

**DOWNTOWN REDEVELOPMENT BOARD**  
**MINUTES**  
**Tuesday, April 4, 2017**

A meeting of the Downtown Redevelopment Board was held Tuesday, April 4, 2017, 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. Buddy Budiansky, Chair  
Dr. Kent Sharples, Vice Chair  
Mr. Robert Abraham  
Mr. Harold Goodemote  
Ms. Quanita May  
Mr. Michael Shewmaker  
Mr. Scott Weidman

**Board Members Absent**

Ms. Cathy Washington (Planning Board Representative)

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Arthur Huggins, Assistant City Attorney  
Ms. Marianne Pulaski, Planning Technician

**1. Call to Order**

Mr. Budiansky called the meeting to order at 12:08 p.m.

**2. Roll Call**

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

**3. Approval of Minutes –Meeting of March 7, 2017**

**Board Action:**

Mr. Goodemote made a motion to approve the minutes of the meeting of March 7, 2017. Mr. Weidman seconded the motion and it was approved unanimously.

**4. Wall Graphic – McK's Tavern**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the request was to approve wall graphics as part of the Art in the Alley at 218 S. Beach Street. Mr. Jeffries stated the two proposed wall graphics would replace the graphics that are currently in place.

Mr. Budiansky expressed concern that the event planned in conjunction with the unveiling of the art had already been promoted.

Mr. Budiansky asked if there was a copyright infringement since the applicant advertises his business with Monopoly cards and Monopoly cards were proposed for this graphic.

Mr. Jeffries stated he asked the applicant about the use of the Monopoly cards and the applicant stated that he did not feel he has a copyright infringement.

Mr. Huggins stated that would be something he would have to research.

Mr. Goodemote asked if a timeframe should be set for the application process for this type of request.

Mr. Jeffries stated he would do some research on what other cities are doing for these types of requests.

Mr. Abraham stated what was proposed probably does meet the criteria but he does not think it was attractive.

Dr. Sharples asked why the Board was involved in making a decision on the graphics because either the applicant will meet the criteria or they won't. He stated if the applicant met the 4 defined criteria, there was no need for the Board to review the request. He stated he felt staff had the authority to approve a request.

Mr. Budiansky stated the Downtown Development Authority oversees and schedules events for the coming year. He expressed concern for Art in the Alley requests being presented for events that were scheduled within the next 30 days.

Mr. Shewmaker stated the existing graphics would be removed and asked if it was planned to replace the graphics on a regular basis.

Mr. Jeffries stated the initial plan was to rotate the events through the various alleys in the downtown area.

Mr. Weidman stated the mural at Burgoyne had text.

Mr. Jeffries stated there was one with wording that had to be removed.

Mr. Weidman stated there was nothing in the criteria that would prohibit someone from placing something that was offensive in the artwork.

Mr. Jeffries stated the Board reviewed what was proposed and had the final approval on content.

Mr. Jeffries stated he would schedule a discussion on the approval guidelines for next month's meeting.

**Public comments:**

Big John, 120 State Avenue, Holly Hill, Florida, stated beauty is in the eye of the beholder; and he felt having the artwork in place was better than nothing.

**Board Action:**

A motion was made by Mr. Shewmaker to approve the Wall Graphic at McK's Tavern. The motion carried unanimously.

5. **Public Comments**

There were no public comments

6. **Redevelopment Project Updates**

Mr. Jeffries stated the DDA was updating the Riverfront Shops campaign. Mr. Jeffries stated the current logo indicates there were clothing stores in the downtown; and the new branding would focus on a unique shopping and dining experience in the downtown. He stated a photo shoot would be held over the next two weeks for promotional photographs.

Mr. Budiansky asked if the ECHO grant for the day docks had been rejected.

Mr. Jeffries stated he did not have an update on the ECHO grant.

**Public comments:**

Big John, 120 State Avenue, Holly Hill, Florida, asked if an update could be provided next month as to why the vacant car lot site could not be cleaned up and made presentable.

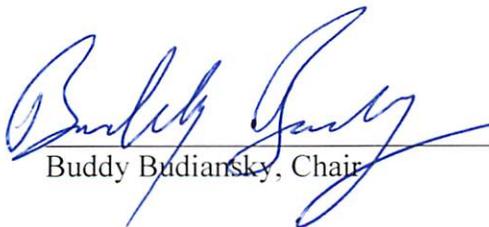
Mr. Jeffries stated he was working with Code Enforcement on the approved site plan that was approved by this Board for landscaping on the perimeter of the lots.

7. **Board Comments**

There were no Board comments.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.

  
Buddy Budiansky, Chair

  
Becky Groom, Recording Secretary