

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

February 4, 2009

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, February 4, 2009 at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Robert Gilliland	Present
Commissioner Derrick Henry	Present
Commissioner Cassandra Reynolds	Present
Commissioner Richard Shiver	Present
Commissioner Pamela Woods	Present
Commissioner Shiela McKay-Vaughan	Present
Mayor Glenn Ritchey	Present

Also Present:

James V. Chisholm, City Manager
Marie Hartman, City Attorney
Jennifer L. Thomas, City Clerk

2. Commissioner McKay-Vaughan led the invocation.
3. Commissioner Gilliland led the Pledge of Allegiance to the Flag.
4. Approval of Minutes of the December 3, 2008, Regular Community Redevelopment Agency Board Meeting, as individually read.

It was moved by Commissioner Shiver to approve the December 3, 2008, Regular Community Redevelopment Agency Board Minutes. Seconded by Commissioner Reynolds. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

5. AGENDA APPROVAL

It was moved by Commissioner Gilliland to approve the Agenda with changes. Seconded by Commissioner Shiver. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

6. PUBLIC COMMENTS BY PEOPLE ADDRESSING THE COMMUNITY REDEVELOPMENT AGENCY BOARD

No Speakers.

ADMINISTRATIVE ITEMS

7. Adopted/Resolution CRA No. 09-01 accepting the Daytona Beach Partnership Association Promotion Plan and authorizing the expenditure of tax increment funds, in the amount of \$35,000, from the Downtown Community Redevelopment Trust Fund for the purpose of promoting events. The Daytona Beach Partnership Association is requesting the funds to market Downtown and promote events during the current fiscal year that will attract thousands of visitors to the Downtown area. The Downtown/Balough Road Redevelopment Area Board reviewed the Promotion Plan and recommended CRA approval at its January 6, 2009 meeting. Encouraging and funding promotion of events is consistent with the goals and policies of the Downtown/Balough Road Community Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY ACKNOWLEDGING RECEIPT OF THE DAYTONA BEACH PARTNERSHIP ASSOCIATION'S (DBPA) DOWNTOWN DAYTONA BEACH ANNUAL MARKETING PLAN 2008-2009; APPROVING A GRANT OF TAX INCREMENT FUNDS FROM THE DOWNTOWN REDEVELOPMENT AREA TRUST FUND TO THE DBPA IN AN AMOUNT UP TO \$35,000 FOR PROMOTIONAL ACTIVITIES AS SET FORTH IN THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

Commissioner Woods stated she had several questions for staff concerning this item. Her first was concerning the audit that the City just went through. In reference to the audit one question or comment they made was promotion expenditures did not appear to qualify as redevelopment, so there is a question there. Her comments were directed at both items this item and the next item which relates to Main Street. She didn't see where the City was proposing to do anything different as before the audit. What she did notice was that the plan was more detailed, so her question to staff was; how is it that we are going to be doing something different that makes sure that we meet the redevelopment objectives that were questioned in the audit.

Jason Jefferies, Project Manager, Redevelopment Department reported his understanding that what was in the audit concerning the adopted redevelopment plans did not mention promotion activity as part of authorized activities under the plan. What the City went through late last year was a process to amend the plans so that they would be allowed and permitted activities as adopted redevelopment plans. As far as the adopted ordinance the City Commission stated that staff would bring back before the Commission the business plans for the promotional activities which is what was before the Commission tonight.

Commissioner Woods stated she understood the part concerning changing the plans, but the second part of the audit said they did not seem to qualify as redevelopment. She wanted to know how was it being determined or what were the benchmarks that said these could be counted as redevelopment? She asked had staff gone through the plans and said this was how they met the criteria for the redevelopment. Amending the plans was only one piece of what was needed to be done, and the second is we need to look at those plans and see how they met the requirements. The auditors are due to return later this year and her concern was because the City was asking for public dollars to pay for the events that they can show a direct tie in as redevelopment.

James V. Chisholm, City Manager stated the actions of the Redevelopment Board and the fact their plans have been modified, and the board has actually approved the activities that were recommended to the CRA. The fact that the CRA is actually considering the plans as a part of the redevelopment efforts is the test of whether or not it was in compliance with the law. The third element, the auditor misinterpreted part of the previous plan which spoke of developer's use of promotional measures to promote their private developments; this misinterpretation was applied into his opinion.

Commissioner Wood stated in reading the agenda items, in her personal opinion they were not tight enough. She felt they needed to be more specific for example if you were going to increase something you needed to say by how much. A unit of measure was what was missing from the plans in case you wanted to come back years from now to take a look at a figure you would have something to go by as far as measurements. She would like to see that occur by having it input in the plans. She appreciated that the budget for both of them was completed, and the only thing she wanted to request was if they could place the end of the year on both of them so there would be accountability if it were to ever come back before the Commission, there would be a record of documentation available.

Commissioner Reynolds stated she agreed with Commissioner Woods in reference to some type of record evaluation. She asked if at any time during this process did the City contact the marketing agency to see if what we planned to do; or what we were doing was sufficient. In other words does the City have a contact person that we could somewhat rely on.

Mr. Chisholm asked Commissioner Reynolds if she was suggesting ... there was no one that he was aware of to contact, unless it was someone in the Auditors General Office which speaks primarily to the audits they review. He could not say whether they would specifically bless a plan as such, in other words he did not know how they would respond to that.

Commissioner Reynolds replied she could not give a specific situation, but she did know that a lot of times it has been done.

Mr. Chisholm stated when you have another State agency that you are submitting grant funds for you generally have a contact person to deal with that could also tell you if you are meeting the criteria for their funded programs.

Commissioner Reynolds asked Mr. Chisholm if he would look further into this as the plan is being further revised.

Commissioner McKay-Vaughan stated she could speak directly to that statement and she stated most agencies surely do have someone that you can contact. As a matter of fact she had spoken with this someone at the Attorney General Office. The issue Commissioner Woods brought up concerning different in her opinion was very keen. She did not see anything different either. She had tried to go to those that were downtown on Main Street and Beach Street and she could say that Beach Street has done a little better with a little variety. Most of them were the same, they have different themes but the whole process was exactly the same. She was concerned that the sameness was not getting the City anywhere. We have been doing this for as long as she has been involved in City government which was ten years. The citizens were complaining when she first started in the Commission that the City had been doing the same thing too long. She didn't know exactly how many years it had been, but she had not seen any evidence of any change. The complaints were still being complained about in the same areas as they were in the past. To her that was an indication that the City had not really gotten anywhere with this particular plan. The impression that she got from the people that she spoke with at the State was "yes," we do have to do something different, it's the same issue she has with paying for the Police out of the CRA. She was very concerned about this, and from everything that she had studied they had to be innovative, they had to be different. She did not feel that this plan before the Commission was innovative in any way. She had some other problems as well, one being there were inconsistencies in the market plan. It was very long and very involved and it keeps reiterating the same thing throughout the whole plan. One of the premises of the plan that she could see was first we bring the businesses and the residents will come. She asked everyone to take a look at page 8; it states first there would be dining and entertainment, next is the retail district, and then you have professional office district and finally we have the residential district. That was a bit confusing to Commissioner McKay-Vaughan. Urbanism is one of the things that the citizens would like to see brought to the area. She had attended a lot of conferences on this issue because it is very important to her and she stated the way most people are doing it is first you do as they did on Beach Street get the people in first; then bring the businesses in to follow. She referred everyone's attention to page 13, where it was talking about how they were going to have the Young Professionals on Beach Street, which she thought was very notable and she was all for it because we need to encourage them in the City. The very last paragraph on that page states the people would come because those people came. Bottom line there is some inconsistencies and the plan needed to be sharpened up a little. She referred everyone's attention to page 14, where she read the quote saying, the greatest threats to Daytona Beach is the perceived lack of parking and issues related to safety, yet even though it's in our very own plan, we have zoning rules about that

area that says we can continually open businesses down there without providing another single parking space. Again, that's not their inconsistency; but it is certainly an inconsistency in the way the City operates. The City just had a couple of restaurants go out once again and when Delfine's Café came in one of the big discussions was how could this happen. The businesses on Beach Street around there were very concerned because they felt they didn't have enough parking and of course the outcome was Delfine's didn't make it. Step 3 states at one point in the plan that they want to have a professional office district and yet the rules that they have operated on was professional office occupancy was very difficult to get there. The fourth step she had was about the plan and she had one other comment after that. In the plan it talks a lot about tracking and none of it is measurable. She did have questions as a result of this tracking, what was it exactly. It states you want to track the number of merchants and she wanted to see what the results were of that tracking. Before she approved this plan she wanted to see this plan tightened up. Another point that she made was these are very hard economic times and her suggestion would be to scale down the groups so that the money that you have from the City is not absolutely essential. During these economic times the City has priorities, the community has priorities as well and no one has said street parties are a priority during these times. The plan does state that the infrastructure needs to be improved and provide buildings improvements as well. She felt their priorities were a bit out of whack on this one. She appreciates what they do on Beach Street; and hope they can continue to exist without the help from the City.

Mayor Ritchey asked if there were any further questions or comments from the Commission.

Jennifer L. Thomas, City Clerk stated there was one speaker Mr. Al Smith.

Al Smith, 156 South Beach Street, Daytona Beach stated he was the Vice-Chair of the Redevelopment Board and he was present to address any concerns specifically Commissioner McKay-Vaughan's points. He called the Commission's attention to the amount of money that is being allocated right now; \$35,000 dollars is only one quarter of one percent of what was out there to be gotten. He agreed with the Commissioner concerning infrastructure and would never suggest spending this amount of money on marketing. But to spend all of our money on infrastructure and not go back and market it would be very foolish. He used the Streetscape as an example; they thought by doing that everyone would come but afterward they found out differently, business did not improve because of the improved infrastructure. He could not recall spending hardly any money since this audit started in almost two years they have had little or no money nor had any activities on Beach Street. He said if it hadn't been for Black Crow being gracious and being a community leader they would not have had even those things. In his opinion he felt the City was not putting enough into this, instead of too much it was not enough. As someone that has quite a bit of knowledge on how to market a business and also who studied and work in marketing; they did put in this plan as many measurables as they could. He said what needed to happen was to focus on what we have right now and that is a large amount of restaurants, entertainment, the ballpark which they support, the News-Journal Center, the chocolate factory and a lot of things that people can do when they come down to Beach Street. The key is to build on what their strengths are now and not look down the road and think we are going to have residents moving to downtown any time soon. One type of

measure is going to be to collect data on events held downtown by who shows up and how many people showed up. He suggested the Commission address City fees that are associated with events. Most of the fees go back into the City via Police fees, traffic fees, etc. He has been doing this for over 20 years and he has never been in a City that charges their downtown area or redevelopment area for those types of activities, it was unheard of. This weekend they will be hosting an event and they had to pay the City \$350 for the use of the park. He felt, in his opinion, the board needed to take a more aggressive approach with marketing with not only downtown but also with the merchants on Main Street.

Commissioner Woods stated she certainly feels marketing is important but the questions here was should CRA dollars be used especially since the audit, she wanted to make sure the money was being used to meet the criteria in the audit. She asked Mr. Smith if he could show under the goals column in the plan some way to go back and track.

Mr. Smith replied he agreed with Commissioner Woods. But he could for example estimate a number from the sky and when it comes back before the board the figure wasn't met, so he really wouldn't know what it would be. To answer her questions there needs to be a data base with who would be coming downtown, what event etc., would be their first initiative.

Commissioner McKay-Vaughan stated Mr. Smith had started a sentence by saying, "one of our main measurables is ..." then he got a little bit sidetracked she thinks because she didn't pick it up. She asked him if he knew what he was going to say from that point.

Mr. Smith replied the main point is being able to measure the number of people that come down town. He felt this plan was well balanced between events and other things they are doing such as the brochures and a map of downtown and some other things. Building the data base for the first year would be the main thing he would like to accomplish.

Commissioner McKay-Vaughan replied something else that Mr. Smith touched on and she really felt was worth discussion was the fees, she has always been in awe of the Beach Street Merchants; because they have always been very faithful in paying their fees. She did not feel that everyone in the City has always been accountable or charged equitable. She also knows there were some instances where it hasn't happened in the past. She would be a little bit more agreeable to relaxing some of the fees than giving them money; it would look a little better to State. That was the question she had, would it look better and also cover the City a little bit better. It seemed a bit ridiculous for the City to give the merchants' money and they turn around and give it right back in terms of fees, why not just cut to the chase. Another point she wanted to make was she appreciated him saying \$35,000 dollars; she had read where the DBA was going to come back and ask for \$50,000 dollars.

Mr. Smith replied what the board was talking on today was the \$35,000 and hopefully in the future there would be more.

Commissioner McKay-Vaughan replied at any rate the paying of City fees would be worth looking into more.

Commissioner Shiver stated that he had gone through this before, and he felt that some of the things that were not explained in the plan had been explained. He stated one of the failings of our downtown for many years has been lack of marketing. He felt this was the key and he commended Mr. Smith and the other board member for putting this plan together. During the Strategic Planning sessions that was one of his goals for the Redevelopment Board and the DBA for quite some time. Watching the merchants struggle in the downtown area when they shouldn't be, because Daytona Beach has one of the prettiest downtown areas in the country. The parking downtown is not an issue or a problem; but one thing Commissioner Woods brought up was the rent assistance plan for new businesses to come in to the area downtown.

Mr. Smith stated there is a perceived problem with parking which is not a real problem downtown. The perceived problem of parking and that it is not safe. What this plan is aimed to do is to get over that down the road and maybe increase the lighting for safety and making people aware there is more parking than is perceived.

Commissioner Shiver stated this plan and what has been done with the CRA by making this part of the CRA as per the auditor's request meets that need. He felt the City was in line with the auditor's request and that the failure was going to be not doing enough. He would like to find more money to put into the downtown redevelopment area. He stated everybody wants to see it happen but doesn't want to do anything about it. The ball is in the Commissions court and he suggested they needed to do something about it to make this a reality.

Commissioner Gilliland stated one of the things we need to concentrate on is the locals and the people we can get to revisit downtown. He was at the point where he decided he would support this item today, and maybe the merchants should come back in a year and ask for more. Job preservation was one thing they were aiming for and if the City was going to pump money into it they had to come up with a plan to get the people down there or we will have a much bigger problem than what we already have today. As the City moved forward with this plan he suggested doing a bio to start looking at investing a tie in hoping we will see the dollars go down, because as we come to a crossroad for businesses to be down there they would be more inclined to pick up sponsorships. Downtown is in need of the City's help, he is fine with the plan as is.

Mr. Smith stated in the first year the merchants would be buying their own list and utilizing their own money but as it goes forward and proves to be valuable to merchants, they will pay for direct mail peace but in the first year you have to show them that it works.

Commissioner Henry stated he wanted to second Commissioner Woods' point. He felt it was important to have a workable data base and not be afraid to put the numbers down. He did not feel you could really measure something without having a goal in place at the very beginning. He liked the plan and he also believed that downtown needed more support.

Mayor Ritchey stated he would finish up here. First he felt there was a good point made on what was going on downtown right now at this moment. Everyone is aware of the economy and what is going on. Attracting new businesses right now might be an exercise in futility. If the City can help sustain and maintain the businesses that are there, that was an excellent expenditure. He agreed with Commissioner Henry when he said of the funds, "don't be afraid to put down some bottom line figures, you can't manage what you can't measure." He held three meetings with the auditors that were on site, and the biggest issue they had was not with the plan but not having a plan. The things that were not identified that we were actively doing in our community. He was satisfied with the plan and its consistence. He commended Black Crowe for what they have done to help promote the activities in the downtown area. He was going to support this today, but stated in the future we need to stop thinking in short term and get into some long term plan that we can work toward. He stated with the economy and market such as it is now is not the time to back off of marketing.

Commissioner Woods stated one last thing she wanted to do was to ask staff in terms of what Commissioner Reynolds had stated earlier; to make sure they would come back before the board and say this and this and this has been covered; to make sure that we are in compliance and it is better to be safe than sorry. She wanted to make sure the Commission was going to get an end of the year report that would go through the measures and such. The Commission has requested this report every year and has yet to receive one.

Commissioner McKay-Vaughan asked the question to the Commission if this plan was adequate and they were happy with it the way it is written. She had suggested tightening it up a little and she got the impression two others felt the same way. She was asking for confirmation on whether or not it was important enough to have it tweaked and brought back.

Mayor Ritchey stated the Commission can take action on it and address any inconsistencies in the plan if there are any. He was comfortable personally that the City was in compliance with the auditor's report. Steps had been taken to modify the plan and not just modify but things were put in that weren't included in the plan. We were not written up necessarily for what we were doing, we were written up because we didn't say this is what we are going to do. He was comfortable moving on this tonight and doing exactly as Commissioner Reynolds had suggested.

Commissioner McKay-Vaughan asked concerning the issue of fees and was it alright to discuss that. That might be an alternative where you might be able to give them more if you relax the fees if that was at all possible.

Paul McKitrick, Deputy City Manager/Administrative Services stated he had been informed that the Redevelopment Director and Police Chief, Chitwood had already scheduled a meeting in reference to Main Street and Downtown events. The meeting is scheduled for next Tuesday.

Mr. Smith stated this plan was \$90,000 dollars and the Commission is agreeing to \$35,000 and he was not holding any expectations that they were going to get \$90,000 dollars worth of work for \$35,000. This document is not set in stone and it's not like the individuals that wrote it were experts, just members that did the best they could.

Mr. Chisholm stated the CRA should deal with the issues associated with this plan and the other issues such as anything dealing with fees associated with it, the City has ordinances that cover some of that and it is going to take additional action. He felt it is a Commission issue that these fees were adopted and there was not enough to bring this issue before the Commission to take a look at it. This is more of a City Commission issue than it is a CRA issue.

Commissioner Shiver stated at the last City Commission meeting and the one before that he asked for that to be placed on the agenda as a discussion item and has yet to see it.

Mayor Ritchey stated it would have to be placed on the next agenda.

Mr. Smith stated sometimes we do things because that was always the way they were done, and for some reason that was just the way they did it.

Mayor Ritchey asked Mr. Smith let's just make sure I understand, you're in favor of getting rid of ...

Mr. Smith replied absolutely.

Commissioner Shiver stated one thing he got from that was there might be events that might not need any police and some that needs some police. That was something that would have to be worked through to determine which is which and at the point the fees can be discussed.

Commissioner Woods asked if she could get a clarification of what was being voted on.

Mr. Chisholm replied the motion was to approve Daytona Beach Partnership Promotion Plan and find the promotion of this event consistent with the goals of the Downtown Ballough-Road Community Redevelopment Plan for \$35,000 dollars.

Mr. Smith stated as a backup they only put in for the \$35,000 dollars, because they are going to go back to the DBA and ask for additional funding from the Downtown Development Authority for the festivals.

It was moved by Commissioner Reynolds to adopt the Resolution. Seconded by Commissioner Shiver. The motion passed 6-to-1 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Nay
Mayor Ritchey	Yea

8. Adopted/Resolution CRA No. 09-02 accepting the Main Street Merchant Association Promotion Plan and authorizing the expenditure of tax increment funds from the Main Street Community Redevelopment Trust Fund, in the amount of ~~\$150,000~~ \$75,000, for the purpose of promoting events. The Main Street Merchant Association is requesting the funds to promote 10 events during the current fiscal year that will attract thousands of visitors to the Main Street Area. Community Redevelopment Area (CRA) funding represents approximately 17% of the \$864,000 investment required to operate these events. The Main Street/South Atlantic Redevelopment Area Board reviewed the Promotion Plan and recommended CRA approval at its November 12, 2008 meeting. Encouraging and funding promotion of events is consistent with the goals and policies of the Main Street Community Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY ACKNOWLEDGING RECEIPT OF THE MAIN STREET MERCHANT ASSOCIATION'S 2008-2009 FESTIVAL PLAN; APPROVING A GRANT OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND TO THE ASSOCIATION IN AN AMOUNT UP TO \$75,000 FOR PROMOTIONAL ACTIVITIES AS SET FORTH IN THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

John Nicholson, 413 N. Grandview Avenue, Daytona Beach, stated he didn't have a problem with the promotions. He recalled past requests with amounts ranging from \$17,000 to \$300,000. He thought \$150,000 would not be the last request and the association would come back for the additional \$150,000. He didn't see the need to close the streets which was the largest expense. He stated the merchants on A1A, the Boardwalk, and Peabody Auditorium never received funding and he thought they should. The number of businesses had decreased and he thought the area needed to be subsidized. He also suggested buying up foreclosures to build up the value of the neighborhood and having a development authority for Main Street.

Gary Libby, 723 N. Oleander Avenue, Daytona Beach stated he served on the Main Street Redevelopment Board for two years and he was very interested in the area. The head of Daytona State College's small business administration had suggested the Downtown and Main Street areas had not yet created a critical mass of businesses that would attract an on-going clientele and that redevelopment efforts should be more directed at attracting businesses rather than marketing what was not there. He stated businesses downtown would

probably succeed with subsidies for rent and advertising along with improved lighting and other amenities that would make it more attractive. The current zoning situation was very difficult and it was being addressed. Beautification was very good but Riverfront Park had not been beautified. If the park were more attractive it would attract more people. Main Street has infrastructure problems like broken sidewalks and empty storefronts and was not attractive and it was difficult to induce businesses without proper parking. He suggested marketing what the areas had and helping the areas create interest to other businesses. Policies needed to be progressive. Main Street itself was the smallest portion of the redevelopment area and it contributed the least amount yet money continued to be spent there. He was not sure that spending helped.

Tom Guest, President of the Main Street Merchants Association and a member of the Main Street – South Atlantic Redevelopment Board, stated a festival plan that came to almost \$300,000 had been submitted in July 2008. They learned only \$150,000 was budgeted and the plan was reworked, resubmitted, and they would not be coming back for more. Festivals did have an impact on the redevelopment area not on Main Street. The hotel/motel association indicated they felt a positive impact from the events. According to Chapter 163 of the Florida Statutes it was clear redevelopment funds could be used for items that were in the redevelopment plan. That plan had been revamped by the City Commission and included this promotional money. He stated the streets did need to be closed and A1A merchants could have money if they asked. He was in favor of incentives and hoped they would be working on that.

Mayor Ritchey asked about Mr. Libby's comments about infrastructure problems in the area and if there was discussion about improving the environment to make Main Street more attractive.

Mr. Guest stated yes and they had talked about ways to get better lighting. Reed Berger, Redevelopment Director, was working on that.

Mayor Ritchey stated the five redevelopment areas had funds set aside for that type of improvement and it didn't seem to get spent. He suggested improved paving, ornamental lighting, streetscapes, pavers, etc. He agreed with Mr. Libby, something needed to be done to improve and enhance the environment in that area along with promotions.

Mr. Guest agreed he had brought the idea to the redevelopment board on more than one occasion and action was never pursued.

Mayor Ritchey asked Mr. McKitrick if there was a reason more aggressive measures had not been taken.

Paul McKitrick, Deputy City Manager/Administrative Services stated historic preservation and capital improvements in the redevelopment areas were his top two priorities.

James V. Chisholm, City Manager, stated he and Mr. McKitrick were looking at all the redevelopment areas and the Commission would see some of the things coming back. He didn't want them to forget the things the City had done. Breakers Park, Ora Park, a boardwalk plan that was being developed, and initial improvements on Main Street had already been done. The plan was for not only the main corridor but the streets leading into the neighborhoods.

Commissioner Shiver stated years ago a lot of money was put into the beautification of Main Street and crowds flocked there. Money was part of the element, but he thought Main Street should recognize the expanded Ocean Center as a market. The lack of year-round businesses had to be fixed.

Mayor Ritchey stated the planning calendar should be developed with events that coincide with the Ocean Center events. He suggested the program used by Delray Beach to give new businesses a boost should be explored.

Mr. Libby stated another factor was the focus exclusively on Main Street. International Speedway Boulevard was a main entrance to the Beachside. Every morning he visited a restaurant that had been in business for 35 years, contributing to the redevelopment trust fund for many years and receiving no redevelopment help. He understood that businesses not totally on Main Street or Beach Street had been left out of the picture and were not contributors on the boards. He thought Jack White was the first resident to serve on the downtown board. He thought the redevelopment zones needed to be looked at in total. He referred to the plan for East International Speedway Boulevard that was developed in 2002 by the Main Street and South Atlantic boards. When he inquired about help for the Gateway Restaurant he was told the man had not asked for anything. As a first generation Greek immigrant whose family had worked very hard for years that man was not the type person to come knocking. It was beyond him why the redevelopment authority couldn't send a postcard to contributing businesses and offer help with perhaps an awning, a façade, or beautification. He thought dollars needed to be spent on small businesses as well as marketing. They had to improve the product they were marketing. The Commission was the Community Redevelopment Authority and they could change the way things were done and change the attitude so the small businesses don't feel left out of the mix. Banners and parties on Main Street and nothing for the other small businesses was growing a problem of dissent and unhappiness.

Commissioner Shiver stated the board was for the area, not just Main Street and they had not been considering the other businesses. He asked Mr. Guest to work on remedying that.

Commissioner McKay-Vaughan stated very good things that had been said she wanted to add from a common sense point of view. They had been talking about the same things. As the CRA the seven of them had the responsibility to look at those things and figure out how to make them equal. She thought they should develop a business plan that was available to everyone. The question was if this was the best use of their money. She had asked why the events were held and was told for economic development. On Main Street things were getting worse. In 2002 Dan Burton talked about the Main Street neighborhood and the

Beach Street neighborhood. That was new urbanism. Very little consideration to his report had been given. The area needed more than street parties in relation to the Ocean Center. In 2001 or 2002 they talked about how they could make Main Street more attractive to the Ocean Center and there hadn't been any progress on it. She laid the responsibility for that on the CRA. They needed to show leadership and help the people do things that would be more innovative. Trying the same pattern for 30 years wasn't working.

Commissioner Shiver stated in the Downtown plan he saw an evolution into tracking and marketing what they were doing. He didn't see that in the Main Street plan. He was same thing that had been successful only for a day being done over and over again. They had to be successful year-round and a plan that moved forward into the future to help rebuild the area.

Commissioner Woods stated when she compared the two plans they were vastly different. She didn't see goals and objectives in the Main Street plan. The Beach Street plan needed to be fine tuned but the Main Street plan needed to be rewritten. When she sat on the Main Street Redevelopment Area Board the request was for about \$50,000 a year. She was remiss in not realizing it had jumped to \$150,000. She would rather take \$50,000 of that \$150,000 and use it to get new businesses. She didn't have a problem with the festivals but they needed to try something different. She mentioned that two streets in very close proximity were doing similar things. Both of those entities needed to be mindful that the marketing demographic wasn't that large. She encouraged them to think outside the box and do things differently. She had been on Main Street the night before after the event at the Peabody Auditorium. It was 10 p.m. and she and her friend encountered an incredibly drunk person who was going the same direction as they. They had to go a different way. When they got to Noble Street her friend said it was not safe for them to go down that street. She asked if a tourist would know that. They need to be cognizant of having lighting and of areas being safe.

Mayor Ritchey asked Mr. Guest to return to the podium. Ten events were scheduled throughout the year. He asked if the first one was during Bike Week.

Mr. Guest stated no, the plan was for the fiscal year, October to September. They had five events already.

Mayor Ritchey asked when the remaining five would take place.

Mr. Guest stated April 4th they had the Bayou Boil, then Memorial Day weekend, the Main Event in June, the 4th of July, and Labor Day.

Mayor Ritchey stated it was sort of like an allowable behavior that they had been operating under for years. All of a sudden the City was prepared to say they couldn't do that. He suggested the CRA allow \$75,000 with the contingency that before the other \$75,000 was released they come back with a plan that was agreeable, suitable and akin to the Beach Street plan. He was confident they could do that. The City would give them all the assistance necessary to design that. It was the cliché of doing the same thing over and over again and

expecting a different result. It was not Mr. Guest's fault. He was in business year-round and he fought the good fight. The City had to parlay what they had learned from the speaker from Delray Beach and start spending some money in that whole area to really piggyback onto the wonderful expansion of the Ocean Center. He asked Mr. Guest to not interpret his remarks as saying Main Street wasn't doing anything. They were. He thought it was just time to get some positive momentum.

Commissioner Shiver stated he wanted Main Street to stop surviving and start to move forward.

Mr. Guest stated one of the main reasons for starting the festivals was to try to get more businesses on the street. The Delray Beach plan that he was hearing about was obviously the best thing going. With today's economy people are afraid to open a business. He had been in business for almost 37 years and he was afraid. He didn't know what was going to happen in the next year but he saw it getting worse before it got better. The Redevelopment Department was looking into what they could do as an incentive to bring more businesses into the street.

Commissioner McKay-Vaughan appreciated Mayor Ritchey's suggestion but she thought there was another issue and that was variety. On Main Street it was the same event with a different name. She had been in meeting where people on the street said they wanted more variety. It wasn't just her saying it; she was listening to the people. She would like to build that into Mayor Ritchey's suggestion.

Mayor Ritchey stated it could be part of the revision of the plan.

Commissioner Gilliland stated he appreciated the suggestions but he thought they would have to come back with something more comprehensive than just the promotions. They had conversations about rental subsidies, improvements to pavers and sidewalks, lighting and they all play into the outcome they were looking for. Whether the promotion piece was right or wrong was not really the issue. They were talking about a bunch of stuff missing. There was a lot of money there that they could get creative with. It wasn't an issue of how they spend the \$150,000 it was how big was the pot of money that they had to deal with and how much of that could be divided among the priorities they had been discussing.

Commissioner Shiver stated the issue was also the type of event and where they were held. He didn't think everything should be on Main Street.

Mayor Ritchey stated it was the entire area.

Commissioner Shiver stated he would like to see a more comprehensive plan that would include more than the promotional events.

Mr. Guest stated that was just the promotional budget. They also have some non-festival events.

Mayor Ritchey stated the reduction in dollars did not mean everything was terrible. It should be that there was opportunity yet to be explored and acted on as they move up another level. He knew there are some wonderful things that happened over there like the London Sympathy Orchestra. People did go there. When they go there the City want to make sure they saw something other than the performance that would encourage them or make them think Daytona Beach is a nice place and would want to come back.

Mr. Guest stated that was why they were trying to work in conjunction with the Ocean Center as well as the Ocean Walk shops, the Hilton, and the Boardwalk. He agreed there needed to be some maintenance on Main Street.

Mayor Ritchey stated as the Commissioner said earlier, this group was the authority and they needed to get a little more pro-active about what was going on in the redevelopment areas. So the commitment from them was that they would work closer than ever before with all five of the redevelopment areas trying to figure out how they could maximize the investment in those communities and make them better.

Commissioner Gilliland amended his motion to reduce the amount in the resolution to \$75,000 and receiving an acceptable revised plan that would include variety before considering the balance.

Mr. Chisholm stated it should be consistent with the Main Street Community Redevelopment Plan.

It was moved by Commissioner Reynolds to adopt the Resolution. Seconded by Commissioner Gilliland. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

9. Adopted/Resolution CRA No. 09-03 authorizing a lease agreement with LG-TR-CI, Inc., G-Gang, Inc., and Arjan and Michelle Dodani, c/o Nicholas A. George, Esq., Ossinsky and George, 500 N. Oleander Avenue, Daytona Beach, FL 32118, for parking lots located at 777 Main Street; approving the expenditure of tax increment funds from the Main Street Community Redevelopment Trust Fund, in the amount of \$60,000, for the purpose of providing 46 public parking spaces for a period of one year, with two one-year options to renew; and establishing an interest in future acquisition of the property. The Main Street/South Atlantic Redevelopment Area Board reviewed the proposed lease and recommended CRA approval at its January 14, 2009 meeting. The acquisition of a lease interest in the property for the purpose of providing public parking is consistent with the goals and policies of the Main Street Community Redevelopment Plan. City Clerk Thomas read the Resolution by title only. A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY APPROVING A LEASE AGREEMENT AND RIGHT OF FIRST REFUSAL WITH LG-TR-CI, INC., G-GANG, INC., ARJAN P. DODANI AND MICHELLE A. DODANI FOR LEASING OF PARKING LOTS AT 777 MAIN STREET FOR A ONE-YEAR PERIOD BEGINNING FEBRUARY 1, 2009, FOR \$5,000 PER MONTH WITH OPTIONS TO RENEW FOR TWO ADDITIONAL ONE-YEAR PERIODS; APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND; AUTHORIZING THE CHAIRMAN AND CITY CLERK TO EXECUTE THE AGREEMENT; AUTHORIZING THE CITY MANAGER TO EXERCISE RENEWAL OPTIONS; AND PROVIDING AN EFFECTIVE DATE.

Commissioner McKay-Vaughan asked if the lease amount of \$60,000 per year was consistent with the property in that area, the amount seemed high to her. She also asked if there was going to be parking meters in there and who would get the money.

Paul McKitrick, Deputy City Manager/Administrative Services stated Reed Berger worked closely on this; but he knew most of the answers. The \$60,000 per year is for both the north and south Corbin parking lot year round except the Bike Week and Biketoberfest period. They have already had a conversation with the sub-contractor for parking enforcement, Central Parking System (CPS), and promises boxes not meters will be installed immediately for payment of the parking fee in both the north and south lot. Meters are approximately \$1,300 each, he does not have an amount for the boxes but obviously considerably less than \$60 or \$70 thousand for meters for the 46 spaces. He stated that promise boxes have been used on other CPS parking lots in the Main Street area parking lots and he has never heard of any kind of problem with collection of revenues from those parking lots. They estimated revenue from the 46 spaces is \$40 to \$50 thousand dollars annually which is the gross amount; CPS expenses associated with collection will have to be deducted.

Commissioner McKay-Vaughan stated so you are saying the money we get from the parking will come to the City to offset the \$60,000.

Mr. McKitrick stated that is correct.

Commissioner McKay-Vaughan asked for a report at the end of the year.

Mr. McKitrick stated absolutely.

Commissioner McKay-Vaughan wanted to reiterate or talk about parking meters.

Commissioner Gilliland stated the money will go back to the CRA and not the City.

Commissioner McKay-Vaughan stated she did not have the same conversation with Central Parking about the expense of parking meters and would like Mr. McKitrick to go back and talk with them again; she is much more in favor of parking meters than the boxes. She never got the impression from them that meters would be such a large expense. She asked for more information.

James V. Chisholm, City Manager stated he agreed with the Commissioner on the meters, it is an easier way to be sure people are accountable and paying their share, over time they would pay for the investment and perhaps make a little money with the meters. He would like to see this lot as well as the Peabody lot as well.

Commissioner McKay-Vaughan stated that would be a great idea, they could compare what they got last year and would be able to see if meters do really work. She suggested signage to let people know where the parking is.

Mayor Ritchey stated he would like Mr. McKitrick to get with Reed and Mr. Chisholm to explore the opportunity of purchasing rather than renting, factoring in the rent that the City would make during the huge events on Main Street it might make sense purchasing that property rather than leasing it. He asked if there was any option to purchase in the agreement.

Mr. McKitrick replied right of first refusal which requires City Commission action.

Commissioner McKay-Vaughan wanted to clarify by passing this tonight saying the City is going to rent this, it doesn't mean we can't open a conversation about buying the property.

Mr. Chisholm stated right.

It was moved by Commissioner Woods to adopt the Resolution. Seconded by Commissioner Gilliland. The motion passed 6-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shiver	Not Present
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

10. COMMENTS AND INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY BOARD AND CITY MANAGER

Commissioner Woods stated they did received information on the fund balances as of September 30, 2008. They also received information on capital projects. She asked for an agenda item updating where the City is in this year's fiscal budget with these capital projects.

Mayor Ritchey stated he would also like to explore the potential of having the Delray, Reed Berger, counterpart address this board or attend a workshop and speak to them about the business assistance opportunity that they have talked about; in short of that he would like someone on the board to take the lead in getting the information.

Commissioner Woods stated she would be happy to as she has been to Delray and met with the actual director Diane ... it has been several years but she will make some inquiries. Delray has done some incredible things and there are some things that can be learned from them.

Mayor Ritchey stated if they got with Bob Davis and the Hotel Association and arranged for a suitable room for someone and took care of their expense what would be the board's pleasure ...

Commissioner McKay-Vaughan stated she would really like to be able to talk to the person it is always much better if you could ask them questions and figure out what they are saying.

James V. Chisholm, City Manager stated let's see if we can get them here.

Mayor Ritchey asked Mr. McKitrick to make the contact or have Reed make the contact.

Paul McKitrick, Deputy City Manager/Administrative Services stated he would make the contact and try to get them up here as soon as they can.

Mayor Ritchey stated we want to be specific, we can ask questions later but we want to know about the business assistance program and also the awning for the fascia thing was very interesting.

Commissioner Shiver stated he hated to focus on one place and all their successes, if there are any others that have had successes he would like to have them there at the same time. He does not want to be Delray; he wants to be Daytona Beach and would like to get a variety of ...

Commissioner Woods stated City Place in West Palm ...

Mayor Ritchey stated there are other success stories, but they have done it and it was so interesting.

Commissioner Shiver stated they needed a lot more options than just Delray.

Mayor Ritchey stated they are open to all of that.

Commissioner McKay-Vaughan asked about the sign on the Speedway overpass, is that going to happen before Speedweeks, people are asking her.

Mayor Ritchey stated it will not be before Speedweeks, they have got the design and it is about \$65,000; they are getting lined up to get some private contributions as well. He asked Mr. McKitrick if he had an estimated time.

Mr. McKitrick stated about three or four weeks.

Mayor Ritchey stated to put the sign up.

Mr. McKitrick stated yes.

Mayor Ritchey stated it might make Bike Week or the London Symphony Orchestra (LSO) which will be in town.

Commissioner McKay-Vaughan commented about the CRA taking more responsibility. They have not, in a way, provided them any guidance, they have not laid out what we think they should be doing and then they come to us and we say this isn't exactly right. They have some grant money and she was told nobody was using it and she thinks it is because it hasn't been publicized. She also suggested that they look at some low interest loans for rehabbing some of the buildings both business and residential and all of that she believes is the responsibility of this group. She would be very grateful if all of that could be on an agenda very shortly.

Mayor Ritchey stated he agreed that they did need to take more responsibility and provide more direction and leadership.

Commissioner McKay-Vaughan stated yes exactly.

Commissioner Reynolds commended Mr. Chisholm and Mr. McKitrick for going around the community and especially looking at all of the CRA's seeing what is needed with the street lighting and fixing the sidewalks maybe getting that local contractor in and maybe pooling the different CRA's and maybe getting some things fixed on MLK like the lighting which a lot of those people have been asking for. She thanked Mr. Libby for his comments about being proactive especially with our businesses.

Mayor Ritchey stated it would not only make a difference to the businesses but it would show the community that things are happening in these redevelopment areas.

Commissioner Reynolds stated she would like to see each of the redevelopments boards present their plans to the CRA.

Mayor Ritchey stated that was a great suggestion and all of the boards should be there to listen to whoever addresses them. It would be a great education for them as well as us.


Commissioner McKay-Vaughan stated and when we do that she thinks as a CRA they need to have an overall plan having them bring their parts and then have it all fit together not just for their redevelopment but for the whole City that would really be a terrific step.

Mayor Ritchey stated we might need to hold it in a different venue.

Commissioner McKay-Vaughan stated the CRA needs to be the integrators' of the five boards.

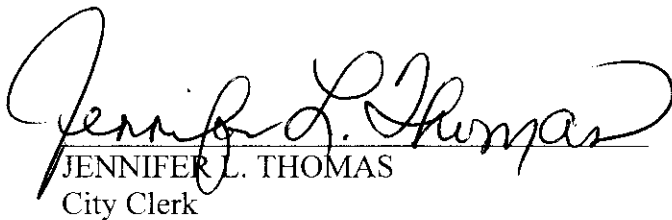
11. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 5:40 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: March 4, 2009

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.