

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

April 21, 2010

Minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, April 21, 2010, at 4:00 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
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 February 24, 2010 Special Community Redevelopment Agency Board Meeting, the March 3, 2010 Regular Community Redevelopment Agency Board Meeting, and the March 17, 2010, Special Community Redevelopment Agency Board Meeting, as individually read.

It was moved by Commissioner Shiver to approve the February 24, 2010 Special Community Redevelopment Agency Board Meeting, the March 3, 2010 Regular Community Redevelopment Agency Board Meeting, and the March 17, 2010, Special Community Redevelopment Agency Board Meeting Minutes. Seconded by Commissioner Woods. 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:

No changes.

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

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

6. Presentation.

A. E-Zone Master Plan Kick-off Meeting

Todd Hill, Principal with AECOM reported he was pleased to be present on tonight to kick off this project they had been pursuing for quite some time. He had a presentation to show the Commission and the audience that would go into the project a little bit more and into detail concerning their firm’s capabilities. He gave the Commission a bit more background on their firm by stating they were formerly both Gladden Jackson and EDAW which were both firms that worked in this area for many years doing landscape architectural fixtures and planning. AECOM is a very large company that exists worldwide. For the project they are working on in our City it is more planning and urban design. They look at areas that have complex problems and try to bring solutions or clarity to it. Their firm consists of different groups such as Transportation, Infrastructure, Planning Design and Development which is the group that he works with and what they do includes landscape architectural planning. AECOM is a global firm and he works with different offices in different regions i.e. the United Kingdom (UK), China as well as the Middle East. Daytona Beach is well known because people come from all over Europe to attend Bike Week events that are held here, but the brand itself for Daytona Beach is already known worldwide. AECOM has the capability to deliver from all over the state to the Central Florida areas, which means not only do they have regional capabilities but they also have local capabilities with an office in Orlando, Florida, which George Kramer was present from that office. He was going to be the leader of the team and he has been with the company for the past twenty-five years, he has worked in this area, has a home in St. Augustine, he also has a nephew that attends Embry-Riddle Aeronautical University here in Daytona Beach and he has also lived in Orlando for five years as well during all those times he has worked for the same company. He will be the Principal in charge of this project and Chris Corr did a previous presentation before the Commission and he lives in Jacksonville. Chris is a former career developer who is currently a Florida Legislator he will be the project executive on the team and he will be bringing his experience as a developer. Also present was the project manager Kjersti

Monson who also lives in Atlanta; she worked closely with Chris Corr and the marketing strategy group. She also worked closely with Todd Hill with master planning and designing. George Kramer from the Orlando office was going to be the local contact for AECOM so when things arise and they need someone to come over quickly he will be that someone that will fill that role. Mr. Kramer stated he grew up in Florida and lived in St. Mary so he had been a frequent visitor to not only Daytona Beach but all of the surrounding beaches all his life, so he is very familiar with the area. Also present were local representatives from Zev Cohen and Associates, Sam Hamilton and Beth Lempke; their roles are to provide infrastructure input to the team, transportation and assist them with public information.

Beth Lempke stated they were also going to keep the other guys accountable because they were going to have to live with the results the same as the citizens of The City of Daytona Beach which is also their contribution to the team. She is a certified Planner to be more specific a Transportation Planner for Zev Cohen and Associates, she also worked for The City of Daytona Beach in the Planning Department in the early 90s, she moved away to the Orlando area where she worked with some big name consultant firms and now she has moved back to work with Sam Hamilton because of her admiration for his work ethics. They were both excited to be working with AECOM on this E-Zone Project.

Mr. Hill talked this portion for another seven minutes giving names and backgrounds on the different partners that will be working throughout the E- Zone project and what their jobs would entail. As they talked about before, they are all about achieving results; they do not want to just create a plan that sits on the shelf. When they did the proposal they felt like it needed to be unique and market based. Unique being authentic to Daytona Beach which has a lot of cultural, physical and programmatic elements that they can tie into it is just a matter of igniting the fuel and letting it take off. On the other hand it needs to be feasible so how can it be built in such a challenging market. They feel like there are ways they can leverage that with global brand recognition and the rich platform of elements that are already here. It has to be consistent with community consensus and inspiring at the international scale. He spoke about some of the parks they have delivered: Centennial Olympic Park was delivered in less than two years and has spurred more than \$2 billion worth of development all the way around it. Coney Island is an example of one of their projects, the Navy Pier in Chicago, Downtown Disney in Orlando, and Downtown Disney in Anaheim. PowerPoint slides depicted many of their projects. In hearing the comments from folks over the past few days he has been thinking the project would be considered a retail, dining, entertainment project but the difference is this is for the public and it is in the public sector. It is almost like it has be Daytona, Inc. in terms of how this is thought about, how this is managed and how this is operated. Everybody has to be on the same page so that it has a unified approach. They are also learning that there are a lot of destinations around town but you need to be thought of as a destination not just an event venue. The Main Street area could play an important role in terms of what the destinations are in the offering. On the retail front, when they talk about retail visibility, signage and accessibility is paramount. They heard a lot about family activities when then met with folks and agree they are important. They range from kids all the way up to the elderly so that they create a whole 365 day a year kind of place not just specific to certain demographic groups, involving kids and kid venues are going to be really important to this. Pier Park in Panama City, Florida is analogous to this with some of the

same situations. What is different about it is they had less to start with and they didn't have any kind of global brand recognition. What is similar about it is the price point of the hotel room nightly rates and the affordability requirements for that gulf coast location. They were able to bring an identifiable brand to the location with the supporting signage and graphics. Seminole Paradise in Fort Lauderdale is another project where they designed retail, dining and entertainment for all those venues associated with the Hard Rock, it is open and functioning. Baldwin Park is very successful especially with regard to the infill traditional neighborhood development with the associated town center mix of uses. The mix of uses here is real important because real community uses such as a cleaners, drug store goes beyond just restaurant and movie theaters this is what the neighborhood needs. They are talking to Don Poor and he will tell you that convention goes need those same kinds of things as well; they need to have real world uses within walking distance. One Miami Riverwalk a public realm improvement project, they enhanced the public realm which means not private property. There has already been a very strong investment made in the public realm in the Daytona Beach area with the wonderful pavers, the streetscape and the great designs in the intersections. You are making the investment and communicating to the private investment market that you will take care of and uphold your end of the bargain with regard to asset protection; that will help create confidence that this is a good place to be investing. They have included local artists to be involved, there is an eclectic style here, they are going to celebrate that and try to identify it, they not going to import something from some other place. Daytona Beach has its own identity; it is one of the oldest communities around there is something authentic here. Part of their job will be to identify what that is for this location. He continued to show examples of built projects that they did not just a plan that sat on the shelf. Buena Park Downtown, Celebration, Florida, Westgate City Center and the PGA World Golf Village north of here, they were in charge of the master plan and design and getting it built and implemented. He discussed the approach they will use in establishing some guidelines to communicate to the potential development community what you would really like to see happen here and knit it all together on the different parcels and share it with the development community so that they can embrace the vision. This is very similar to what they did in Orlando working with the Community Redevelopment Agency (CRA) and Mayor Hood. They were very successful in getting things implemented and the developers really appreciated the effort that was put forth by the city to share the vision. The project area was discussed and was an area that changed over the course of this project; it started out from the intercostals to the beach and the neighborhoods to the north and south and became a little bit more concentrated. They responded to the Request for Proposals (RFP) and focused on those areas but they all know they have to take into context the surrounding areas it all has to be knit together and they understand that. The stakeholder and public involvement is vital to them. They have great experience with designing public involvement and they would continue to do that. They would continue to do that. On this project they might utilize attorney point software and the public meetings so they could get real world and measurable responses from the people who participate in terms of their preferences of what directions they would like to see with the alternative they would develop. To get into some of the names of the people they had talked to and would talk to, he thought it was important and he had a handout so they could see who they had assembled for the stakeholders. He appreciated the assistance from the Planning Department in assembling the folks. AECOM had met with approximately half of them. The hospitality group had been broken down into

different categories - Boardwalk amusement group, Main Street business and property owners, about half of the others. The diversity of opinion was kind of striking. Everybody was unified in the approach that there needed to be a new vision that could be implemented. Everybody was very excited about that and curious as to what was going to be included as they moved forward. If there were people the Commissioners thought needed to be added to that list let them know and they would meet with those people. They planned on having a little bit of time for follow-up meetings with stakeholder individuals. Through the City's website people would have the ability to put their comments there. That way AECOM could keep that organized and have a record of what was said as well as how many times somebody logged on. Tomorrow they were meeting with the Volusia County Association for Responsible Development (VCARD) folks. One of the things he was curious about was what made people decide they would buy in Daytona Beach or no, they wouldn't buy. He wanted to know what specifically it was and was it a perception or a reality. One of the things they were asked to do was to accelerate the schedule. Their first proposal was to do this project in nine months then it was six months in the revised proposal. They had been asked if they could accelerate that to build some momentum and do it in more of a three to four month timeframe. That was a little bit of a challenge.

Commissioner Woods stated the Commission voted on six months. She would like to know why they needed to accelerate it. Six months was fine with her.

Reed Berger, Redevelopment Director stated they wanted to see if they could make things happen more quickly. He thought the sooner they knew that the better. So they asked AECOM to show them what they could do in less time.

Commissioner Woods asked why and what the reason was for hurrying to do it. She would rather get it right and take six months to do it. That tied in with the next criticism she was going to make of staff. She got calls from people who said they had less than 24 hours notice of the meeting. She had several people who could not rearrange their schedule to be at the meeting yesterday for the interviews so staff needed to give the participants more than 24 hours. She wanted people to feel like they were part of this. Let's give them an adequate notice.

Paul McKittrick, Deputy City Manager/Development Services, stated the three month period was actually discussed at the joint City Commission - County Council meeting and it was widely accepted that night. They looked at the contract and it read six months. They distinctly remembered the City Commission and the County Council all agreeing it should be done in three. That was the reason why Mr. Berger asked AECOM to see if they could compress the schedule.

Commissioner Shiver agreed that they were pushing a little bit too much on this. This was the City's project.

James V. Chisholm, City Manager stated it was actually a joint project. The City's was the lead but they had to have the County as a partner in the project.

Commissioner Shiver stated he didn't think the County would bail on them if they took a little bit longer. If they could do it in four months and do it right, he didn't have a problem. But if it took five or six months to get it done he was okay with that too.

Mr. Chisholm stated they were all okay with that. The idea was that if they could get through all the points they needed fine but if they needed more time they would come back to tell them that.

Commissioner Gilliland stated part of that discussion was with the September 30 deadline for the Build America Bond application.

Commissioner Woods stated yes it was but she did some reading on that and she thought it might have been extended.

Mayor Ritchey stated it had been extended.

Commissioner Woods stated they were not under that deadline anymore.

Commissioner Gilliland stated the County wasn't comfortable without the feasibility study piece coming first so they needed to make sure that part was completed so they could move forward evaluating whether or not they wanted to partner with the County for filling out that application. The deadline went to December 31st.

Mayor Ritchey stated they had extended it and there was some talk that they might extend it again because of the favorable interest rates. They wanted to make their best effort at this the first time. They had made it quite clear they didn't want this to just be another plan they had. He was surprised even at a six month time period. He would like it to be tomorrow, don't get him wrong, but when they had all the influences they had currently with the economy and everything else that was going on in the country he thought it was pretty optimistic to think that it could be done in three or four months.

Mr. Chisholm suggested AECOM look at the scope and after they had a chance to talk with everybody if they felt they needed to adjust the schedule and timing they could come back and tell them.

Mr. Hill stated they couldn't do it in three months. They identified that pretty quickly. They had a draft now for a four month process.

Commissioner McKay-Vaughan stated she would like to know how they went about saying they could do it in a lesser time.

Mr. Hill stated going from nine months to six months was a pretty big difference. That was taken up when they revised their proposal. Their original proposal included a lot of steps that were developer based and were actually outside of the RFP. There was a clarification that came out with seven points and that was when they used that to remove them. One of the points was they all agreed to six months. They took out extraneous tasks or items they thought were valuable especially with the developer approach, but not specific to the RFP.

Commissioner McKay-Vaughan stated that had been a very big concern of people who had been speaking to her. Not only did they go from nine months to six months but they reduced their price as well. She didn't doubt that it was okay but she had no way to answer. She asked for an example of some of those extraneous steps that were dropped out.

Mr. Hill stated they had an extensive process for problem identification. They had a whole section on identifying the problem and understanding the dynamics in the market today and all the constraints of that. That was separate from the RFP.

Kjersti Monson, Project Manager stated from the real estate point of view, they actually had two phases of work that were completely deleted. One was called strategic positioning and that was related to the idea of looking at the brand of Daytona Beach and how this E-Zone was going to position itself in the market. That was a process that a lot of developers go through at the beginning of a project where they look at market comparables and do a distinctive analysis looking at how that project entered the market, who the competitors were, how they would compete, who the target market was and how they would get them, how they would market them, and how were they going to develop that brand. That phase was completely deleted. They also deleted an entire phase called strategic programming where they would look at a programming exercise. It was something any developer would do as a matter of course in a project. They would look at the product they were creating and how they were going to program it and then determine whether that program was viable and feasible and what kind of revenue would come in from that project versus another product. Again that was completely deleted, that wasn't stuff that had been asked for in the RFP. They were big phases of work, weeks of work and they were taken out.

Mr. Hill stated to answer the other part of the question about going from a six month process to what they were saying will be a four month process. They would combine meeting efforts. They would have simultaneous efforts going on with the market and the visioning and their management work. One of the things that was really important to make this happen in an accelerated mode was the planning for the public interface so they have public meeting scheduled for once a month for the next three months. They understood they needed about a month notice or a minimum of two week's notice to get the word out for participation and review time on the public side. Those things were built into the six month process.

Commissioner McKay-Vaughan asked if they were comfortable with that. She didn't want this compressed to the point that they don't have time to deal with all the information they would be getting from the public and the shareholders.

Mr. Chisholm stated the two components that were pulled out were components that really related to the development industry itself as it related to the feasibility of an industry coming here under the various scenarios. The catch was did they want to pay for that. There was a cost associated with it. Those phases changed the cost of the project and it was probably an exercise that was going to occur when someone looks at coming in anyway.

Commissioner McKay-Vaughan stated she hears them saying they were compressing it a little bit and that was okay, if they can handle it that. She wanted to make sure they could handle that.

Mr. Chisholm stated Mr. Hill covered that. Quite honestly, if there was something that was critical that AECOM needed to cover he wanted to hear it from them. If they felt like what the City had was something that was not going to work then they would bring it back and make a change.

Commissioner Reynolds asked what would be the procedure for giving names of additional stakeholders. She asked as they went through this process would it be of value to also look at those who we would like to draw to the E-Zone area from the west side of the City those with a different diversity and groups coming into that area, would that be significant.

Mr. Hill stated that would be valuable if that was the market. They needed to understand what the market would like to see. That was what he was talking about, people who might have bought here but didn't and had bought some place else. He thought the process would be to give the names to Mr. Berger.

Commissioner Woods stated in looking at the list, she agreed with Commissioner Reynolds, she didn't see anyone of color on the list. There was not one African American on the list to be interviewed, shame on them for not paying attention to that.

Mayor Ritchey stated the meeting today was to present. They would come back. There was nothing decided on. They were still in the process of identifying stakeholders. They had a little discussion today about including all areas of the City. They want this to be a mutual beneficial initiative. They didn't want anybody to beat anybody up today on things they don't even know were happening yet. This was an introduction opportunity to get meet with AECOM and hear a little bit about their credentials. This was not a negative project and he didn't want it to get started off with a perception that decisions had already been made and they were heading down a path they didn't want to go on, far from it. They didn't know where they were going yet because they hadn't gathered all the stakeholders and all the opportunities they had to have to learn more about their community. That would evolve. They did know they didn't want what they had now. He thought they would all be very happy that they could at the end of the day say this wasn't a plan that went on the shelf again. He asked about information signs. People sort of knew to go there. When they come to Daytona Beach it was easy to find the Speedway and some of them could find the ocean if they drove far enough east. But giving directions to the rest of the things that were available in this community would be helpful to visitors in getting around their community. He hoped that became part of the process too. They were talking about an area, the E-Zone, and he was not sure that even needed to be the name ultimately. Maybe that would evolve too into something maybe a little softer. He appreciated the first steps that were going on with the understanding that there was a lot to be done. He thought the concern they were hearing was there was so much to be done that they didn't understand and they didn't want it to be done in such a compressed time that they were not doing it right. He was comfortable enough with the experience AECOM brought to the table from projects they had worked on that they

wouldn't commit to a shortened time period unless they had a good feeling that they were going to be able to accomplish that. Noticing to the community when they were having meetings was very important. He would say there needed to be a minimum of at least two weeks time. He liked what he had heard. He had the opportunity to sit and talk with them before and he knew they had plans to include everyone in the community. He knew right now they were faced with people who came for events and the day the event was over so was their stay. They had to find ways to not only attract people here but to have them stay and visit. Then when they go back home they would talk about something other than just the event that might appeal to someone else to say they wanted to visit that community.

Mr. Chisholm stated he would suggest that one of the issues tonight was that there were groups who were not identified in the stakeholders that needed to be included. Provide that information to AECOM so they could be sure it was included in the process. He didn't think anybody had tried to exclude any group.

Mayor Ritchey stated he thought it was an interesting comment that Mr. Hill made today that even living here sometimes they lose sight of the area. Mr. Hill made a comment that they could go around the corner and all of a sudden things changed dramatically. It would be pretty interesting. AECOM might have been other places and done other developments but this was going to bring some unique challenges and he felt like they were up to the task.

Mr. Hill stated he appreciated that. He was even more enthusiastic now after having met with some of the different groups. He understood not only the complexity but the opportunities it presented and the richness of what was there. It was a much deeper story than his perception of what Daytona Beach was based on living in Orlando and knowing about the racing and the bike activities. That was what people thought of first but there was so much more to it than that.

Commissioner McKay-Vaughan stated she wondered on the schedule if they were in week one or in week three of month one. She asked what the starting date was so they had some sense of what months they were talking about.

Mr. Hill stated he thought that was an anomaly. First of all this was a draft so they really were in week one.

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

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated he did not want the City to go cheap like the A1A project. There were a lot of damages that came from it. We end up paying more in the long run. He asked that it be done right the first time and be very cautious when emphasizing on the landscape features. We have a lot of things built on Main Street and to think about using Auditorium Boulevard to Main Street for the taller, larger buildings.

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

Commissioner Woods stated the presentation was great. We are not rushing you, but do it right. Secondly, the cheerleaders that Scott brought up which we had for 2 weekends was a great event. Many of the businesses benefitted from it. The police department did not have to put any additional police out there as well as no additional cost for garbage pickup. It was a very clean event for the City. She suggested hanging a banner welcoming these types of events.

Commissioner McKay-Vaughan asked if meeting with the Commission were deliverables and when the next meeting would be and have the discussion the Mayor was talking about.

Todd Hill, Principal with AECOM stated that would be tentatively scheduled for May.

Commissioner McKay-Vaughan asked if they would be meeting with the redevelopment boards and the Commission and how that worked.

Mr. Hill stated he was confused about it himself.

James V. Chisholm, City Manager, stated he has met with both.

Reed Berger, Redevelopment Director, stated this goes back to the scope and RFP that we sent out was the redevelopment area board. We want to start with you and the kick off and continue to give you updates of the Main Street meetings but it was going to be the redevelopment area board that we were meeting in, that's been in all of the documentation. That is where those particular presentations would be forth coming.

Mr. Chisholm stated to Mr. Berger he thought that they would still have to meet with the CRA. The redevelopment board is a review body.

Mr. Berger stated correct. We were going to do updates with the CRA during that time every month.

Commissioner McKay-Vaughan asked if those would be the times to ask questions.

Mayor Ritchey stated absolutely and that he was not trying to limit the discussion.

Commissioner McKay-Vaughan asked for a schedule of those meetings.

9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 5:19 p.m.


GLENN S. RITCHEY
Chair

ATTEST:


LETITIA LAMAGNA
Assistant City Clerk

Adopted: June 2, 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.