

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

July 1, 2009

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, July 1, 2009, at 5:30 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

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

Also Present:

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

2. Commissioner Henry led the invocation.
3. Commissioner McKay-Vaughan led the Pledge of Allegiance to the Flag.
4. Approval of Minutes of the June 3, 2009 Regular Community Redevelopment Agency Board Meeting, as individually read.

It was moved by Commissioner Reynolds to approve the June 3, 2009 Regular Community Redevelopment Agency Board Meeting Minutes. Seconded by Commissioner Henry. The motion passed 7-to-0 with the breakdown as follows:

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

5. AGENDA APPROVAL

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

Pull Item No. 7B – 516 S. Grandview Redevelopment Agreement.

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

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

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

No Speakers.

ADMINISTRATIVE ITEMS

PRESENTATION

7A. Economic Incentives Presentation - Continued from the June 3, 2009 Regular Community Redevelopment Agency (CRA) Meeting.

Reed Berger, Redevelopment Director reported the item is being brought back from the June 3<sup>rd</sup>, agenda; it was continued because they ran out of time. The purpose of this presentation was to give the Commission a general overview and to bring them up to date on the progress that redevelopment had been making with their area boards. In October 2008 the Redevelopment Department amended the Community Redevelopment Agency (CRA) plans that authorized the CRA's to use funds for certain things that included programs like economic incentives. That clarification was something they needed to do just as kind of paperwork, and the redevelopment boards have been since then been kind of looking at the incentive programs. In the case of the Downtown they went a little further and have been a little more advanced there because the Downtown Partnership has been very active in working on targeting incentives and doing research to assist the redevelopment boards. They have looked at a number of incentives in other surrounding communities around Volusia County as well as the rest of the State of Florida. They have looked at the best practices and programs that might fit here to see what's working and what's not working. He mentioned the programs in Delray Beach and some of those programs had been handed out and the Commission has shown an interest in, and from a Staff standpoint they are very interested in the array of programs that a community like Delray Beach offers to a similar size community. The redevelopment board members visited Delray Beach during the month of May where they purposely interviewed some of the staff members because of the

Commission interest as well as the redevelopment boards; to see if it was actually working. One question they had was if the programs were actually showing up in bricks and mortar, in happy residents and happy business owners in terms of how it's used and used well. This was just the beginning they were not done because they are still doing the research of a process they needed to have wrapped up by the end of the summer so that by October 1<sup>st</sup> the redevelopment boards would be making recommendations to the Commission with specific programs. They would like to be able to deploy some of these programs once they are in the new budget year and hope to at least have the pilot programs where they can put it to use. In addition to the new programs they have also been going back to see how the Facade Program was working. This program has bugs and glitches which there are ways to improve the program and they will be coming back before the Commission with something more effective and offers more of a curb-side appeal. This will also be something that would provide homeowners a way to paint their own homes and not necessarily use a contractor. They were also looking at changing the matching requirements for certain needs that might be out there. The rehabilitation and beautification are also in the matchup of their plan as well, the increase of homeownership is important and they would like to change the ratio of homeownership verses rentals by providing an incentive to help that happen. They are also looking at preserving and restoring historic structures to attract and expand targeted usage not just anybody but be specific about what redevelopment wants which means developing a strategy and knowing what it is exactly they are trying to achieve. Mr. Berger presented a slide presentation of some of the types of programs they felt they should be deploying. All of the boards have looked at the chart that he was presenting to the Commission and they all had looked at it differently and stated not all of the programs will fit in certain redevelopment areas. The public private partnership projects that are listed in the CRA plans and some of their plans are more specific than others about how to utilized funds more successful for private investments. He used the experience in funding hotels as an example where they talked about the E-Zone and what was going to be done there. They were looking at different ways they could help hotels and other businesses but particularly in the E-Zone to see how they might be creative about the way they partner in making something happen and to make sure it happens. As of now they were 1,200 rooms short around the Convention Center and they want the Convention Center to succeed. Downtown there is a live, work, play strategy that is about local ... and one new idea that is being introduced is a creative work force and trying to find a way to bring in professional entrepreneurs into this area as well as knowledge based workers. A good example is the downtown area in Orlando. As small of a workforce as we have in Daytona Beach we can build upon that workforce to make it happen and at this point downtown would like to focus on that because that is a growing market area in terms of expanding jobs. He showed the Commission a chart of the market area which did not go across the river. This was a way of looking at how investors looked at our town. There were a lot of things in downtown that the partnership wanted to fund and there were a lot more details in the chart of this area. They were looking at getting back in front of the Downtown Board to find out what could they do right now and what was going to be the most effective because they were not going to be able to do everything at once. Main Street in addition to the E-Zone one of the thing they felt was important there was to look at historic preservation and finding a way to put funding in there so people will feel they can come in and take a rental to homeownership and historic preservation. The Midtown Redevelopment residential rehab strategy is very important,

bringing in new businesses is also important whereas historic preservation is not that important to the members of the board. What is needed to bring in new retail, new commercial businesses and creating new jobs in the Midtown area is important. That was a short overview of where the boards were at this time, there were a number of the new proposed incentives included in the packet that had already been discussed earlier. They will keep the Commission informed as they continued to move along with the proposed incentives from the boards. That concluded his presentation.

Mayor Ritchey stated he had a couple of questions, and one was when did he expect to have this plan completed and presented back to the CRA board.

Mr. Berger replied the board would like to bring programs back to the CRA by the board's quarterly meeting in September which would be a pretty aggressive schedule. That means the months of July and August the board would be fine tuning programs and getting recommendations.

Mayor Ritchey replied that was good to hear because this project needed to be accelerating these programs and do a better job of executing. There are a lot of plans and a lot of thought that needed to be put together and get some action on moving them. He complemented Mr. Berger on the job that they were doing and also what they had already done. It certainly won't hurt to get out and see what was being done in other areas that could be adopted into our community as well. Congratulations on a doing a job well done. He opened the discussion up to the Commissioners.

Commissioner Woods commented by saying she wanted to act on what the Mayor had just said, and certainly with the economic decline that the country is in, to continue to delay when we could be doing some of the incentives, she would hope that the money would be available on October 1<sup>st</sup> with the new budget. She stated whatever the CRA decided to adopt to make sure the funds were available to dip into come October 1<sup>st</sup>. If some of the programs downtown could get up and start running there are a lot of businesses downtown that would benefit. She applauded Mr. Berger on the plans that she had looked at and stated she thought they looked great. She was looking forward to seeing all of the details on how soon the CRA could move forward on some of the incentives.

Commissioner McKay-Vaughan stated in reference to the first part with the strategies; she really hoped that these groups would work on stating their strategies in a much better way. The report she reviewed did not fit her definition of what is a strategy. For example what she saw listed under Main Street, strategy is mainly goals. But strategy is defined to tell the board how they are going to get to the goal. She did not feel the way the words strategies, incentives and goals were be used in ways that were appropriate. She did not think that in reference to the incentives that there was a whole lot of discussion the last time and she had some ideas or comments on some of them. She asked Mayor Ritchey if he preferred if she would get together with Mr. Berger because she wanted to discuss some of those incentives but didn't think there was going to be enough time.

Mayor Ritchey replied all of the CRA members had the opportunity to meet with Mr. Berger or pass along suggestions to him. He stated at another meeting this would make a great discussion as far as the board goes to sit around and talk about some of the opportunities that were available. Mr. Berger would certainly welcome any suggestions either pass them along to him or meet with him.

Commissioner McKay-Vaughan asked Mayor Ritchey if these would be coming back to the CRA for another discussion.

Mayor Ritchey replied yes.

Commissioner Reynolds stated she really likes that Mr. Berger was taking the incentives to the different boards to get their input which indicated he realizes that a different incentive works in different places and different areas. She was in favor of all of the incentives that he had reported on, but especially the Small Business Loan and Grant in the targeted new developments. She wanted to know as the incentives progressed if the CRA could continue to add different types of incentives to the programs. In the future you might find that we did not address an incentive for a project or program that the board might have liked to have done.

Mr. Berger replied that was a very good point because from his prospective the board expects that they may be modifying the programs in the interim something doesn't work as well as it was expected to. They will be looking at other programs that won't be matured and ready for October, so there was nothing wrong with November, December or whenever the boards feel there is something important to put out there.

Mayor Ritchey replied to Mr. Berger, one thing that he would caution him on was if the City wrote its plan, you know what happens when you stray from that plan. When the plan is being developed, be sure that it is comprehensive before putting it into action for the first time. There is always the opportunity to revise later because you cannot switch directions in midstream because that causes issues.

- 7B. Pulled/Resolution approving a Redevelopment Agreement between The City of Daytona Beach, the Community Redevelopment Agency (CRA) and John C. "Jack" White to construct 15 single-family attached (townhomes) homes, in the South Atlantic Redevelopment Area at 516 South Grandview Ave. In 2007, the CRA purchased the apartment building at 516 South Grandview Avenue and demolished a blighted 34 unit apartment building. The CRA issued a request for proposals (RFP) for interested parties to redevelop the site consistent with the adopted South Atlantic Redevelopment Plan. The City's selection committee recommended Jack White's proposal. The proposed project is consistent with the adopted South Atlantic Redevelopment Plan. A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY, APPROVING THE W. C. GRAND DEVELOPMENT AGREEMENT WITH THE CITY OF DAYTONA BEACH AND JOHN C. "JACK" WHITE, FOR REDEVELOPMENT OF CITY-OWNED PROPERTY LOCATED AT 516 SOUTH GRANDVIEW AVENUE IN THE SOUTH ATLANTIC REDEVELOPMENT AREA; AUTHORIZING THE MAYOR, AS CRA CHAIR, AND

07-01-09

CITY CLERK TO EXECUTE THE AGREEMENT ON BEHALF OF THE CRA; AND PROVIDING AN EFFECTIVE DATE.

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

No discussion.

9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 5:54 p.m.

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GLENN S. RITCHEY  
Chair

ATTEST:

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JENNIFER L. THOMAS  
City Clerk

Adopted: August 5, 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.