

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

January 20, 2010

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, January 20, 2010, at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Robert Gilliland	Present
Commissioner Derrick Henry	Present
Commissioner Cassandra Reynolds	Not Present
Commissioner Richard Shiver	Present
Commissioner Pamela Woods	Present
Commissioner Shiela McKay-Vaughan	Present
Mayor Glenn Ritchey	Present

Also Present:

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

2. Commissioner Henry led the invocation.
3. Commissioner Gilliland led the Pledge of Allegiance to the Flag.
4. Approval of Minutes of the December 16, 2009 Special Community Redevelopment Agency Board Meeting, as individually read.

It was moved by Commissioner Gilliland to approve the December 16, 2009 Special Community Redevelopment Agency Board Meeting Minutes. Seconded by Commissioner Henry. The motion passed 6-to-0 with the breakdown as follows:

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

It was moved by Commissioner Shiver to excuse the absence of Commissioner Reynolds. Seconded by Commissioner Woods. The motion passed 6-to-0 with the breakdown as follows:

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

5. AGENDA APPROVAL

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

No changes.

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

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

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

Virginia Brown, 1 Braddock Avenue, Daytona Beach stated on last week she was appointed Chairperson to the Main Street South Atlantic Redevelopment Board. She stated that Manuel Bornia submitted a proposal so that he could represent and advertise The City of Daytona Beach as the destination that was on the board's agenda. There was an extensive discussion by the board concerning his request. During that discussion it was brought to their attention that Evelyn Flynn of Mid-Florida Marketing had gone to many different cities and done surveys. Many of the people they surveyed were disappointed in our City since the 2004 hurricanes. One lady surveyed stated they saved all year to go on a family vacation and they would not return to Daytona Beach because their last visit the area looked like a war zone instead of the pleasant surroundings they were used to seeing when they visited Daytona Beach. The census of the board was the City needs a product to sell before spending additional time and money to bring visitors to our area. The discussions lasted approximately one hour, and the members felt that his proposal had good intentions but his proposal was rejected by unanimous vote. It was made very clear that the board did not want to spend the Main Street Redevelopment money on this project at this time.

Dino Paspalakis, 565 Riverside Drive, Ormond Beach, Florida stated his feelings are that the Main Street Redevelopment area was the first one that was created back in 1981; it has more money than any of the other redevelopment areas. He stated he was never in favor of this item from the beginning and to mix and match it would not be fair. He believed that the funds in each redevelopment fund should be taken to each board and let the board members decide on whether the funds should be transferred between the different redevelopment areas. He knew that Manny was volunteering his time and that was all well and good, but he felt there was a conflict of interest involved. He liked the way things have been done in the past and hoped that things could continue going that way.

David LaMotte, 2210 S. Peninsula Drive, Daytona Beach stated he was a lifelong resident of Daytona Beach. He listed the boards within the City that he had been a member or part of during the last forty-five years while living in The City of Daytona Beach and for the past 15 years he had sat on numerous boards in the City. Last Thursday at the South Atlantic Main Street Redevelopment Board meeting they discussed the plan proposal brought before the board by Manny Bornia. He felt that the plan was not a plan at all. No one at the meeting attacked Manny however the plan did get attacked. How the money was going to be spent was never clearly explained to any of the members sitting on the board. Missed information of who was serving on the committee was never explained clearly by Manny or City staff. The day before the meeting which was Wednesday, he was given the name of the people serving on that committee, but on Thursday there was no committee. All the board members were in agreement that something needed to be done as far as marketing the Main Street Redevelopment Area, but due to the lack of specifics, it was hard to vote on the plan as a whole which was why the board voted unanimously on the first three items in hopes of having something more specific to vote in the future.

Sharon Mock, 970 N. Halifax Drive, Ormond Beach, Florida stated the members of the City Commission were not aware of the amount of work involved with the Daytona Beach Area Convention & Visitors Bureau (CVB). She apologized personally to the Commission if they were responsible in any way for not keeping them informed. She stated all of their meetings are opened to the public, and she realized that the Commission is busy and may not have been able to join them for any of their meetings. She asked the Commission if in the future she could come before the Commission and make a presentation on behalf of the CVB to bring them up to speed and let the board know what they are working on and what it looked like at the time. She stated a marketing task force had been formed by the City Commission and neither the CVB nor the Motel/Hotel Association had been invited to sit in on any of their meetings. She stated she could not imagine that their input and expertise could not be utilized to develop any type of marketing plan that the City may have for the future. She stated that in her opinion the proposal that was before the board from Manny represented a "branding study" branding studies are expensive and they are done by professionals that specialize in that type of work. She stated you cannot do a branding study by assembling a team of 5 or 6 local residents to chat about what their plan might be about in the future. She was not suggesting not doing a branding study she was simply saying you cannot do it internally because you would not get the answers you want from that type of process. She stated she knew that Manny put a lot of work into this proposal, but she didn't think this was the right way to go at this time.

Bob Davis, 1808 Concept Court, Daytona Beach stated he was the President and CEO of the Hotel and Lodging Association of Volusia County. He was in attendance at the presentation that Manny made last Thursday and it was not about Manny. He was the representative of 100 hotels with 10,000 rooms, 150 allied members from carpenters to floor layers to CPAs. Their association represents 43,000 people employed in hospitality in Volusia County. He gave a review of the marketing study that was done by Evelyn Flynn and how the majority of the people completing the study stated they would not return to the Daytona Beach area because of the "War Zone or Beirut" appearance when they stepped outside of their hotel or motel. He stated you can change the image but we first need to work on the appearance of our City before trying to bring tourism back to The City of Dayton Beach.

Elan Kaney, 6 Broadwater Drive, Ormond Beach, Florida stated she was an attorney at Cobb Cole Law Firm. She stated the definition of insanity is doing the same thing over and over again and expecting different results. She said the community needed to work together to make a change and not bash one another over the head. She had attended a lot of those meetings and even though they were saying it's not an attack on Manny, or it's Manny's Proposal, if she were in Manny's shoes she would feel it definitely was an attack on Manny. She felt the City should at least give his proposal a thumbs-up and give him all the support we can because after all he was volunteering his time to do this plan.

Pamela Rudd, 250 N. Atlantic Avenue, Daytona Beach stated she was present to represent Friends of the Band Shell and also a comment on Ocean Walk Shoppes. On October 14, 2009, Friends of the Band Shell submitted a redevelopment proposal so they could look at CRA funds for events. They wanted to rescind their proposal on behalf of Friends of the Band Shell. In reference to Ocean Walk Shoppes they have been trying to bring new business into the area for many years. She stated that bringing new business into the area without change, it would not succeed. They have been promising change to their existing businesses as well as their most recent business such as Sloppy Joes who had recently put over \$1 million into a project to achieve their success. She found they had lost a lot of tenants that were scheduled to attend board meetings that once they flew into Orlando International Airport and drove over the ISB Bridge and once they reached the beachside they never came to the meeting they turned around and flew back to wherever it was they came from. Their marketing team had worked over two years to get Sloppy Joes to come into the Shoppes but a lot of their objectives were what's going on in the area. Bottom line is they have promised their tenants change and they hoped to see that in the future.

David Slick, 15 Signal Avenue, Ormond Beach, Florida stated he was a member of the Daytona International Festival (DIF) and also the Chairman of the Cultural and Performing Arts Civics League. He had seen some of the basis of Manny's proposal and was very much in favor of the rebranding proposal. The last DIF brought in over one-third of the attendees were from outside of the area. He stated those events had to coincide with Community Development. The Arts events are not going to go away and they are not going to stop until the City issues are cleaned up. He stated he was very much in favor of Manny's proposal and hoped that the City would go ahead with it.

Edith Shelley, 2600 S. Peninsula Drive, Daytona Beach stated she felt it was important to go on record stating that Mr. Bornia did appear before the Downtown Ballough Road Redevelopment Area Board which she serves as a member. Their redevelopment board supported the marketing plan as it was presented feeling they wanted to move it forward to the Community Redevelopment Agency (CRA) and have it moved forward into the community.

Paul Politis, 221 N. Atlantic Avenue, Daytona Beach stated he felt the subject on tonight was about opportunity. He felt there was an opportunity here to rebrand a product called Daytona Beach specifically for Daytona Beach. For many years this City has been ashamed of being known for cole slaw wrestling, wet t-shirt and best buns contests. We all live and work in this City and we all know that we are much more than those things. If an opportunity comes along for a plan to direct a rebranding campaign or marketing agenda, he recommended looking into it wholeheartedly. The only thing it could possibly do is help the City to elevate ourselves and give us a little more self-esteem of who we are as a City. He asked the Commission to accept this opportunity to go forward and rebrand Daytona Beach.

John Nicholson, 413 N. Grandview Avenue, Daytona Beach stated he had been attending Main Street and CRA meetings for approximately twenty-five years. This was the best Main Street meeting that he had ever attended. There were lots of in-depth discussions involved where people asked questions and they wanted answers unfortunately when they were finished it was as clear as mud. After attending those meetings it appeared to him to be to bring tourists to Daytona Beach. One meeting was all about bringing tourists to Daytona Beach; you go to another meeting that was all about bringing businesses to Mid-town. He felt the meetings needed to be confounded, the meetings needed to be above board and not held in secrecy. He was not opposing the plan in question because something definitely needed to be done in the redevelopment area and if it was rebranding the Daytona image he was all for it.

Dr. Evelyn Bethune, 243 College Park Drive, Daytona Beach stated there was a lot of dialogue concerning the task force. Having met with Manny and his organization she could support the task force however; she would like to see a greater diversity on the task force especially as it relates to her community. She was not aware of the names of the individuals on the task force but her group had brought before the Midtown Redevelopment board the Dr. Mary McLeod Bethune Education and Cultural Festival Project. This is not a street festival they would like to have something that is reflective of the legacy of Dr. Mary McLeod Bethune who in all actuality was larger than NASCAR. She stated there was a lot of talk about rebranding Daytona Beach and she wanted to see that come to pass and was hoping to be inclusive of all of the communities in Daytona Beach. It was her hope that as they work with other groups within the City they could help to rebuild some of that through a cultural event that was not just for one group of people but for an entire City. She hoped that the task force would work to include the entire City and not just certain segments of the City. She looked forward to working with the task force to rebrand our Community to attract tourist not to some areas but to all areas in Daytona Beach, because Daytona Beach has so much more to offer than just cole slaw wrestling and wet t-shirt contests.

Carolyn Pascal, 1220 Via Del Mar, Winter Park, Florida stated she was the publisher of Florida Travel and Life magazine but she had been in destination marketing and branding for over thirty years. What caught her attention to the Daytona International Festival and working with Manny over the past couple of years was he had already gotten started with the rebranding for Daytona Beach. Their first conversations about the rebranding was to show Daytona Beach in a whole new light and he has done that very successfully over the past few years. The thing that impressed her and stood out the most with Manny was he had a vision for his community that rises above its current status. It's very important to take note and consider that Manny came from the outside and he can see how to market what's already in place. There are events in place right now that have gotten a phenomenal response from people that she personally had brought to some of our festivals this past year. Their reactions were quite different from what she had heard on tonight; they were ones of surprise or mainly WOW, once they saw what Daytona Beach had to offer. Or they made comments such as, I never knew Daytona Beach had this to offer, or I have lived here my whole life, or I'm an hour or two hours or half an hour away and I never knew that this existed in Daytona Beach. She asked the Commission to see the vision. She was totally for working with the City to help bring the revenue to the destination of Daytona Beach.

7. DISCUSSION

B. Community Redevelopment Area (CRA) Marketing Plan Discussion

Manual Bornia, President of the Daytona International Festival, reported on the progress in creating a marketing plan for the City's redevelopment areas. He answered questions from the Commission.

Commissioner Shiver asked what this plan would do for redevelopment.

Mr. Bornia stated they were trying to showcase the potential for the redevelopment areas. The Community Redevelopment Agency had to set a critical path that begins with a brand and a showcase. Potential investors could be invited to see the product and to make capital investments in the communities.

Bob Williams, Daytona State College, stated they would create a pilot program, invite potential investors into the area, and show them what they could do. They would engage residents and ask if the plan was helping them improve the quality of their life. They would ask tourists how the experience was working for them. It was not about just doing another event. He liked the term Mr. Bornia used "activating" one of the areas. And as Mr. Bornia said, don't be afraid to fail. Be honest about what worked and what didn't work and then fix that.

Commissioner McKay-Vaughan asked Mr. Bornia about the part of the residents.

Mr. Bornia stated there would be public meetings and public workshops. They wanted to engage the residents in any possible way they could.

Commissioner McKay-Vaughan asked why Mr. Bornia had gone to the other boards with it.

Mr. Bornia stated it was in conversation with City staff and a lot of the stakeholders in the community that they should test the message, talk to the redevelopment boards as stakeholders and seek their opinion.

Mayor Ritchey stated he wanted clarification to some questions that he had heard asked. He asked how he would work in concert with the Convention and Visitors Bureau (CVB).

Mr. Bornia stated they want to reach out to the CVB, hotel motel association, and any other tourism related groups in the spirit of cooperation, information sharing. At the last Community Redevelopment Agency (CRA) meeting he heard they wanted to take ownership of their brand and the CVB was the ideal vehicle.

Mayor Ritchey asked about mixing redevelopment dollars.

Mr. Bornia stated that had never been on the table. There was no possible way to do that.

Mayor Ritchey asked about taking over Peabody Auditorium and moving venues that come to the community into the News-Journal Center.

Mr. Bornia stated no, they had been working closer with Peabody Auditorium than ever before. Peabody Auditorium, the News-Journal Center, and the Ocean Center were all part of the pie but they were not the end result. There was absolutely no intention whatsoever to remove anything from Peabody Auditorium.

Mayor Ritchey asked if Mr. Bornia was on the payroll of Daytona State College.

Mr. Bornia stated yes.

Mayor Ritchey asked how this was being mixed. He asked if he was heading up this task force as a volunteer, was Daytona State College paying his salary, would he be writing checks. He thought the financial piece of this was really very important.

Mr. Bornia stated the function of his employment at the state college was strictly one of being funded by the board. The board raised all of the money required to keep him at Daytona State College. There was no intention for them to take any funding for Daytona State College. His work for this task was not as an employee doing a function of the college. His work was voluntary and he received no income from it.

Commissioner Woods thanked Mr. Bornia. Usually they had to pay \$50,000 for the presentation they saw today. And then they wouldn't adopt it and would sit on a shelf. She was amazed earlier to hear people who in the past had wanted money for promotion who were now saying they wanted to do infrastructure. She was amazed at how they want to suddenly shift the funds. She had always been clear that it would be redevelopment funds and it was a way to re-brand and re-image. In the past they didn't have data, they didn't have facts, and they didn't have outcomes but Mr. Bornia said that was what they were going to do. The direction they were going was a way she wanted to go for the City. Mr. Bornia knew how she felt about priorities in the City. She wanted to see the homeownership. She wanted to see a diversity of economic development in the City and she wanted them to move forward.

Commissioner McKay-Vaughan stated she was in accord with this project. The issue of residents feeling slighted needed to be rectified. She wanted them to be a definite integral part of this whole process. The redevelopment boards particularly needed to be involved as well as other City boards. She asked for a hard copy of Mr. Bornia's PowerPoint presentation. She talked about the appearance standards that Bob Davis, Pat Northey and Evelyn Fine spoke of.

Mayor Ritchey stated he thought they had minimum appearance standards in place already.

Marie Hartman, City Attorney stated in redevelopment areas.

Commissioner Gilliland stated he was not ready to sign off on the whole process at this point but he was willing to say they needed to move forward with the next couple of steps.

Commissioner Henry stated he thought Mr. Bornia had delivered to a T what he was hoping for in that earlier meeting. He encouraged him to continue.

Commissioner Shiver stated he thought beautification and marketing were two separate issues. The private properties had been damaged by hurricanes, the economy and other things. The problem was they didn't have the money to invest. That was where the tourism came in. They bring them here, they spend the money, and then the investment begins. They see the momentum build. It was all about momentum. They needed to identify their assets, grow their assets, and then market their assets. Midtown, Main Street, South Atlantic, Downtown, and Ballough Road were all different and they needed to be marketed the individually. He thought Mr. Bornia was moving in the right direction. He hoped the Commission would allow him to continue at least to the next step and see where they go.

Mayor Ritchey recognized Frank Bruno, Chairman of the Volusia County Council who was in the audience. He congratulated and thanked Mr. Bornia and his group. He recommended that their website carry updates of how the plan unfolded.

Mr. Chisholm stated Daytona Beach was a great community. They were making progress. He was very proud of what they did in their community. This was just one element of what they needed to do to move Daytona Beach forward. The Commission would be acting on some of those things at the next meeting.

Commissioner McKay-Vaughan asked what would come back to them. She wanted to know what she was voting for.

Mr. Bornia stated they would come back with the final roster of who the task force would be, the plan for the pilot, what the two campaigns were and how they were going to fund them, and the budget. They would ask for the Commission's approval to move forward as a task force.

Commissioner McKay-Vaughan asked how he was going to go about getting those members.

Commissioner Shiver stated Mr. Bornia would make some recommendations and the Commissioners would make recommendations and the redevelopment boards would make their recommendations.

Commissioner McKay-Vaughan stated she wanted to know what would happen between now and February and what the process was.

Commissioner Woods stated Mr. Chisholm could send them an e-mail.

Commissioner Woods asked if Mr. Chisholm wanted Hardy Smith to be the point person to handle phone calls and questions.

Marie Hartman, City Attorney, stated when they talk about appointing a task force and acting as an advisory committee she thought about the Sunshine Law. She asked if they wanted to operate as a body that was subject to the Sunshine Law which prevented discussion between people who were members of the task force or was it more of a consulting entity like a pilot task force that acted as a consult to the City and it would not be bound by the Sunshine Law. She asked them to think about what they wanted the relationship to be between the governing entity and the task force.

Commissioner McKay-Vaughan stated she thought the redevelopment board could be the entity and then Mr. Bornia could bring all his people in to them as consultants.

Commissioner Woods disagreed.

Mr. Bornia stated they were suggesting a core group of 13 people with nine people who would have the marketing expertise, the time, and willingness to step up. They were asking for recommendations of someone from Main Street, someone from Midtown, a resident, someone from tourism.

Commissioner Gilliland stated for it to act as an advisory board it would have to be established by resolution and he was not in favor of doing that.

Mayor Ritchey stated they had to move on. They had a City commission meeting in 15 minutes. They had the report. They would read it and any questions should be directed to the City Manager and they would try to resolve those issues before the next meeting.

A. Continued until the February 17, 2010 Special Community Redevelopment Agency Meeting/ Discussion/Action - Land Acquisition Opportunities

Mayor Ritchey stated on 7A they did not need to take action this evening and was going to put it on the next agenda for the next Community Redevelopment Agency Meeting.

8. ADMINISTRATIVE ITEMS

- A. Adopted/Resolution No. CRA 10-01 authorizing City staff to issue a Request for Proposals (RFP) to secure an engineering consultant to prepare construction drawings and obtain a Florida Department of Transportation (FDOT) permit to construct streetscape enhancements on West International Speedway Boulevard – U.S. 92 (from Ridgewood Avenue to Halifax River bridge); and in the East International Speedway Boulevard – U.S. 92 (from Halifax River bridge to Atlantic Avenue) right-of-way. The proposed streetscape project is consistent with the goals and objectives of the Downtown / Ballough Road, Main Street and South Atlantic Redevelopment Plans. City Clerk Thomas read the Resolution by title only. A RESOLUTION AUTHORIZING CITY STAFF TO ISSUE A REQUEST FOR PROPOSALS FOR PROFESSIONAL DESIGN, ENGINEERING, AND PERMITTING SERVICES IN CONNECTION WITH THE PROPOSED INTERNATIONAL SPEEDWAY BOULEVARD STREETScape PROJECT WITHIN THE DOWNTOWN, BALLOUGH ROAD, MAIN STREET, AND SOUTH ATLANTIC REDEVELOPMENT AREAS; AND PROVIDING WHEN THIS RESOLUTION SHALL TAKE EFFECT.

No discussion.

It was moved by Commissioner Woods to adopt the Resolution. Seconded by Commissioner Gilliland. The Resolution was adopted 5-to-0 with the breakdown as follows:

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

- B. Adopted/Resolution CRA 10-02 authorizing a Professional Services Agreement with Kimley-Horn and Associates, 851 Dunlawton Avenue, Suite 302, Port Orange, FL 32127, in the amount of \$25,000, to prepare necessary site plan documents for an administrative rezoning of a Community Redevelopment Area (CRA) property at 516 South Grandview Ave, in the South Atlantic Redevelopment Area. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING AN AGREEMENT WITH KIMLEY-HORN AND ASSOCIATES, INC., FOR PROFESSIONAL SERVICES IN CONNECTION WITH THE REZONING OF PROPERTY LOCATED AT 516 SOUTH GRANDVIEW AVENUE IN THE SOUTH ATLANTIC REDEVELOPMENT AREA; APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS IN THE AMOUNT OF \$25,000 FROM THE SOUTH ATLANTIC REDEVELOPMENT AREA TRUST FUND; AND PROVIDING AN EFFECTIVE DATE.

Commissioner McKay-Vaughan asked why they would need a consultant and why the City can't do this.

Reed Berger, Redevelopment Director, stated there are several items that are in the scope that they provided in the contract that we don't do. They are engineering services ...

Commissioner McKay-Vaughan asked why not. Years ago before Mr. Berger came along ...

Mr. Berger stated this is something where we need to have an outside professional ...

Commissioner McKay-Vaughan asked if they have such a person in his department.

Mr. Berger stated not at all. We cannot do these tests.

Commissioner Gilliland asked if we have a \$200,000 a year civil engineer on staff.

Mr. Berger stated no. This is required of anybody of the private sector who would face the same thing and have to go out and get the same expertise in storm water calculations.

Commissioner McKay-Vaughan stated this isn't something we do enough times in a year that we should have that expertise on board.

Mr. Berger stated no.

Commissioner McKay-Vaughan asked how often this happens in a year.

Mr. Berger stated this is unique. It is an agreement and we need to do it within 180 days which is February 11th.

Mayor Ritchey stated we did agree to do this as an agreement.

Commissioner Woods asked for clarification. She asked when they have done this as a City.

James V. Chisholm, City Manager, stated he does not think we have.

Commissioner Woods stated so for us to say we have done this before; she wanted to know for a fact if we had or had not done this before as a City.

Mr. Chisholm stated we have not.

Commissioner McKay-Vaughan asked if they can expect this in the future. She asked what the uniqueness was for the item.

Mr. Berger stated it was a process of negotiation and ...

Commissioner Woods stated Paul McKitrick will answer this for clarification.

Paul McKitrick, Deputy City Manager/Administrative Services stated this is an exceptionally unique situation where we have contractual obligation to provide civil engineering and zoning expertise for the development of private property. This is not a storm water project involving drainage improvements for a neighborhood something we always outsource also. We purchased the large apartment property, knocked it down, we did a development agreement with Jack White and within that agreement we have a contractual agreement to provide the civil engineering and zoning services to be completed by the summer of 2010. We do not have the expertise in Public Works, Planning or in the Redevelopment Departments to do the civil engineering and to develop the zoning agreements.

Commissioner McKay-Vaughan stated so this work is what the developer usually would do but in this particular case, we made an agreement to do it for the developer.

Commissioner Woods stated we own the land still, don't we.

Commissioner McKay-Vaughan asked Mr. McKitrick or whomever if this was correct.

Mr. Berger replied yes because we are the sellers and we have the land and that was the arrangement we made so that they had some assurance that the product we delivered had the proper number of units and that their concept plan was going to be approved.

Mr. Chisholm stated the other part of this is we would be reviewing these plans for approval as the City is a regulatory agency. If you develop the plans and have to approve the plans you develop that does not create ...

Commissioner Woods stated it needs to be separate.

Mr. Chisholm stated if you have to have an arm's length transaction, that's part of the problem.

Mayor Ritchey stated it was negotiated and it was part of the understanding of the agreement we had to get this done.

Commissioner McKay-Vaughan stated she just wanted to understand why it was done.

Commissioner Woods stated she did not want anyone to think we routinely do these things and that it is usually done by an outside engineering firm. As you stated the developer usually owns the property and that's a fee they incur themselves. This is a totally different situation for the City.

Commissioner McKay-Vaughan stated it looks like we are preparing to buy more property and asked if this was a situation we are going to find ourselves in the future as well.

Mr. Chisholm stated no. We would come back in the future and most of the stuff we do by contract with somebody outside of the City just like Kimley-Horn who did this one.

Commissioner McKay-Vaughan stated we might run into this again.

Mr. Chisholm stated we would do it but we would not do it in house, it would be done on the outside.

Commissioner McKay-Vaughan stated this is likely to be something more.

Mayor Ritchey stated it could happen. It was part of the process and we agreed to it. He asked the Commission to take a break and to try to be back at quarter after ...

Commissioner Gilliland asked if Gary Libby could comment about the earlier ...

Mayor Ritchey stated sure.

Gary Libby stated how about in the first three minutes of the City Commission Meeting. Those are items not on the agenda, he could do it then.

Mayor Ritchey stated that would be fine.

Commissioner McKay-Vaughan asked if that can be postponed until the regular meeting.

Mayor Ritchey stated sure.

Commissioner McKay-Vaughan asked if she should bring it up at the beginning of the meeting or at the comments at the end of the meeting.

Mayor Ritchey stated it was her choice. On our agenda, we had no line item for this citizen's discussion at the end of this meeting. We did have a lot of people sign up at the beginning but if it prompted questions, comments or thoughts, we absolutely recommend the end.

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

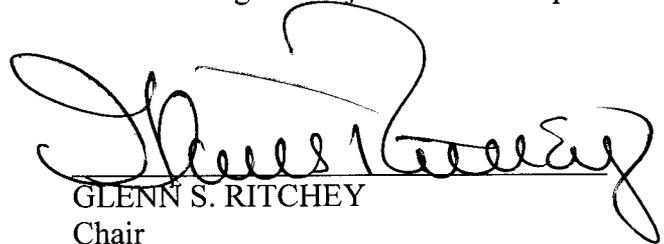
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Excused
Commissioner Shiver	Yea
Commissioner Woods	Yea
Commissioner McKay-Vaughan	Yea
Mayor Ritchey	Yea

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 5:56 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: February 17, 2010

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.