

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

April 15, 2009

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, April 15, 2009 at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Cassandra Reynolds	Present
Commissioner Richard Shiver	Present
Commissioner Pamela Woods	Present
Commissioner Shiela McKay-Vaughan	Present
Commissioner Robert Gilliland	Present
Commissioner Derrick Henry	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 Reynolds led the Pledge of Allegiance to the Flag.

4. AGENDA APPROVAL

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

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

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

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated he had been trying to find out about the Main Street Community Redevelopment Agency (CRA) funds of \$992,902 being spent on the Peabody Auditorium this year and no one seems to know what it is being spent on. He asked if someone could help him out. He stated the glass went above the Peabody to hide the air conditioners and he thought it was going to come back to the Commission and they have not discussed it. He wanted to know how it got there and why. He commented on the new benches and that it changes the look of A1A considerably. They make nice day beds for the homeless. We still have the cracked pavers to deal with as well as the peeling paint on the light fixtures. He asked about the status of Noble Street and thought that the Peabody Auditorium should be made aware of what will be designed there. He asked about the foliage and trees that were removed from the west side to make room for the bus parking. He stated the lighting is very poor at night down Wild Olive Avenue going north. The E-zone is going to be discussed and public will have no input. It came before the Main Street Redevelopment Area Board as a kind of nebulous. He would like to see public input included in the Request for Proposal (RFP). When the money is spent and done, you don't change it.

6. Discussion – Community Redevelopment Area Proposed Enhancement Plan

Paul McKittrick, Deputy City Manager/Public Works reported a couple of months ago he and Mr. Chisholm took a car ride around Midtown and Main Street Redevelopment Areas and Mr. Chisholm expressed his dissatisfaction with the conditions of many of the streets, sidewalks and intersections throughout most of the redevelopment areas. Working with Staffs from Public Works, Engineering and Streets Divisions; they have begun to prepare a very detailed survey of the conditions of the streets and sidewalks in all of the redevelopment areas. As he stated many times before it was always the City's intentions to come before the CRA and work with all of the redevelopment boards to develop a five year Capital Improvement Program (CIP) that with the CRA approval would allocate a certain amount of money every year specifically for sidewalks enhancement and street improvements as well as improvements to intersections within the City. The City's intentions are to spread the cost out over a number of years. If the CRA thought this was a worthwhile project, he asked if they could go back to the three redevelopment boards to get their input on the projects they would like to see completed within their areas; and build a five year CIP that the CRA and the Commission would approve in September through their normal budget process. One thing that pleased him concerning this project was that the improvements and all the designs would be done to City streets and sidewalks. The designs for the improvements would be done by our City Engineers and Staff (not by a consultant) inspections would also be done by City staff. The bidding for the contracts would be sent out to a small number of contractors within our area purposely to break-up the projects so that more than one contractor can get a bite of it. With the approval from the CRA this project could actually begin construction this summer and it could continue for the next four or five years. Individual contracts would come back before the CRA for approval; and the CRA would know which projects were completed and how much money was expended on

each. That concluded his report and he was opened to answer any questions from the board.

Commissioner Woods stated her comments in general were she thought it was a good idea. She knew it was a lot of money but going into other communities it was the kind of thing that you notice when you start dealing with enhancements. The whole thing about not having Americans with Disabilities Act (ADA) compliance ramps hit home with her last year when her family was here visiting and they were lugging around a baby stroller. There was not a single sidewalk in her neighborhood with the exceptions of a couple that had ramps accessible. Her daughter-in-law commented on that fact. No ramps not only affected individuals in wheelchairs, but also bicycles and baby strollers as well. Bringing our City's sidewalks into compliance with ADA ramps is a very good thing to do even if it's done over a length of time.

Commissioner Reynolds stated she wanted to reiterate what Commissioner Woods just said. Then she asked Mr. McKitrick, where would these funds come from and had the language in the Master Plan concerning projects to be funded out of the CRA funds, been placed in there since the audit or would it have to come out of the Capital Projects Fund.

Mr. McKitrick stated he wanted the board to hear the answer to that question, directly from the horses' mouth.

Reed Berger, Redevelopment Director stated he was the horse in question. The CRA already has the portion in there concerning public projects and what they can and cannot do. The difference between the City coming in and maintaining sidewalks and the cracks and that kind of work which is not CRA eligible; and an enhancement or replacement of the sidewalks, which is eligible and has been eligible all along. The changes that were made did not actually affect that although they made it a little clearer about what the City was exactly spending the money on, including maintenance of some of the facilities.

Commissioner Reynolds asked Mr. Berger if the changes made it clearer in the CRA, because clarity was the criteria for the auditors.

Mr. Berger replied it made it clearer. He read through the entire list and felt very comfortable that everything that was on that list would pass the test.

Commissioner Reynolds stated she had the upmost confidence in Mr. Berger's interpretation but she would feel more comfortable if we had a contact person up there that could say "oh yeah, this is in compliance with what we asked for during the audit."

Mr. Berger stated through some of their contact persons around the State, and from the legal side as well he was very comfortable that they are doing the things they should be doing in regards with the improvements.

Commissioner McKay-Vaughan commented that the CRA had to be so very careful. She asked Mr. McKitrick if he had taken this plan to the Beautification Board.

Mr. McKitrick replied not yet this was just the beginning. With the board's permission they would take it to the Beautification Tree Advisory Board.

Commissioner McKay-Vaughan replied very well she didn't hear him mention them and she really thought they should be in on this project. She also thought this was a great report and she was really pleased to see this sort of project come before the CRA for approval. She suggested they start with the streets that already had the infrastructure fixed underneath. She was very nervous that the City was going to do all this beautification which was so very frequently on how things work and the next thing you know we end up tearing up the road because we have a water leak or something. She said her opinion would be to get a report on some of the roads to see which ones needed to be repaired and which weren't. One purpose of the Master Plans is to make sure that we don't duplicate by making it beautiful then turn around and rip it up. She asked Mr. McKitrick was that possible to do.

Mr. McKitrick responded absolutely. As they go through the process with all three of the redevelopment boards as they did with the repaving, they will coordinate closely with the Utilities Department. The CRA will have the final authority and the additional information that was requested can be given to the board.

Mayor Ritchey stated to Mr. McKitrick that this was exactly what the people in the community had been looking forward to seeing some results of CRA funds that the City had. He applauded Mr. McKitrick for this report and said the sooner the better with the beginning of construction for this project. He stated it was past time that this got started and he was glad that Mr. McKitrick brought this before the board. This was just a discussion item so there is no vote necessary, but he would like to see this brought back before the CRA soon for approval to get the project started. Great job Paul.

ADMINISTRATIVE ITEMS

7. Adopted/Resolution CRA No. 09-04 authorizing City staff to issue a Request for Proposals (RFP) to prepare a development plan for the proposed Entertainment District (E-Zone). The preparation of plans is described in the adopted Main Street Community Redevelopment Plan. The RFP will secure the services of a design firm with extensive experience creating successful waterfront development focused on convention, tourism and entertainment venues. Planning activities are 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 OF THE CITY OF DAYTONA BEACH; AUTHORIZING CITY STAFF TO ISSUE A REQUEST FOR PROPOSALS FOR PROFESSIONAL DESIGN SERVICES TO DEVELOP A PLAN FOR THE PROPOSED ENTERTAINMENT DISTRICT (E-ZONE) WITHIN THE MAIN STREET REDEVELOPMENT AREA; MAKING LEGISLATIVE FINDINGS; AND PROVIDING WHEN THIS RESOLUTION SHALL TAKE EFFECT.

James V. Chisholm, City Manager explained the Request for Proposals (RFP) was for a proposed Entertainment District (E-Zone) Plan that would include site specific data and design criteria for properties within the redevelopment of the E-Zone specifically so the City could develop a master plan and then show a prospect what was expected in the E-Zone. It would take some of the risk out of the investment that would come from the private sector. At the same time, the plan would assure that the City gets as a result of the process the product it was looking for. They were trying to get a qualified design professional to provide the schematic and master plan for the E-Zone.

Reed Berger, Redevelopment Director stated Mr. Chisholm had really capsulized the idea but he wanted to go back to why they were doing this. They were looking for a way to show their commitment to improve the area and what their expectations were for it. This was also about not only giving the investors some certainty about what something was going to look like and what the final product would be, but also it really would relieve the anxiety that some people might feel about what it was, what shape it would be, where things were going to be located, and how the businesses or the residents in the area would be affected. The whole idea was to create a master plan. It was a process intended to bring them together and have everyone moving in that direction. This request was about bringing in someone who really knew what they were doing and who had a great track record and great results in planning and designing around convention center facilities and in a waterfront environment and who really understood what was going on particularly in a Florida or east coast town. It was important that they understood what it meant to connect tourism and convention business and also understood how to create that edge around it so they respect and transition to the areas that were not in the E-Zone. The actual Request for Proposals was very short. The general description was focused more on the qualifications and experience of the firm they were trying to attract to do the design. What the firm would submit was their proposal in terms of what they had done elsewhere and what their abilities and capabilities were. If they get the right firm they will bring an attraction for those people who were in the development business or in the hotel business and the restaurants, and retailers who had seen the work and had been participating with the designers in other parts of the country. He thought it was important to understand that there was a whole selection process in there. It was a very public open process in how it would take place. At the end they would hopefully have someone who would really bring not only themselves, but create an attraction that would allow for a lot of excitement and interest in the investment community to look at Daytona Beach.

Commissioner Woods stated she wanted to know how this would be different from the previous plans they had. She wanted the answer to be very specific with that and how detailed the product would be that they would receive.

Mr. Chisholm stated it was his intent for it to be site specific, which was a little different than what they had before. Site specific to identify what particular type of development or uses would be proposed for certain locations. Some of the locations were already owned by the City, some locations were owned by the County so a large part of the area of the master plan was already publically owned so they had the ability to control the uses. They also had the ability to place in the record the recommendations for privately owned properties. By

establishing the master plan that gave the specific uses and the desired outcome in the design if a property owner chose not to go with that design the owner would have to go back through the entire planning process to make those kinds of changes. That process would once again have public scrutiny. The intent was for the City to give the kind of development standards the City wanted in the E-Zone itself.

Commissioner Woods asked if that included setbacks, size, floor area ratio, architectural standards would be spelled out in the plan.

Mr. Chisholm stated yes.

Mayor Ritchey stated it would be the master plan.

Commissioner Woods asked if the public, business owners, and residents around that area, would be able to participate and become aware of the plan through public participation.

Mr. Chisholm stated absolutely.

Commissioner Woods stated once the plan was done the City would have to adopt the Comprehensive Plan or redevelopment changes.

Mr. Chisholm stated yes, there would be changes.

Commissioner Woods asked how the process would be different if the individual brought a proposal forward that fit within the master plan.

Mr. Chisholm stated if someone had a project that fit within the design criteria established in the code, they could build today. The same was true with the proposed plan. If someone came in with the particular master plan concept and it was consistent with the plan and design that they allow and the changes they make in the Land Development Code, then they would be able to build it. They would not have to go through a long drawn out public process for that; although they would have to go to the Main Street Redevelopment Board for their site plan.

Commissioner Woods asked if there was an idea of cost.

Mr. Chisholm stated he didn't know that yet.

Mayor Ritchey stated about a year ago they put out a RFP for the E-Zone and got no response from it. The difference this time was that rather than just putting out an RFP for qualifications, the RFP would say what the City desired.

Mr. Chisholm stated the RFP they put out before was to have somebody give a design build project. The City said it had 16 acres and wanted someone to give a proposal to build on that site. Then the City had a listing of the issues it wanted addressed in that design. The current RFP asks the firm to tell the City what it could build. The City would hire a design firm to

do the design, create a master plan that the City wanted so that when they advertised it for proposals the plan would say what the City wanted someone to build and give a proposal on what they can build, how they would build it, and what the financial conditions to that would be.

Mr. Berger stated those who responded previously said they didn't see the commitment of the plan. The old plans had all tried in many ways to do something. He had looked through those plans. Take Part II and the ULI plan and other plans and brought them into one plan that showed that whole area.

Mayor Ritchey stated obviously is was in a redevelopment area. He asked if redevelopment funds could be used to create a master plan.

Mr. Berger stated absolutely.

Commissioner McKay-Vaughan stated she had some very serious concerns like who decided this E-Zone was going to be there. In the one small presentation on the plan she had expressed the fact that she was not in favor of the boundaries of the E-Zone. She felt there had been no discussion. It sounded to her like they had a staff generated plan that she couldn't describe if she were asked. She felt the process was very backward and it was how the City got in a lot of problems and how the residents got upset. They always get into a situation where they see a plan and say they don't want it. She requested a workshop on it to let them all discuss it. She wanted to know what the other Commissioners thought about the E-Zone.

Mr. Chisholm stated they were all just as interested as Commissioner McKay-Vaughan in having public input in the process. Nobody had preconceived anything. A little over a year ago in the strategic planning session they discussed the concept of the E-Zone and they identified the broad guidelines and the broad areas of the E-Zone with the Commission. Since that time they had other discussions in putting together in particular the 16 acre tract with the County and the City and Corbin property and it came to the Commission. Everyone agreed to the particular design and layout that was proposed at that time. It went to the Main Street Redevelopment Board as well as the CRA. They were now getting to the point of developing the specific criteria associated with a master plan that would require input from the Commission with public input in the process and ultimately come up with a design that would be adopted and approved by the Commission and the CRA as well as the Main Street Board. They were in the process of doing the very thing Commissioner McKay-Vaughan was talking about. It was all part of that process.

Commissioner McKay-Vaughan stated she appreciated Mr. Chisholm's explanation. She had heard that before. She wanted to make it more clearly to Mr. Chisholm. She asked what E-Zone meant, why call it the E-Zone, what did that mean, and why were the boundaries located where they were. Those were the kind of questions she was getting. She didn't think the Commission had an agreement. The last time this was presented to them that she wasn't happy with the boundaries. It never dawned on her that they were never going to have another discussion and that they were just going to go forward as if it was stamped and

sealed. Other questions were what advantage was to Daytona Beach to call the area an E-Zone, what would it mean to the people who live there, had they notified the people who live in that area to find out whether or not or to even tell them they were thinking about doing this with the land they live on. She could tell right now there would be all kinds of problems.

Commissioner Shiver stated from his perspective, the public can't be involved in a process until there was a process. This puts the process in place to allow for public input and public meetings to address all the concerns that Commissioner McKay-Vaughan voiced. He hadn't heard anyone else objecting to the process and there were seven on them on the Commission.

Commissioner McKay-Vaughan stated Commissioner Shiver's point is well made but the reason there hadn't been a lot of objection was that very few people knew about it.

Commissioner Shiver stated he believed they were going to have public meetings.

Mr. Berger stated that was correct.

Commissioner McKay-Vaughan asked how the process was going to work.

Mr. Berger stated it was two-fold. Staff was still going to go out and continue to take the E-Zone concept that they already have in place to the consultants. They would continue to have discussion in the community. If there were people on an e-mail list or something similar let's bring them into a place and a meeting.

Commissioner McKay-Vaughan asked when.

Mr. Berger stated as soon as she wanted.

Commissioner McKay-Vaughan stated she would try one more time to explain her problems. She asked what a world-class entertainment district meant. They were talking about redefining the area as a convention and family tourist destination. She thought it would be very beneficial to take it on a road show so people could hear what it was about before they get into the process so they were not feeling suspicious and being against it.

Commissioner Gilliland stated he completely agreed with going on a road show after they get a proposal back. Right now they don't have anything to talk about. They haven't laid out the concept. They seemed to be losing track of action versus asking someone to give them some information. All they were doing today was approving the issuance of an RFP for someone with experience in doing these projects like river walks that had been successful elsewhere. That would be criteria in the firm that got selected if one got selected. boundaries could be moved. They did that when they did the height limits on the Beachside. If they needed to cut something out, or add something in, so be it but they would get to that as they get through the process. Right now, going out and having a bunch of workshops with residents about a concept with nothing concrete to talk about would just frustrate them and the Commission. Issue an RFP. Get a proposal back that they think would achieve the

goals they wanted to see from all the earlier plans that were already completed as well as what they were hearing through the community. He thought it was a perfectly reasonable place to start and he wholly supports the issue.

Commissioner Woods stated she wanted to respond to Commissioner McKay-Vaughan. Maybe some of the business owners would have some of the same feelings. But the residents in those areas to the western and southern boundaries get nervous when they talk about E-Zone and entertainment people because it happened to be where they lived and they didn't know what it would mean to them. She agreed with Commissioner Gilliland but she also knew what Commissioner McKay-Vaughan was saying. She didn't see anything wrong with at least having an initial meeting with the people around there to say what they were talking about doing so they wouldn't think anything was "done." People get real nervous when they see big buildings where single family homes are. Then it creates a whole problem for doing anything out there. They ended up throwing out a whole plan that had some good things because of some things that happened ahead of time. She saw a meeting as prevention.

Commissioner McKay-Vaughan stated maybe the rest of the Commissioners hadn't heard a lot about this because it was not in their zone. But it was in the heart of her zone. It was the people there who call her all the time. She asked Mayor Ritchey to define for her what E-Zone meant now that they had stamped it with that name, so she could tell the people. They ask and she doesn't know.

Mayor Ritchey stated it was an area around the enhancement that was made to the Ocean Center. They had one hotel there. There were hopes of attracting another convention hotel so they can get out of the necessity to having events. The hotels would be something that would stabilize the community so they were not operating only twice a year. There were businesses in that area that operated year-round. Supported by the hotels, people visiting the Ocean Center and the hotels would have an opportunity to go into that area for restaurants and whatever entertainment venues, shops and those types of things that would be there. If they came to Daytona Beach now in a time where there were no events they wouldn't find much open there except a bar or two. To him, and he wouldn't tell her that he had ever liked that name or designation, but that whole area desperately needed to be stabilized. The concept was putting out the RFP saying this is what we have, an area in the core of their community that was up and functional and operational two or three times a year and other than that it was boarded up and people couldn't make a living there and it didn't do anything to enhance the visit of people who come to the community. A lot of the property was owned by the City or the County so the impact could be lessened to the residents. They could participate as they pleased.

Commissioner McKay-Vaughan asked if they could ask the residents first what they wanted. Wasn't it possible to ask them if they don't want two big hotels. Maybe they would say no or maybe they would say yes, they wanted ten.

Commissioner Gilliland stated nobody said anything about two big hotels. She was jumping ahead. This was just for someone designing a concept. It was comments like that that get

people riled up. That was the problem. She didn't understand the process. All they were doing was issuing an RFP for someone to put together a concept that they could roll out to the people who live not only in area but around the area to see whether or not they thought it was a reasonable way to proceed. Right now there was nothing.

Commissioner McKay-Vaughan stated they would have them put together their idea of what they thought was wonderful for this City. All she was asking was that the people be asked what they would like to see before the RFP was issued. Then find someone who could put those ideas together and make it real.

Commissioner Gilliland asked Mr. Berger if he could include a copy of the Visioning Plan with the RFP. They just went through a yearlong process of doing what Commissioner McKay-Vaughan was talking about. Starting that over again with a specific vision process would just duplicate it.

Bob Williams, 1200 West International Speedway Boulevard, Daytona Beach, Vice President for economic development at Daytona State College and co-chair of the business development partnership which not only represented many businesses in the Daytona Beach area but actually all across Volusia County stated he was there to tell the CRA that the leadership of Daytona Beach was critical to the business community throughout Volusia County. Decades ago they made the decision to put a convention center as part of their traveling tourism industry in that area. They just put another \$80 million into that investment. It was time for the people to benefit from it. They were not currently poised to do that. He was there to tell them that the Staff had been out in the community. He had been in at least three meetings where they presented the plan. It was so important to understand that particularly in these hard economic times they needed jobs in this community and they needed capital investment. If they were going to get that capital investment they had to lower the risk to those people who would come into the community and do that. The way to do that was to have a process where they brought together all the plans that had already been done like Take Part II, the County's plan, and the City's Visioning Plan and give that to some professionals who could put a specific plan together that they could then debate and work through so that when an investor wanted to come into the community those issues would already have been vetted. That was the plan that was on the table today and he wanted to commend the staff for it. He thought they had done a terrific job. He just wanted to say he thought the business community would be in big support of moving forward.

Chris Daun, 132 Pierce Avenue, Daytona Beach speaking on behalf of Heritage Preservation Trust stated he was very concerned that no one from staff or the CRA mentioned that the E-Zone encompassed two national historic districts. He relocated to Daytona Beach nearly four years ago because he liked the charm of the history of the town. He believed they could have the historic preservation in this town and also have support for the Ocean Center. He was concerned because he had seen what was shown to him as a phase one for the E-Zone which included the removal of buildings on the north side of Main Street from Wild Olive Avenue to A1A with a 50 foot plaza parking garage behind Ocean Center. He heard comments from the CRA that there had not been any type of plan but he had seen, unless

now that had changed, specific renderings of what was to happen on Main Street which included the changing of an urban street in their City. He would like to recommend to the CRA that before they perceive doing an RFP on the matter, since most of them supported the passing of the historic ordinance for the City and it was one of the most important requests out of the Vision Plan, that they get the protection for the two national registered districts on the local level so that anything new that went there would support the design standards in the historic ordinance.

Commissioner Woods stated she met with Mr. Chisholm and had gone through the national registry and she gave him a list of properties that were considered contributing structures in that area. They had talked about it originally and she thought they were very cognizant of that. There had been talk of a hotel in that area for a long time, even when she sat on the Main Street Redevelopment Area Board. It was not a new thing for that area.

Ken Paz, 33 South Oleander Avenue, Daytona Beach stated he lived just south of Main Street. Commissioner McKay-Vaughan was his representative and she was right, they had other plans in that area that had not been passed by the residents first and a lot of money had been spent by the City to put the plans together and they were shot down because the public was not involved first. He was a regular attendee of the Main Street Redevelopment Area Board meetings. He had spoke to Mr. Berger personally and e-mailed him about the E-Zone and he still knew very little about it. He understood that they think they need a plan but he had given Mr. Berger a plan that was developed in the late 40s that was very similar to the plan they were talking about now. Sixty years later they were still talking about the same stuff. In his opinion money had been spent recklessly because nothing ever got done because the City pushed something that the residents were not willing to tolerate and then the residents fill the Commission Chambers with a very angry meeting and of course, the things get squashed. Everyone wanted Main Street to be better. He lived there. He was tired of the bums and the drunks and all of the problems they had because it was a depressed area. They would all like to see development in the area. They need to give the citizens options before making plans and putting them out for a proposal.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated he was in favor of the E-Zone. He just didn't like the RFP coming across as a "fea comple." He spoke of the citizens' desire for parks and he spoke of development on East International Speedway Boulevard and what he thought were ways to do that. He stated the citizens of the entire City needed to be able to give input.

Tim Stockman, of Ocean Waters Hotels and Resorts located at 600 North Atlantic Avenue, Daytona Beach stated he was also a stake holder in the latest vision process. One of the topics of conversation over and over was supporting the Ocean Center as far as tourism was concerned and making Daytona Beach a year-round destination. After summer it was very slow except for Biketoberfest. He also served on the Halifax Area Advertising Authority (the HAAA Board) and they dealt with the bed tax. They also hear over and over that when people come to the Ocean Center they come to Daytona Beach and say the beach is great but, what else is there to do. They firmly believe that in order to support the convention center and make it a more attractive target for large conventions there needed to be a support

structure. That meant restaurants and shops. The E-Zone concept as he first heard it sounded just perfect. Members of the HAAA Board agreed it was exactly what they need to increase tourism to the area. He was glad Commissioner Gilliland brought up the Visioning Plan because it was discussed at length in the vision process. There was a lot of community input in the process. He thought the RFP, getting someone with experience to come in and give them something to start on, some ink on paper, something they could present to the public to get their input was a great direction to go. He was speaking as someone who was neck deep in the hospitality industry and his company certainly supported it. He thought the CRA was doing a great thing in helping to support the tremendous investment that the hotels, the City, and the County had made in the Ocean Center.

Chris Challis, Attorney with Cobb Cole, 150 Magnolia Avenue, Daytona Beach stated he was present as the chair of the Chamber's Local Government Committee. He wanted to echo several of the things that were said. They should be happy and proud that this City was responding to exactly what was asked for in the visioning process. What they said so often in that process was that they wanted to know what the future of the town would look like. That was what staff was doing and that was what they were asking the CRA to do, to start a process by which the public could plan how they would be able to touch and feel. It was similar to what they wanted Downtown, to know what the street was going to look and feel like. This process was simply a more specific approach to that very same thing. He thought it was very responsive to what the community had asked for. He understood that there would always be some concerns and questions. He didn't know if they could ever educate everybody all the time but he thought they were doing a good job of taking the steps. They heard the City Manager explain that there would be several meetings during this process and then they would have another set of public meetings when they actually rewrite the Land Development Code to accommodate it. There would be so many opportunities for input. Lastly, most folks don't know that staff had done a good job of getting the information out there. As part of the Local Government Committee he met on a monthly basis with some folks on the Beachside to talk about various issues and see if they could find common ground and ways to work together on areas where they agree and also understand better on areas where they don't agree. One of the things they had done in the last couple of months was have Mr. Berger come to talk to them about the E-Zone. It certainly wasn't a public meeting or a neighborhood-wide meeting, but the folks he asked to come to those meetings were key members and friends from the Beachside who attended City Commission meetings regularly. They were not charged with disseminating that information. It was so very conceptual at that point that there was only so much they could really explain. He thought the very rough concepts had been talked about and received a little bit of feedback. He wanted to give thumbs up to the staff because they had done a decent job of getting the right amount of information out in a productive way.

Commissioner Shiver stated he would like to request that as part of the RFP process it be stated that the very first step taken before anything was done was to hold a public meeting on the Beachside for people involved for any plan that might be placed. He thought that would go a long way in resolving some of the concerns. All they were doing was asking for a professional to come in and give them a process.

Mayor Ritchey stated he didn't think the RFP precluded historical preservation issues. It didn't preclude public input. To him, status quo was not an option any more. They had bandied this about for years and they were no further along in resolving the issue than they were years ago. They had to stabilize that community and with community input so everybody had input into the ultimate plan whatever it started out to be. He assured everyone that the person they hire, if they decide to do that, would have input about historical preservation, the Vision Plan, and where the hotels were apt to be.

Commissioner Woods stated she thought they needed to be clear in terms of what they were voting on. It was not conceptual. It was very site specific. It would be very specific in design standards, setbacks, even down to the number of hotel rooms in a building. It would say this goes here and it would be this big and this tall with the first floor mixed use commercial, parking garage or whatever and this is how the parking garage would look like. She asked if that was what they were going to get as the end product.

Mr. Chisholm stated yes, that was what he wanted as an end product.

Commissioner McKay-Vaughan asked about the underlying zoning and would it be changed in any way.

Mr. Chisholm stated that would be part of the process once they develop the plan and the concepts.

Commissioner McKay-Vaughan stated so the answer was "could be." She asked if when they go to the person who comes in were they going to say to him, "Here is what we have and we have all this blank land out there, after you listen to the people, tell us what you think would work." They weren't going to him saying they want them to come in to design whatever. She was confused about what they were telling this person who comes in.

Mr. Chisholm stated the first thing the City would tell them was to have a public meeting. Then they would see the input concerning the proposed uses around the Ocean Center and the area identified and commonly called E-Zone with no particular preference on continuing with that name, to get input from the public as it related to that area. Then he thought there would be ongoing dialog with all the boards associated with that area and dialog with the public through those boards as well as the Commission and the CRA.

Commissioner McKay-Vaughan stated Mr. Nicholson brought up the second and third phases. She had seen it written somewhere on maps that had been more than the first phase. She would like to know the extent of what they plan to do. She asked why they weren't being honest about it. Then when she asked about it again, in another place she was told they didn't know anything about phase two. She wanted to know, what was the absolute extent of the area that they were talking about and why can't they plan the whole thing and then do it piece by piece.

Mr. Chisholm stated the only thing being considered currently by the City was the E-Zone that was from Harvey Avenue to . . .

Commissioner McKay-Vaughan interrupted saying it was halfway between Harvey Avenue and Main Street. He was telling her there was no phase two or three.

Mr. Chisholm stated it was never phased. There were many things considered in arriving at that location.

Commissioner McKay-Vaughan stated so this was the extent of it. She asked if they could be sure about that.

Mr. Chisholm stated it was the extent of it until and such time as this CRA or the Commission or some other group wants to change it. They haven't even completely designated this area. This whole process would flush out anything anybody wanted to talk about as it related to the area around the Ocean Center.

Commissioner McKay-Vaughan stated her last statement was that she appreciated their time to work through this. She really didn't want this kind of conversation to deteriorate into status quo versus progress. It was not that there were people who didn't want this to happen. She appreciated people like Tim Stockman and Chris Challis because this is very important to the City. She wouldn't be a Commissioner here nor would the people be living here if they didn't believe in the City. Please just do her a favor and don't let it devalue into the kind of things because that happens so often. They were either for it or against it. They were either status quo or for progress. That was not the issue there at all. She hoped they didn't get to that point.

Mayor Ritchey stated he wanted to comment about that. If Commissioner McKay-Vaughan interpreted his remarks as status quo, let's not think thing through, or let's just go hell bent for leather to do anything to change the process then she didn't hear what he said. He was saying they had been in status quo over there for years. Status quo was not acceptable. He thought they needed a master plan like they discussed there today that would evolve through input from the residents, through the business community, through the CRA, through the City Commission, through the Planning Board, and through the redevelopment boards. The comment about status quo should be taken seriously because they do a whole lot of talking and not a lot of acting. They get so bogged down in minutia sometimes that they don't act when it's appropriate. They were in the middle of a downturn in their economy. He didn't know if they put out an RFP today after they had a master plan that they would get anyone to respond to it. But they had a great linchpin over there now with the Ocean Center and with the money that the County had invested in that. They already had hotels and they had the promise of some other hotels. They had people interested in investing in their community. If the CRA didn't get something going it would be status quo and status quo was not acceptable. He thought now was the time to move. Get the RFP. Let's talk about hiring a consultant. If they don't like the plan after everyone had given them the input there was certainly nothing that said they had to act on it. He is ready to vote on it.

Commissioner McKay-Vaughan stated her comment was not in reaction to Mayor Ritchey's comment. She was just asking that it be kept from that because they all understand that development needs to happen.

Mayor Ritchey stated the right kind of development.

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

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

8. Adopted/Resolution CRA No. 09-05 approving the expenditure of Mainstreet Redevelopment funds for Change Order No. 1, in the amount of \$14,485.20, with Air Mechanical & Service Corp., 325 Anchor Road Casselberry, FL 32707 for additional condensing pumps, refrigerants piping and electrical; and approving the Final Estimate Reconciliation Agreement in the amount of \$193,485.20. The change order of \$14,485.20 was for the addition of providing A/C service to the two offices in the front lobby. The Final Estimate Reconciliation Agreement reflects the final contract amount of \$193,485.20 based on the actual in place work required to complete this project. It is further understood and agreed that the substantial completion date was August 3, 2008. The contractor has been paid \$172,275; which includes a retained amount of \$17,227.50, plus a final payment of \$21,210.20 for a total due the contractor \$38,437.70. The renovation of this property 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 THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND FOR HVAC RENOVATIONS AT THE PEABODY AUDITORIUM; APPROVING CHANGE ORDER NO. 1 WITH AIR MECHANICAL & SERVICE CORPORATION IN THE INCREASED AMOUNT OF \$14,485.20; APPROVING THE FINAL ESTIMATE RECONCILIATION AGREEMENT WITH AIR MECHANICAL & SERVICE CORPORATION IN THE TOTAL AMOUNT OF \$193,485.20; AND PROVIDING AN EFFECTIVE DATE.

Mayor Ritchey clarified that they had additional rooms to be air conditioned.

James V. Chisholm, City Manager stated that was correct. There were additional rooms to be air conditioned after the contractors left and this is the additional cost for that.

Commissioner Woods asked if the air conditioning was all taken care of and up to speed.

Mr. Chisholm stated yes.

Commissioner Reynolds asked if that included the facades for the air conditioners.

Mr. Chisholm stated yes, that had already been taken care of.

It was moved by Commissioner Woods to adopt the Resolution. Seconded by Commissioner Henry. The Resolution was adopted 7-to-0 with the breakdown as follows:

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

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

No comments.

10. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 5:15 p.m.

GLENN S. RITCHEY
Chair

ATTEST:

JENNIFER L. THOMAS
City Clerk

Adopted: June 3, 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.