

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

August 4, 2010

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

1. Roll Call.

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

Also Present:

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

2. Commissioner Henry led the invocation.

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

4. Approval of the minutes of the Special Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, July 7, 2010, at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

It was moved by Commissioner Woods to approve the July 7, 2010 Special Community Redevelopment Agency Board Meeting. Seconded by Commissioner Shiver. The motion passed 7-to-0 with the breakdown as follows:

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

5. AGENDA APPROVAL

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

No changes.

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

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

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

Scott Frank, 303 Seabreeze Boulevard, Daytona Beach stated he wanted to applaud the very necessary goal of establishing an E-Zone and fostering a re-identification of the beach area in Daytona Beach, which is obviously essential. He heard at last night’s meeting some excellent proposals of establishing some green areas and water visibility. As he was leaving he concurred that as you head towards the ocean, you can’t see the ocean, also as you’re leaving and heading towards the river you can’t see the river, those are two of our City’s most important assets. He believed the consultants that were present had come up with some excellent ideals in enhancing our most valuable assets. Most importantly he had listened to the professionals here in Daytona Beach that are hired, paid and tasked by the County and the City as to what is necessary for Daytona’s long term viability. They say by attracting upscale hoteliers and fluent visitors to fill the Convention Center is absolutely critical. They stressed the needs to have upscale areas within walking distance of the E-Zone which would provide restaurants, outside cafes, galleries and shopping venues. The one and only existing area that can service those objectives that had been stated by professionals, Seabreeze Boulevard has once again been excluded from the process. The only currently existing place in the area that could service those objectives is being excluded. Most of the ideas that were presented on today will focus perhaps not on imminent domain, but on some moving of areas in the essentially distressed areas and deals with Main Street as well. To his surprise it did focus on the one street that had been associated with beer, suds, bikers, babes and all of the things our City is trying to move away from. This is what the consultants have proposed as being the Mecca of this E-Zone. He did not feel the term den of iniquity was a good sounding starting place to present new visions to our visitors as what we are all trying to move away from is that street. He respectfully requested the Commission go back to staff and the consultants to find a way to include the one area that would be an attribute which really is one of the things the consultants says this project needs to succeed.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated several tie-ups because it's going to happen with the E-Zone because what we put into the E-Zone if it only last a year it doesn't do the City any good. On tonight's agenda they are repairing the arms for the lights down A1A, there is also a new paint job that had to be put into it that was noticed six month into because it started peeling even before they finished the project it began to peel and fade. There are also problems at Breakers Park such as; light fixtures that do not work, the ones on the walk way were not working before the warranty expired and we did not ask that they be repaired. The City has a habit of putting in things that are not going to function well. At Breakers Park they put a skim coating of cement on the top of the stairs and around the lights so when people hit them they broke and now you have pieces of cement running down the steps that look like they are one hundred years old, when in fact they are only a year or two old. Trash cans are a problem, we originally had 56 trash can along the Boardwalk that have been replaced with 12 and they are always overflowing. During the 4th of July weekend they forgot to empty five of the cans which was were overflowing, and if they are overflowing and there is no room to put anything more in the can, they end up putting it on the ground or on the beach. He stated there are a lot of things that can be done to enhance the E-Zone, let's not make the same mistakes with this new E-Zone that we made with the park and A1A. On A1A there was a problem with the landscaping and we replaced it 3 or 4 times, we've got to get it right the very first time. Another problem with the Boardwalk we put \$1 million plus on the Boardwalk, and now on the northern end, they are parking five automobiles and the grease and stain water coming from the radiators are seeping into the pavers so now the northern end looks like garbage. The area directly behind the Bandshell looks like garbage because there are twelve cars that park there regularly on a day in and day out basis. He was told there was nothing that can be done about this because the Beach Patrol wants to park there and we have to let them park there. Our City ends up with all of this money spent, but yet and still we don't take care of what we have already spent the money on, he begged the City to make sure when this new E-Zone comes along we don't make the same mistakes as in the past.

Mayor Ritchey announced we were honored to have in the Chambers with us tonight three distinguished gentlemen and they were the Honorable Frank Bruno, Chairman of the County Council, Josh Wagner; County Councilman and County Manager, Mr. Jim Dineen.

7. ADMINISTRATIVE ITEMS

A. Discussion/Action - E-Zone Master Plan

Todd Hill, Vice President, AECOM, Atlanta, Georgia summarized the presentation from the second public meeting (held Tuesday, August 3, 2010) regarding the Entertainment Zone (E-Zone). Their company has done similar projects like the E-Zone in both the public and private sector with regard to creating a dynamic entertainment, retail and dining environment that would be associated with hotel and convention uses. The team is composed around a notion of a real estate strategy that will move the ideas that would be generated and an exciting plan forward. There company will determine a strategy to implement the plan that includes ways to finance and how to attract developer and investor interest. He introduced the members of the teams. Todd Hill, Principal in charge, Kjersti Monson, Project Manager, David Mexico, Rockwell Design, Lead Signature Designer, Sam Hamilton and Beth

Lempke, Zev Cohen, locally, Charles Johnson, Convention Hotel Advisor & Specialist and Steve Haemmerle, Real Estate Strategist/Market Analytics. He spoke about the challenges of redeveloping and marketing the area. The process is about trying for a different outcome and doing things differently. He discussed the process thus far and gave an overview of the next steps. Based on public input and meetings with numerous stakeholders they have developed three plans which were presented at the public meeting on the previous evening. The third meeting is scheduled for October 5, 2010. At that meeting, a plan will be presented based on the response received from the three conceptual plans. The plan will be merged with an implementation strategy. What is also in the works is a form base guideline which is a covenant of the how the plan would be managed and addressed, which includes the physical form, style, imagery, architectural setbacks, building massing and all those things that determines what the vision could look like. The intent is to build confidence in the investor and development world that there will be quality standards and long term confidence for the ideas would move forward. He talked about the results of the two public meetings and the ideas of those who attended. The desired uses in the future would be theater, culture and entertainment. One of the concerns is how to keep people coming to Daytona Beach in the down periods. He spoke of the type of venues and neighborhood that will be viable within the E-Zone. The key drivers to the success of the area are events and activities that will be attractive to residents and visitors. Parking is needed in the destinations where people will be as well for the hotels. He illustrated the ideas through a PowerPoint presentation that showed the placement of different venues along Main Street. He spoke about the expansion of the Ocean Center and the work that is being done at the Daytona Pier that will assist the area in and promote a private development response. Main Street should be the hub of activities. It needs to be connected to other areas with event planning, transportation and programs. The events must benefit the community year round. The table must be set for the 20-25 year master plan and it should all come together. The plan must build confidence among investors. Policing, operations and enforcement of code must work together so that when people come to the area they will see that a lot is going on. Investment and developer interest go hand in hand. The plan must have a reasonable chance for implementation. They plan to stay in touch through the survey and web site. The team has identified the historic significant and contributing buildings in the E-Zone. Coordinated with the Land Development Code consultant (LDC), Clarion, and some of the ideas will be included in the rewrite. An inventory of the real estate assets in the E-Zone, which include eight sites, will be identified. A development advisory panel of eight professionals has been formed to be a sounding board for the proposed plan. Parking is an issue and it needs to be close to the venue. There is a real estate strategy toward financing and funding options. He referred to the PowerPoint that denoted the eight sites. Information regarding the three plan areas (Towne Square, a civic/commerce/educational area; Pop up Park, a venue area down Main Street; and Ocean Village, a reestablishment of the dune area on the ocean that emphasizes the world's most famous beach with restaurants and shops) was reviewed. All of the plans would have adequate parking and walk ability of moving from the Ocean Center and Main Street area. There would pedestrian movement in the area. The open spaces would have lots of dining and retail shops in the area.

Steven Haemmerle gave a brief report and update on real estate strategy for the market analytics that might be present and also the phases of the new E-Zone. He realized the first question they would ask him was; what do you mean when you say that. Part of that has to do with understanding the reality of the market place. Part of it has to do with putting together a sound program of working with a collection of land uses that respond with Daytona Beach's position within the market place of real estate. A collection of programs that over time could be absorbed into this market, it was also about being realistic, balancing some of the visionary activities that had been shown on how you would go about getting something built. He stated this was not going to be easy it was going to be a challenging process and just the matter of issuing an RFP, and a developer will come along and bid to be the contractor on the project. After a brief discussion he stated that even though the economy is going through a recession at this time, things will turn around at which time for developers and real estate values that will change during the turn around. He stated that long term visitation in Daytona Beach would increase visitors spending, since over 70 percent of Daytona Beach's money comes from visitors to our area. He suggested looking at ways to give people more ways and better reasons to want to come to Daytona Beach for long visits. Improve the quality of guest experience, if guests to our City have a great experience during their visit they would pay more. Today's Daytona Beach is about the beach, the events all which are great foundations upon which to built, but the part to improve would be the price. Daytona needs to look at ways to increase visitor's quality during visitations which would also increase visitors spending. He spoke a little in depth concerning the E-Zone and the steps that had to be taken as the City goes through the process of developing the E-Zone in phases.

Mr. Hill stated they had a good meeting last night, with about the same amount of people that came out the last meeting. The meeting last time may have had more business owners and last night's meeting seemed to have had more residents. He stated they issued a limited number of red dots, and green dots to everyone that attended the meeting with the red dot indicating something that you really don't want to see ever again, and the green dots were placed on things the people really liked and want to see in the future. They had easels that the people could write down their thoughts. Pointing to the PowerPoint's he stated the majority of the people seemed to like the pier and the expansion that was being done to it or at least the extension to where it used to be. There were mixed responses to a big amusement pier because it would take up so much space. There were also a lot of positive responses to the town square itself which would be a central gathering place or living-room if you would like to say for the entire community. They also like the idea of expanded beach access, which was a given. They liked the idea of the open space on the south side of the Boardwalk, south of Main Street adjacent to the Boardwalk. Another idea they liked was the walking district that would go down from the Convention Center all the way to Main Street instead of a lot of surface parking because when it's hot there is no cover and you are exposed to the heat. One idea that received all green dots on all of the plans was "Lodging along the Halifax." There were also some negative ideas such as realigning A1A. The idea of a permanent closure of Main Street, they did not completely support the idea of shutting off vehicles from driving down Main Street.

Charlie Johnson, Johnson Consulting stated his thought was, and it is not necessarily something that could be done now but it could be put in the master plan, a sports complex which would be complimentary to the convention center and managed with the convention facility. They have seen this done very well in many markets. It could be used as a swing exhibit hall and also programmed to get youth and amateur sports activities into the equation. This adds a family oriented demand to the downtown core and help support the hotel and infrastructure as well.

Mr. Hill commented on the Public Meeting #2 Key Comments slide stating we had some mixed comments that were neither pro nor con.

Beth Lempke, Zev Cohen stated the only thing they added to the questionnaire from previous meetings were things like outdoor activities and the types of culture to help activate the area. The new thing was how you feel about the three concepts. Twenty one people filled out the questionnaire, the most yes's were for the first one the Town Center, 10 yes/6 no, the Ocean Village concept 8 yes/9 no and the Pop Up Park 5 yes/11 no. The major thing they didn't like in the Town Center concept was the hotel in the ocean front site, in the second concept, the Ocean Village the major thing they did not like was curving A1A and closing Main Street. With the Pop Up Park concept, the sports arena/broadcasting center next to the Ocean Center did not gain a lot of popularity as well as the beach front sports venue. They are starting to look at the comments and feedback on the concepts as the process goes on as they go towards a consensus plan.

Mr. Hill asked for comments by August 18th. They would like to know what the likes and dislikes are as they move towards a consensus plan, a singular preferred plan. Mr. Berger has volunteered to help organize some one on one meetings possibly with the City Manager for more specific questions and answers. They will continue to work on a consensus plan there are some things they can do regardless of what the configuration of the final plan is; they are working on wrapping up the asset inventory for all the properties within the study area and they are looking into some of the financial aspects. The next public meeting will be on October 6 at which time they will present the consensus plan that they are working towards. Interim progress information will be disseminated and working with the City will determine the best way to share that with everyone possibly the website. After that last meeting they will take all of the comments and finalize the master plan, the form based guidelines and the implementation strategy.

Mayor Ritchey stated that was a lot of information to digest in a short period of time but it was an excellent well thought out presentation; the different concepts were very helpful. He suggested maybe another public meeting to talk about some of the things that are out there to clarify or dispel some of the misinformation and to have more community involvement in it. He thanked Mr. Hill and his team for the great job they have done. The residents and people that have been here for most of or all of their lives have to be willing and open to accept new concepts, new designs, and new opportunities with a firm stake in the ground with what is best for our residents and visitors alike.

James V. Chisholm, City Manager stated there were copies of the documents for those who might like them as well as for the County and their Councilmen. He encouraged County Council thoughts and ideas coming back by the 18th if possible so they include that in the collection of information.

Mayor Ritchey thanked the representatives from the County Council for attending.

- B. Adopted/Resolution No. CRA 10-28 approving a contract with the sole source provider Cimarron South, Inc., 2168 Springwater Lane, Daytona Beach, FL 32128, in the amount of \$66,000, to repaint and seal peeling light fixtures within the Main Street Redevelopment Area. Cimarron South, Inc. distributes a proprietary product that staff has tested for a year; and has been found to be capable of withstanding the harsh beachside environment with no peeling. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING A SERVICES CONTRACT WITH CIMARRON SOUTH, INC., FOR PAINTING AND SEALING OF LIGHT FIXTURES IN THE MAIN STREET REDEVELOPMENT AREA; APPROVING THE EXPENDITURE OF TAX INCREMENT FUNDS IN THE AMOUNT OF \$66,000 FROM THE MAIN STREET REDEVELOPMENT AREA TRUST FUND; AUTHORIZING THE CHAIR AND CITY CLERK TO EXECUTE THE CONTRACT; AND PROVIDING AN EFFECTIVE DATE.

Mayor Ritchey stated he had asked if it costs \$750 to repair them; how much does it cost to replace them. He was told that even if they purchased new ones, they would have to go through the same process to assure that it doesn't happen again. He asked Reed Berger to elaborate.

Reed Berger, Redevelopment Director stated there are a number of vendors out there and none could guarantee that it would stand up to the Atlantic weather. What we've seen is that it just doesn't hold up. We are lucky to have someone in our backyard that has a proprietary type of paint product that will work. The other thing is that it was more than double to replace it without any guarantee that it would last any longer.

Mayor Ritchey asked if the powder coating process was not a good process for something that is exposed to the elements.

Mr. Berger stated apparently not and it makes a difference what sort of product you have under it. We have aluminum product under there. We can put certain products on there that could withstand it getting under that powdered covering. You can spend more money and have additional thickness over it, just like on a car. You can spend a lot more money to do that.

Mayor Ritchey clarified that two had been done over there for a couple of years.

Mr. Berger stated yes, that two had been done over by the Breakers Oceanfront Park, for about a year. It has held up and we had not seen any of the deterioration. With these fixtures in the past, we were usually seeing wear and tear after a few months.

Mayor Ritchey asked if they did them in place.

08-04-10

Mr. Berger stated yes, it is much more expensive to take them down, so we do it in place.

Mayor Ritchey asked if we had anyone to speak on this item.

Jennifer L. Thomas, City Clerk, stated there were no speakers.

Mayor Ritchey asked if there were additional questions or comments.

Commissioner McKay-Vaughan asked if they gave any idea of the life ... do they have any idea of the life ... we know already that we are one year to the good.

Mr. Berger stated we would like to know where they are eight to 10 years from now.

Commissioner McKay-Vaughan asked if they had examples of where this product in similar environments.

Mr. Berger stated they were fairly new. They have put the product out there in Japan.

Commissioner Shiver asked if there was any warranty.

Mr. Berger stated there was no warranty with this. Mr. McKitrick is going to clarify that.

Paul McKitrick, Deputy City Manager/Administrative Services, stated the vendor, he believes his name is Buck Parker, actually started his business out on Fentress. He is a master chemist and engineer. He offered a 10 year warranty if we would not have them painted in place, but removed and taken to the factory in Georgia, but at a considerably higher price. He won't give a warranty if they are painted in place.

Mayor Ritchey asked if it was the same process.

Mr. McKitrick stated the two that were done a year ago were done in place. They still look brand new today. We are very pleased with them. They have this special polymer from Japan and apparently he is the only vendor in the southeast with it. Reed and I aren't completely pleased with the situation, but we believe this is the best solution.

Commissioner McKay-Vaughan asked if this process can be used on other things.

Mr. McKitrick stated that the vendor has brought that up and he would be happy to offer it for anything.

Commissioner McKay-Vaughan asked if this application could be used on items other than metal.

Mr. Berger stated his understanding is that it adheres to other surfaces, but the problem we seem to have is with the metal surfaces, you get the corrosion underneath.

Commissioner McKay-Vaughan stated yes, we had all those problems with the benches.

Commissioner Woods stated the concrete ones look really good.

Commissioner McKay-Vaughan agreed.

Commissioner Gilliland asked if this vendor was the only one that sampled light poles for us. He asked because six or nine months ago someone had approached him and told him that he had done this with two in place light fixtures and described that it was a nano-technology paint product he was using that had significantly more technology than regular type paint. He is trying to figure out if this is the same guy or not.

Mr. Berger stated it was the same guy.

Mayor Ritchey clarified that they were the experts and they were saying this was the best option we have right now.

Mr. Berger stated this appears to be the best one, yes sir.

Commissioner Gilliland stated the only issue was that if this product works, the next time we put something up like this, before we install it, maybe we should have this vendor paint it. Anything that is mass produced and we stick near the ocean is going to have issues.

Mayor Ritchey stated that we might have some learning take place because of the Shores. What they have done with their lighting and fixtures ... the lighting is all underground, but the fixtures they have just installed recently and we should watch those and see how those do. He asked if there were any other questions or comments.

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

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

- C. Adopted/Resolution No. CRA 10-29 approving the expenditure of funds and a contract with Gibbs Planning Group (GPG), 330 East Maple Street, Suite 310, Birmingham, MI 48009, in the amount of \$24,000, to provide professional services to develop a Retail Market Analysis for Downtown Redevelopment Area. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING A CONTRACT WITH GIBBS PLANNING GROUP, INC., TO PROVIDE PROFESSIONAL SERVICES TO DEVELOP A RETAIL MARKET ANALYSIS FOR THE DOWNTOWN REDEVELOPMENT AREA; AUTHORIZING THE EXPENDITURE OF UP TO \$24,000 FROM THE DOWNTOWN REDEVELOPMENT AREA TRUST FUND; AND PROVIDING AN EFFECTIVE DATE.

Commissioner McKay-Vaughan asked if there were any other applicants.

Reed Berger, Redevelopment Director stated it is a sole source and we only considered Mr. Gibbs because of his background. We looked at one product that came out of Washington D.C., but nothing like this tailoring to the retail marketing. With Mr. Gibbs' caliber and having been here before, he was very excited when we called him. Delray Beach and Winter Park have looked to him for similar things.

Commissioner McKay-Vaughan asked if in 2005 when he was here they felt that the results were successful and why are having him back again to do the same thing all over again.

Mr. Berger stated no we are not asking for the same thing, we are asking for something very detailed now.

Commissioner McKay-Vaughan asked what he did in 2005.

Mr. Berger stated he provided a cursory review through the State of Florida and a grant program that the partnership asked if they could be part of that. He went around Florida and gave a review of what could be done. What we are asking for is something that he would do, whether it was in Houston or Del Ray Beach and come in spend a lot of time getting some unique information. We are not looking for demographics that you and I can pick off a computer. This will be very specialized and have his name attached to it to help us to sell our downtown and our retail spaces and get the right kind of retail mix. We need to listen to him.

Commissioner McKay-Vaughan asked why a Request for Proposal (RFP) did not go out. She hoped it would not happen like that again in the future.

Commissioner Woods stated she went back and read the original report and thought if this new report as an expansion of the old one. She did not view it as having to going out as a RFP from that perspective. It's taking the foundation that he did in 2005 and given us more detailed information in order to promote of whatever we think would work downtown. He's looking at feasibility.

Commissioner Gilliland agreed with Commissioner Woods and looked at it as an extension of the first report. He would like to see the process move quicker instead of the 120 day proposal cycle. It was a reasonable course of action.

Mayor Ritchey stated the Downtown-Balough Road Redevelopment Area Board voted 8-0 in favor.

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

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

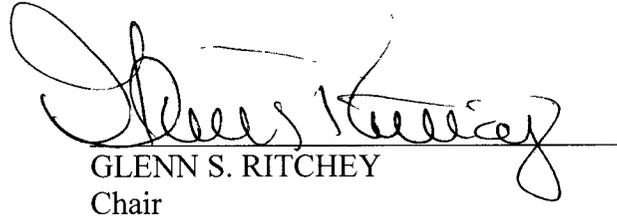
8. COMMENTS AND INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY BOARD AND CITY MANAGER

No discussion.

08-04-10

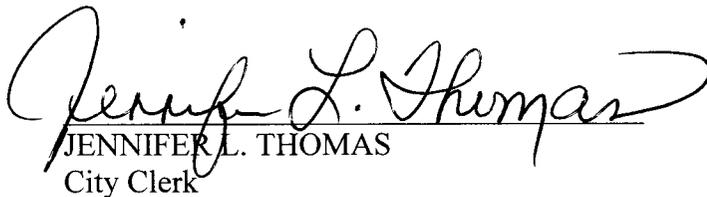
9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 5:30 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: October 6, 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.