

MINUTES

REGULAR MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

June 3, 2009

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, June 3, 2009, at 5:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

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

Also Present:

James V. Chisholm, City Manager
Marie Hartman, City Attorney
Letitia LaMagna, Assistant City Clerk

2. Commissioner Henry led the invocation.

3. Commissioner Woods led the Pledge of Allegiance to the Flag.

4. Approval of Minutes of the April 15, 2009 Special Community Redevelopment Agency Board Meeting and the May 6, 2009, Special Community Redevelopment Agency Board Meeting, as individually read.

It was moved by Commissioner Reynolds to approve the April 15, 2009 Special Community Redevelopment Agency Board Meeting Minutes and the May 6, 2009, Special Community Redevelopment Agency Board Meeting Minutes. Seconded by Commissioner Gilliland. The motion passed 7-to-0 with the breakdown as follows:

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

5. AGENDA APPROVAL

James V. Chisholm, City Manager read the Agenda changes:

No changes.

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

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

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

John Nicholson, 413 N. Grandview Avenue, Daytona Beach stated when you get to Item No. 8 there are two items that might be a problem; one we are losing two parking spaces and the whole reason why we didn't have the original entrance there was to give them their parking spaces and now we are going to give them away. But the main thing is it is down on the approach so anyone coming up or down A1A won't see that, but coming down International it is going to be very visual but you will not be able to see it from A1A because it is half the distance between A1A and the ocean. Secondly on the twelve planters they just put on the circle on Auditorium; without the cones busses are having a difficult time going down Peninsula and continuing straight. He asked if there was a way of making sure busses can make that turn, as you come down Auditorium heading east the sidewalk jumps out eight to 10 feet into the middle of the street so you have to go around and make a left to go right in front of the Peabody, busses in the past were going to the left hand side to go straight, in other words in the opposite direction, so if that could be checked out before you go much further on it. Lastly they had to retrofit Auditorium with those little bubbles for the handicapped so that the handicapped don't walk into the middle of traffic, then they put it down where the busses are turning on the west side of the Peabody, but he checked with a gentleman finishing up today and they are not planning on putting it at the end of the sidewalk where Peabody ends, at the end of the Atlantic room, so any handicapped person walking down the west side of Peabody will walk right into the parking lot and the traffic, perhaps we may want to consider putting that bubble where the visually impaired are actually walking.

PRESENTATIONS

7A. E-Zone Presentation

Reed Berger, Redevelopment Director stated the Commissioners had a chance to look at the E-Zone and offered an updated presentation and talked about the Master Plan schedule. There is an on-going Historic structure survey taking place. A handout and brochure was given to the Commission that just came off the press. There will also be a public neighborhood meeting that will take place at the end of the month. In April, the Commission authorized the Request for Proposal (RFP) to be released. We went through and made a few minor changes, sent it out May 2, 2009 and it was published. On May 21, 2009, the proposals were due and that was the peak of the flood so the final deadline was moved to May 26, 2009. We received 29 proposals from many great, qualified firms all over the country. The selection process will begin on or around June 11th, 2009 and will be a two phase selection process so hopefully they can boil it down to about four finalists. We are going to go back and ask those finalists to provide more detailed information which will include the place where we are going to be asking about how much it will cost, site specific information and this will give us an idea of what to expect from them. Mr. Berger stated they are looking for the selected proposals on or around July 7, 2009, have a selection on July 14, 2009 and have a contract for the Commission at the beginning of August; November 17, 2009 should be the magic date that the Comprehensive Land Use Map with the Planned E-Zone changes will be submitted. The whole process requires public meetings to be scheduled. This will be a very open and visible process.

Mr. Berger presented a map for the Commission to view the boundary area of the E-Zone. The Ocean Center is the center of this and some historic districts around the edges, some are residential and some not. We have been working with Paul Weaver who previously designated the historic districts. We hope to get a report from Mr. Weaver by the end of July matching up with the timing of the release of the Land Use Map. Mr. Berger wanted the Commission to understand that the history and heritage is very important to the community. We want to make sure we connect these areas so they are exciting and fun for everyone. Walk ability is essential and we would minimize the motorists and vehicles in that area. This is getting down to specific sites and building something. The statement will be clear on how we want this to happen to the community residents and also for the developers that want to invest.

Mayor Ritchey asked if at this point Mr. Berger had been in contact with the property owners along Main Street. He asked if he has had a meeting with the property owners. Mr. Berger stated no, not a formal one. We have continued to have meetings with the Main Street Board but not with the property owners. He suggested Mr. Berger meet with the three main owners of property down there and present the information to them.

Mr. Berger stated absolutely, I know we have had some individual discussions with some people along there that are interested. We intend to meet with the stakeholders individually and also people who live around that area. He encouraged them to attend the E-Zone informational meeting later in the month.

Mayor Ritchey asked Commissioner McKay-Vaughan if she could attend.

Commissioner McKay-Vaughan stated she could not attend on that date.

Mayor Ritchey asked if there was a way to change the date.

Commissioner McKay-Vaughan stated she needed a better day than that. She knew it was in the brochure and she was not consulted on one thing and she was sad about that.

Mr. Berger stated he thought a change in the date could be done; it did not cost us that much to print the brochures up. We can pick a new date. We have not mailed them.

Commissioner Woods asked if this was the only meeting they were having.

Mr. Berger stated no. This is a meeting to put out information before we know a lot ... until we get the consultants; we are not going to be able to have a lot of constructive dialogue. He recommended that while we have discussions with stakeholders and anyone interested in talking about what we're doing and look at boundaries.

Commissioner Reynolds asked if the criteria had been set for the selection committee.

Mr. Berger stated we have a selection committee already, purchasing handles the selection process.

Commissioner Woods asked if a meeting would be held where you actually interview the candidates and the public could attend. She asked if it would be on the schedule they receive each week.

James V. Chisholm, City Manager stated they are all public meetings. A lot of this is in your weekly reports you receive and there are many meetings going on.

Mayor Ritchey stated the concept is nice and the way Mr. Berger is approaching it. He suggested that when Mr. Berger speaks with the property owners in the Main Street area, mention that we can help them with their buildings and explore opportunities for them to benefit from. They may take an active role in the project themselves.

Mr. Berger stated it was a good suggestion and they are having some dialogue and discussion.

Commissioner Gilliland stated you have 20 plus proposals and then you will cull that down to a select group, then you are going to go back out with a best and final. At that point, there will be interviews with each of them and those will be the public meeting.

Mr. Berger stated it is really two phases when you say a public meeting, the public can attend ...

Mr. Chisholm stated they are all public meetings.

Commissioner Gilliland stated they are public meetings however, sometimes the public cannot speak at some.

Mr. Berger stated if you come to the meeting, you will see the same presentation the selection committee would have seen.

Commissioner Gilliland wanted clarification that they were not going to have 29 groups of folks now before we go to best and final.

Mr. Berger stated no, there will not.

Commissioner Gilliland stated we are the policy makers, not the administrative body. It is your job to get it down to a small group.

Mr. Berger stated you are right and will probably have the opportunity in July.

Commissioner McKay-Vaughan stated so what I hear you saying is you are going from 29 to four, or whatever number you so choose, is going to be done in private. Staff is going to do that and there will be no access or meeting in room #116.

Mr. Chisholm stated no, that is not correct. That meeting will be a public meeting where the staff comes in and they show their evaluations of the various proposals and the selection committee will consider all of the issues and then from that point narrow it down in a public meeting ...

Commissioner McKay-Vaughan stated like what we have in room #116.

Mr. Chisholm stated we have never had a private meeting when that occurs, it is a public meeting.

Commissioner McKay-Vaughan stated gosh that will be a long one won't it, 29 responses all right, never mind, okay so that will be open to the public right from the start. Very good, that is what I had thought you said. She mentioned A1A and there is concern there, we have A1A, we have Beach Street, we have Seabreeze, we have International Speedway Boulevard (ISB), we have a bunch of streets that are "entertainment zones" at least from the past they have been, they haven't been called that but that is basically what they had been set up to do. We want restaurants, we want places for people to go and they are all failing, the question people are asking her is, why are we doing this again. She does not have a good answer for that and agrees with them to a certain extent. The people who are on Main Street and A1A are very concerned even just from a competition point of view; here we are struggling our brains out to make a go of it on these streets, we're not really getting a whole lot of help and now we are going to have more competition and really thinks they need to somehow address

that. This makes her hesitant and less than enthusiastic about this project although she sees there is some value to it, she really does but these are the kind of questions she has a problem with.

Mr. Chisholm asked would you like for us to answer or ask questions.

Commissioner McKay-Vaughan stated yes you can, if you like.

Mr. Chisholm stated that he knew it was a tough economic climate for anybody that is in business this day and time, it is not easy no matter where you are located, whether it is ISB, A1A or Main Street. The whole idea of this E-Zone is to create an atmosphere where the entertainment activities associated with the Convention Center, the beach, the Ocean Walk, the Hilton all create an opportunity for everybody to effectively make an investment without having undue risk and at the same time give us the opportunity to design what we think is the best thing for them to do and how they can do it.

Commissioner McKay-Vaughan stated they being.

Mr. Chisholm stated they being whoever it is, the property owner, the developer that is buying the property from a property owner so that we make it economically feasible for somebody to make that investment. The E-Zone is planned for the area that is identified in the exhibit; he did not know if she wished it expanded to other areas and that is something that can be done but he rather they stick to plan that is before them now to start with and see if they can work through a plan of activities that makes it easier for people to make an investment in our community.

Commissioner McKay-Vaughan stated yes sir but that was not the point she was making at all, she was certainly not asking to expand it. The point she wanted to bring up was about the boundaries, she brought this up the last two times, in December she stated she was willing to look at it but the boundaries are very bothersome to her and they still are and the last time she brought it up, she stated that Mr. Chisholm said to her they were not going to make a decision on that. She asked what are we going to do about these boundaries.

Mr. Chisholm stated they are not going to make a decision about that until we have the developer here.

Mr. Chisholm stated no ...

Commissioner McKay-Vaughan stated okay, that is what I understood you to say.

Mr. Chisholm stated you asked me about expanding the boundaries or did we have a Phase II and I said no. In developing the outline for the boundaries, there were several options looked at, and this is the option that is proposed that is before the Commission.

Commissioner McKay-Vaughan stated yes Sir you are absolutely right that was another question I asked, but originally I did ask both of those, I did ask about the boundaries, I said

this back in December the people who live in this area are very concerned about the boundaries and regardless of how it goes, she is asking him now, she is not going to argue about the past. She stated it is very difficult because they get these answers that we think we have to put our feet on and then we come up, now you can still say that these boundaries are not permanent but the concept she was trying to explain to everyone last time has come true. What we have done now is stamped this as this is the area, hopefully we can make some changes but the position it puts the residents and businesses in that area is a negative position, this is a great plan but they don't want it on this side, they want it shorter etc., she is sad about the fact that she does not think she was spoken to properly, she conveyed to the people the answers that she thought she got but now once again they are faced with, yes it has already been decided. Now whether it has or it hasn't we have definitely given the impression that it has been and this puts them one down and this is what she wanted to try to avoid but they haven't been able to do that so at this point she does not know if there is a whole lot more that they can do. Her point about A1A and Main Street is not that she wants this expanded to take that into consideration but it seems that we have given very little consideration to the people that live there, the people that have been struggling for years, we have talked about all kinds of things, we have all kinds of promotions, we do all kinds of things but none of them seem to work and now all of a sudden they are just left out in the cold, her suggestion would be to work on A1A and Main Street before they do the E-Zone she knows that isn't going to fly but that is what she thinks they should do, these are the people who have been living and working in our community for years and now we are opening up a new area for new people to come in and do wonderful things in our City and once again the people who have been here for years are being left out in the cold and face more competition. Another problem she has is that they are going into two historical neighborhoods and they have had no discussion about how sacrosanct that will be. She asked for consideration of a change of the date for the meeting on the E-Zone as she has a vacation that she had planned three or four months ago and had no idea that it was going to overlap this.

Mayor Ritchey replied that has already been determined.

Commissioner McKay-Vaughan stated thank you.

Commissioner Reynolds stated she did not know if it helped at all but as the representative on the Tourism Development Council (TDC) they are trying to rev up the Ocean Center and if not mistaken they are trying to get the area around the Ocean Center to be a accommodating to conventioners that come in more so than other areas where there are convention centers, the surrounding area of our convention center does not come up to par quite yet. She is also concerned and sympathizes with the residents in the surrounding area, but she did take note that Reed spoke about the transition from this area into the historic area. She thinks that would be a drawing point as well for our conventioners to come in and see our historic area. She stated someone said our convention center is the fifth ...

Mayor Ritchey continued the fifth largest in the nation that is within walking distance of the ocean.

Commissioner Reynolds stated right so we have a lot to offer there and with the expansion of the Ocean Center and trying to get additional conventioners in there, we would like to offer something and we would like to get them back. That is why they are emphasizing this area, the area around the Ocean Center; of course they would like for A1A and our entire City to look just as nice.

Commissioner McKay-Vaughan stated exactly and that is why, I mean I think we have other streets that need attention but right now she thinks there are two streets that meet all of the qualifications that Reed mentioned and yet those aren't worthy of supporting the Ocean Center, it looks that way and so ...

Commissioner Gilliland stated aren't those the two major streets that are in the E-Zone, you are talking about very small pieces that are included, it is A1A and Main Street, it is where you are arguing it should be.

Commissioner McKay-Vaughan stated okay, I hope so.

Commissioner Gilliland stated I am lost here.

Commissioner McKay-Vaughan stated that she hoped they would give the people who are there and have had businesses there for a long time a really important part. She thought she heard the Mayor say that. She stated she heard Reed say that staff has made their intentions known to the residents, she appreciates that and appreciates the openness but asked if he understood from the residents and businesses who live in that area that yes they know he is trying to make his plan evident to us but we live here and we want to have some input and we are going to have input but it is after this came out. She wished they could get a sense of the kinds of places that they put the residents and the businesses who have operated for years and years in our community, we put them one down before we even begin the conversation, she is only going to hope for the best and feels she has to express this opinion for them because they are very distressed.

Commissioner Shiver stated he has been in Daytona Beach a long time and what he sees happening is the same thing over and over again and we end up with the same results over and over again, that is why the area is struggling and it refuses to change. You talk about the residents having fear, when I get a phone call to listen to the radio and I hear a Commissioner on there scaring the people, yes they are going to be scared, talking bad about the E-Zone and all the bad things that are going to occur, of course they are going to be scared. That is not the way to handle it, being in the tourist business people come to him every day and ask what is there to do. I have to tell them to go to Adventure Landing, the Ocean Walk or play putt, putt golf, those are the only options.

Commissioner Gilliland stated you have been here a long time, it's Daytona Lagoon now.

Commissioner Shiver stated is it, oh.

Commissioner Woods stated forget the museum but go ahead.

Commissioner Shiver asked what museum.

Commissioner Woods replied of Arts and Sciences.

Commissioner Shiver stated it's a great place but people don't come to Daytona Beach ... most of them have their own museum and those that don't, don't even know what one is. He stated that he likes the museum a lot. You've got to change eventually, if you stand still long enough you are going to fall and that's what is happening, we continue to crumble because we are not changing, we are not evolving and truthfully he has a meeting tomorrow with several of the businesses on Atlantic Avenue and they have expressed nothing but excitement about the to be involved in this process not to be excluded but to be involved in it, he hasn't heard anyone say that they are going to be excluded and they are afraid, the people he has talked to are excited about it.

Commissioner Gilliland stated and he has had the exact same experience, he has no idea where this fear thing is coming from because he has talked to about 20 different people who either live there or most of them are renters actually that live either in or almost directly adjacent to it or business owners and everybody thinks it is a great idea, they are tired of the status quo and want to see something change. To his mind this is still somewhat of a blank slate they are going to wait and see what comes up and the things that they don't like they are not going to listen to and they will certainly not let anyone destroy things that have historical value to the community but we certainly can't continue to do the same thing, as Rick said, and expect a different outcome.

Commissioner Shiver recommended that they move forward.

Commissioner Gilliland suggested that they address the action Item No. 8 prior to Item No. 7B as they have to adjourn in about 20 minutes.

Mayor Ritchey asked what the pleasure of the Commission was.

Commissioner Shiver stated let's do the action item first to make sure they get it done.

8. Adopted/Resolution CRA No. 09-07 accepting the low bid from Certified Signage, Inc., DBA Central Signs, 517 Mason Avenue, Unit 100, Daytona Beach, Florida 32117, for the fabrication and installation of the International Speedway Boulevard (ISB) Beach Approach Sign and authorizing the expenditure of tax increment funds from the Main Street Redevelopment Trust Fund, in the amount of \$64,748. The cost is less than the original estimate of \$75,000. The Main Street/South Atlantic Redevelopment Board reviewed the proposed site plan and sign design and determined that the project is consistent with the Main Street Redevelopment Plan. The Board unanimously recommended CRA approval at their May 13, 2009 Board meeting. Assistant City Clerk LaMagna read the Resolution by title only. A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DAYTONA BEACH APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND IN AN AMOUNT NOT TO EXCEED \$64,748 FOR THE PURCHASE AND INSTALLATION OF THE EAST INTERNATIONAL SPEEDWAY BOULEVARD BEACH APPROACH SIGN FROM CERTIFIED SIGNAGE D/B/A CENTRAL SIGNS; AND PROVIDING AN EFFECTIVE DATE.

No discussion.

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

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

7B. Redevelopment Board Priorities

Reed Berger, Redevelopment Director reported the three redevelopment boards really have worked hard together to try to develop consensus, they have even had some outside workshops to try to get to a place they felt they had the most priorities. One of the most important things as a redevelopment board member was to give the Commission some suggestions so that as you move forward with budget processes you will have some advice coming in from the boards. There were five by the Midtown Redevelopment Board of some gateway signage and the first one will be at Dickerson Center at Orange and Martin Luther King (MLK) where they wanted to have a significant signage there. Orange Avenue there is no question because it was talked about in the Capital Funds, when you are talk about the flooding or those sorts of things. The redevelopment of the former Police Station site (this list was in no particular order they were just the top five projects). The redevelopment of the commercial sites at Nova and International Speedway Boulevard (ISB) to create some tax increment financing in the area to grow the revenue to do other Capital Projects and providing some kind of strip shopping centers or some kind of retail venues on MLK is also desired. Those were the top five in the Midtown Redevelopment Area but there are still

more on the list but he didn't have time to do them all.

Commissioner Woods asked Mr. Berger, in relationship to their priority, the boards have done their priorities and said what their priorities were; would the City be using what they've said their priorities are in helping to shape the budget for next year? How were those priorities going to be used since they've done the work?

James V. Chisholm, City Manager replied, he believed that would be their recommendations for the priorities for the CRAs. The CRA would actually establish the priorities in the budget.

Commissioner Woods stated what she wanted to know was what was going to happen with what the boards had done, are we suppose to give our stamp of approval.

Mr. Chisholm replied, what will happen is Staff would take those issues and bring them forward during the budget process to the CRA for approval.

Mr. Berger stated board members were also sitting in on the Strategic Planning sessions watching so hopefully you will give that some consideration as well.

Commissioner Reynolds asked if the CRA would be reminded along the way as the Strategic Planning and Budget is being developed concerning those priorities, so they didn't have to keep all of this information in their heads. If the CRA could have reminders as things moved forward it would surely help.

Commissioner McKay-Vaughan asked Mr. Berger if she was correct in understanding that the list was not prioritized.

Mr. Berger replied that was correct.

Commissioner McKay-Vaughan stated that the Gateway signage was not their first priority, but it was one of the top five, is that correct.

Mr. Berger replied the boards were asked to give Staff their five top priorities and that is all these five are, not in any specific order by priority.

Commissioner McKay-Vaughan asked what role the CRA would play when all of the Midtown groups have recommended their priorities. It seemed to her that as a member of the CRA they had the final say of yeah or nay to the list. One thing she wanted to bring up was in light of what was going on with the City's recent damage and everything it seemed to her that and she was sure that the list of projects were completed before the recent problems in the City. It also seemed to her that the City needed to prioritize its infrastructure as being number one on the list of priorities, and she wanted some discussion concerning that issue. If it had to go back to the boards to decide if it was important enough or not, she felt that needed to be somehow placed on the priority list. She wanted to see that brought to the top of the list, not on every board but especially on the Midtown list and probably on the Main Street list as well.

Commissioner Reynolds responded that as members of the CRA they would do that, but the five projects that were listed now and being discussed are just recommendations and they really didn't need prioritizing.

Mr. Berger replied that was correct, and there would be some changes. If there is another flood or something like this happens those changes are going to be flexible. Commissioner Henry was at the workshop when the boards talked about the other items on the list and it was very clear that the message from the Midtown Board is to get those five things done and not in any certain order.

Commissioner Henry replied that is correct.

Mr. Chisholm stated as a practical matter in getting things implemented a lot of the priorities will be included in the funding of some of those issues. Orange Avenue is mainly infrastructure which is the first part of it and the second part of it is there will be projects that will come as a result of the recent event that are not even contemplated at the present time because it's going to take a study and time an analysis to reach some conclusions and to find the funding for it. Those things are going to come regardless of this. This is achieving a goal which we have of establishing their strategic priorities for their areas of responsibility.

Commissioner McKay-Vaughan commented and then you said they would be included in our budget discussions. With signage what is that, you take away every single street, or what streets, and how much money will be spent on that. There is not very much details on any of these items that are listed, who decides on how much money will be given to gateway signage for example.

Mr. Chisholm stated their recommendations will be taken by Staff and brought back before the CRA during the Budget process.

Commissioner McKay-Vaughan replied so you will find the funding in the budget and then vote on it at that time, was that what you are saying.

Mr. Chisholm responded that's exactly right.

Commissioner McKay-Vaughan stated because the CRA accepts the budget and these are in there will that mean that we have accepted them.

Mr. Chisholm answered yes ma'am.

Commissioner McKay-Vaughan stated going back to Commissioner Reynolds question will you be pointing these specific things out in the budget so that they don't get lost and the CRA will know exactly what we are dealing with.

Mr. Berger stated Main Street had a separate workshop and so did E-Zone. The important one was the second one and that is to establish a unified promotion effort. What they are saying here is recognition is needed to look at it a different way and approach marketing to

take the whole area into account and not just focus on Bike Week and the Main Street corridor.

Commissioner Woods clarified that Mr. Berger was saying A1A.

Mr. Berger responded exactly, A1A and ISB. He felt that was important because you get some criticism some time that because of where members are located so ...

Commissioner Gilliland stated that he had meddled in that one a little bit and wanted to expand on it. When going through the promotion budget for Downtown and Main Street a few CRA meetings ago they were all impressed with what Naomi and Al had done for downtown, but all they really had was promotional budgets that really didn't tie back to any strategic initiatives for Main Street and it also did not include other parts of the CRA. He shared copies of that with half a dozen people, and every one of them said; "you're right" this needs to be more comprehensive, and we need to pull in Vermont and Politis and those guys from A1A and we will do whatever we can down on the north side of ISB. He felt that had a little bit to do where this was coming from they recognized there needs to be more of a comprehensive plan that they bring forward and they have seen what Downtown did and recognized they needed to show not only where they needed to spend money but also what the benefit to the CRA will be because those funds have been invested.

Commissioner McKay-Vaughan commented that a unified promotion would be better than saying a more comprehensive effort might be a better description.

Mr. Berger stated again you start with the convention and the tourism and then we can move out to some other issues they have talked about including targeting incentives for certain retail. A lot of this can't really happen until you have a clear understanding of what the E-Zone is going to be. Downtown has been working at this a little longer and they've got a jump on this in part because of the Downtown Partnership working on this. There, the Land Development Code is important because of business incentives, which was his last presentation and he really wanted to see happen. The CRA will be seeing the Riverfront Project again also in the future. The Public Market is something also they would like to see, not the Farmers Market but maybe take a look at a new way to do a public market which has already been done in other communities. He did not want Ballough Road to be forgotten. The relocation of the Salvation Army is still high on the list and the development around the route canal is going to need a lot of work. The pocket park is still there and they have talked about doing some additional streetscape improvements.

Mayor Ritchey stated he had a couple of comments. He wanted to go back to the sign "The World's Most Famous Beach." He wanted to know who all was involved in the design of that sign. There was a sign there years ago that is no longer there, and he wanted to know if it would be appropriate to go back and recreate that particular sign in keeping with our historic preservation.

Paul McKitrick, Deputy City Manager/Administrative Services stated what happened before they did a rendering and showed it to Volusia County because of the beach ramp and that area is actually controlled by Volusia County. The final design of that sign giving recognition to both The City of Daytona Beach and Volusia County were dictated by certain County standards. He would be happy, if he had a picture rendering of the old sign, take it back through and have that conversation with Volusia County again.

Mayor Ritchey stated he was sure there was one of those original pictures around somewhere but there was not a rush to do this.

Mr. McKitrick stated they will do the research and once that is completed he will show it to the Mayor to make sure they have the right picture and then run it past certain individuals with the County.

Commissioner Shiver commented that he was one of the members on the Commission that recalled that first picture. And from what he recalled it was nice and he would really like to see the City move forward with this issue.

Mayor Ritchey stated with the Midtown issue of the Irvin Matthews property there where the old Lincoln Mercury dealership moved from, Irvin has decided to sell that property. That is an opportunity for members of the Midtown area to determine what that property should be used for. He asked the CRA was that something the City might be interested in talking to Mr. Matthews about or should we let him consult with someone else to see what they would like to do with it. He wasn't expecting an answer he was just throwing it out there to think about.

Mr. Berger replied it was one of his priorities and members of the Midtown Board also want to move on that property.

Commissioner Henry asked Mr. Berger what was it they wanted him to do.

Mr. Berger responded look at everything from an RFP and anything to assist him. There has already been dialogue with property owners.

Mr. Chisholm responded you can actually offer an RFP without owning it in the redevelopment areas which is something similar to what was done downtown. That is an option and takes the property owner concurrence in working with the City on that activity. He suggested the City move forward with this and have some discussions with Mr. Matthews concerning his options and see what he would be amenable to.

Commissioner Henry asked Commissioner Reynolds what was her opinion.

Commissioner Reynolds stated she was going to answer the Mayor's initial question, which has already been answered. She would be in favor in proceeding with this but sounds as if the board has already gone ahead with the process.

Mayor Ritchey stated that was great because that is a nice size piece of property and it's in our gateway area.

Commissioner Henry commented that in conjunction with the old Police Station there's an opportunity there to kind of renovate that entire area.

Mayor Ritchey stated there was approximately five minutes remaining to get ready for the next meeting, are there any further comments.

Commissioner McKay-Vaughan stated the CRA hadn't discussed item 7C, and she would really like to at least table it because she feels it is very important and a great idea that Commissioner Gilliland brought up. She would really like to have some discussion concerning this item.

Commissioner Woods stated she didn't want to wait to have another meeting until September because of the quarterly schedule, she felt there needed to be another CRA meeting as soon as possible. The incentives looked great with the things that were proposed and she would like to have enough time to discuss the proposed list, in order to begin moving forward. She suggested having another meeting as soon as possible.

Mr. Chisholm stated the City also has an opportunity to possibly acquire a piece of property namely the Felix Amon property as you're going across the ISB bridge, it is also on the market. If there are no objections, Staff would like to enter into some discussions with them about acquisitioning that piece of property.

Commissioner Shiver asked Mr. Chisholm why.

Mr. Chisholm answered to clean it up and offer the opportunity to have it redeveloped in a fashion that would be pleasing to Daytona Beach would be his only reason.

Commissioner Gilliland commented after just committing to \$3.5 million dollars to a park, do we have the money to do something like that.

Mr. Chisholm stated he wasn't sure, that was the issue that would have to be worked on. He didn't want to go there, if there was not interest at the CRA level. If the CRA didn't feel that was something worth looking into then that was the end of it.

Commissioner Shiver stated the City doesn't seem to come out on the top of those deals. For some reason we buy high and sell low he still wouldn't mind taking a look at it.

Commissioner Woods stated she also wouldn't mind taking a look at it. First she wanted the CRA to take a look at the piece of property that Ken Pauze brought before the board at 41 South Oleander Avenue. She wasn't suggesting the CRA do it, but she really wanted to take a look at it.

Commissioner Gilliland responded that piece of property would be a bit more within the budget also.

Mr. Berger stated he had spoken with the property owner just the other day just to clarify and make sure it was on the market, because he didn't want to step in too early on this deal and also to make sure that he had some sort of commitment on their part that they wanted to do that.

Commissioner Shiver asked the CRA what they thought about having someone else purchase the piece of property on behalf of the City. The reason he stated it that ways because as soon as an owner or realtor finds out the City is interested in purchasing a piece of property the price goes up. He would like to have an independent purchase the property and not let them know they are doing on behalf of the City.

Commissioner Gilliland stated that was a good decision not to purchase that piece of property behind the church because it really is just land value. He agreed with Commissioner Shiver because a lot of time that's the case but we have already set precedent. The City didn't do it with the Georges when they wanted \$9 million dollars for Corbin Building, and we didn't do it with the property over behind the church. He felt that has demonstrated the City is not going to buy high, and if it can't be purchased at fair value as tear down the City is going to look at it as land value. The City is going to look at land value as fair market.

Commissioner McKay-Vaughan stated she would hate to think because the City is afraid it won't get the best deal that they won't even look at it. She felt it should be brought before the CRA for discussions and maybe there are other options on how to deal with this land. She definitely felt the CRA should consider looking into purchasing the Felix Amon property.

Mayor Ritchey stated he agreed the CRA should definitely take a look and explore all of the opportunities, and he recommended to Mr. Berger that the boards continue to bring forth profitable recommendations to the CRA.

Commissioner Gilliland suggested the CRA get together a half an hour earlier for the first meeting in July to talk about item 7C from 5:30 to 6:00 if that was okay with everyone.

- 7C. Economic Incentives Presentation – Continued until the July 1, 2009 Special Community Redevelopment Agency (CRA) Meeting.

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

No Discussion.

10. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 4:55 p.m.

GLENN S. RITCHEY
Chair

ATTEST:

LETITIA LAMAGNA
Assistant City Clerk

Adopted: July 1, 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.