will be needed to calm traffic. He stated there will have to be an alternative available for people who do not want to pay to park. He stated the Kress Building does not have enough parking for its tenants. He stated the only way parking meters will work is to have an option for employees to park to the west of Beach Street.

Mr. White stated the employees of Avocado Kitchen park on City Island then walk to work at the restaurant.

Chris Evans stated signs are needed to direct people to park in the rear of the buildings but noted people choose not to use the rear parking lots. She stated she does not feel a volunteer shuttle program will be successful. She stated she is concerned about the lack of police presence in the downtown. Ms. Evans stated she feel spaces should be assigned for specific businesses.

Tom Myers, 200 N. Beach Street, expressed concern about the homeless in the downtown. He stated people leave the area because of the homeless individuals that are rude and disrespectful to those visiting the downtown. He stated assistance is needed from the Police Department in addressing the homeless problem.

Mr. Goodemote stated the Board has gone on record in support of the Safe Harbor project.

Board Action:

A motion was made by Mr. Abraham, seconded by Dr. Sharples, to add to the list of priorities the implementation of a Downtown Ambassador Program and the implementation of a parking shuttle program. The motion carried unanimously (7-0).

A motion was made by Dr. Sharples, seconded by Mr. Abraham, to adopt the Board priorities, including the installation of parking meters from Orange Avenue to Bay Street and including the community policing program. The motion carried unanimously (7-0).

Mr. Berger stated staff's efforts would continue to acquire additional land for parking through purchase or lease over time.

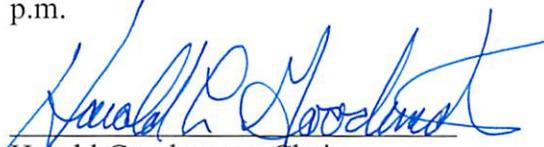
Mr. Jeffries stated a status report on the priorities will be presented at the next meeting.

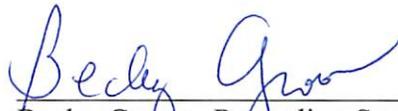
6. **Board Comments**

There were no additional Board comments.

7. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:15 p.m.


Harold Goodemote, Chair


Becky Groom, Recording Secretary