

MINUTES

SPECIAL MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

October 5, 2011

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday, October 5, 2011, at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Robert Gilliland	Present
Commissioner Patrick Henry	Present
Commissioner Cassandra Reynolds	Present
Commissioner Edith Shelley	Present
Commissioner Pamela Woods	Present
Commissioner Kelly White	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. Adopted/Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held Wednesday, September 7, 2011, at 4:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

It was moved by Commissioner Gilliland to approve the September 7, 2011, Regular Community Redevelopment Agency Board Meeting Minutes. Seconded by Commissioner Henry. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	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 Shelley. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Mayor Ritchey	Yea

6. PUBLIC COMMENT BY PEOPLE ADDRESSING THE COMMUNITY REDEVELOPMENT AGENCY FOR ITEMS ON THE AGENDA.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated if we are having a public hearing on the E-Zone that the public be allowed to speak at the public hearing, the last public hearing we had on the E-Zone the public was not allowed to speak they were told they could speak to the staff individually but they could not make their comments publically known. It really helps us to be able to hear what other people are saying about a project and not being able to hear the give and take he thinks hurts us in the long run. Secondly, at the Main Street CRA Board meeting they discussed the E-Zone and voted on the E-Zone which is part of your back up, but what happened was when it came to discuss this item half of the board did not have the item. They had to adjourn the meeting, duplicate the material, give it to them, they had 10 minutes to read it and then they had to discuss an item that will be extremely important to the Main Street area and the E-Zone. You can't have a 20 year program, \$400 million and then have 10 minutes to read and discuss it, it just doesn't make sense. This is not the only time this has happened, many meetings staff gets things to the boards at the last minute. At the Planning Board meeting two weeks ago, when the E-Zone came to them they were told you have to act on it now because it is going to the City Commission so they had to discuss it all in one night and make the same decisions that will affect us for 20 years and \$400 million in one nights discussion. It is just too much for them to comprehend; he understands they are going through it step by step but if you realize that you have got all of 400 pages to discuss in half an hour a lot of people just sit back and don't discuss it because they realize they can't discuss it and go into detail. He is asking that in the future the Planning Board and all the other boards have this material in enough time so that if they don't have enough time to discuss it they have another week or another month to be able to discuss it. Having it done all in one night sometimes is overwhelming and they don't do the best for the City.

Mayor Ritchey stated for the record that agenda went out Friday before the meeting and some of the members forgot to bring their agenda's with them, thank you.

7. ADMINISTRATIVE ITEMS

- 7A. Continued until the November 2, 2011 Special Community Redevelopment Agency Meeting/Resolution approving new residential and commercial facade programs; and approving revisions to the business facade, leasehold improvement, lease subsidy, and landscape improvement programs for the purpose of providing more effective and efficient grant programs in each of the redevelopment areas. City Clerk read the Resolution by title only. A RESOLUTION APPROVING AMENDMENTS TO THE GRANT PROGRAMS IN REDEVELOPMENT AREAS; AND PROVIDING AN EFFECTIVE DATE.

Reed Berger, Redevelopment Director stated that he would like to respond Mr. Nicholson comments but he was going to hold off just in case the CRA wanted him to clarify anything, and go directly to the topic. In November 2009; the City put together a lot of programs. There was a Facade Grant they've received through Ordinance since 2007; that was due to a significant overall of some earlier grants the City had. Back in 2009; the CRA was told that Staff would be tweaking these programs and coming back to the board when we had more information which is why he was present on tonight. He attended meetings of the Redevelopment Areas Boards over the past several months and had discussions on and off concerning these various grants such as what did the boards think; what they wanted to change. This past month final actions were taken, and he was going to share those proposed revisions from the boards on tonight. There were some comments made in the last few days that he wanted to share with the CRA with their permission, the comments came from our elected officials and he covered them very quickly. There were some questions concerning which businesses are targeted and exactly where is that information. The information was in the CRA packets and was numbered as attachments number 16, the information is there for you to read at your leisure. If the board had any questions about the targeted uses; he would be more than happy to answer them. One item that came up in attachment C and that was the tourist related businesses in Main Street which probably related to why, would we continue to target a Gift Shops and T-Shirts Shops because we have a lot of those. They looked at other things that tourist as well as residents would like to see in the Main Street area.

Commissioner Shelley asked a question concerning this issue because it came from her. She wanted to know what the definition of a tourist related business was. If someone who does travel and goes places, she thought that was an antiquated term which was her whole point. People that travels just doesn't go into gift shops, they are looking for all sorts of things. If you go down on the River Walk in San Antonio, Texas you have an art gallery and things that residential people will buy. Her question was what is tourist related and how was that different from regular retail. Her thoughts were if you were just saying tourist related meant T-Shirt shops, that was a very antiquated term and she felt it was much broader than that.

Mr. Berger stated that was something Staff could look into further if that would help. He agreed some of them were ambiguous and had ten different definitions as to what they meant, or you could change the word itself. They were also trying to get convention in the wording also; which was an important aspect of everything they were trying to accomplish for when conventioners came to town. Another thing that came up was the landscaping and the inclusion of a maintenance requirement was in there. The inspection is a part of the requirement being talked about and the question becomes, whose going to actually make

sure on a yearly basis while making a disbursement that it will actually accomplish what was said it would accomplish. In this particular case what he would be proposing that the Redevelopment Staff take the responsibility to ensure before anything happens that they are meeting the standards that are required for landscaping as well as just for appearance standards that are listed in the City's Code. Hopefully that answered the question on that issue, which Commissioner Shelley stated had come from her as well.

Commissioner Shelley stated her point on that was, and apparently the targeted businesses did well, however; she did not ask where it was. If there was not another question on targeted businesses, that was not the answer to her question on targeted businesses. Her question was not where it was, because she had seen the list and she saw the landscaping and how it would be done. Her question concerning the targeted businesses ... she did not notice targeted businesses were in each section. Some sections said, any business they did not say any targeted business. Some sections said, "Any existing or targeted new business, some said an existing targeted business and some said an existing business". Her question was simply, when we're referring to those targeted grants, perhaps the best way to deal with those inconsistencies if they are not suppose to be there is to refer everyone to attachment "C".

Mr. Berger stated he would agree but there were some of those programs included that referred to attachment C, and some did not. Some of that was by intention depending on the program and if there are any inconsistencies in there, but if it is supposed to be attachment C, he would make sure that where it's not mentioned and it is in another place in that same program, they will correct to get it right.

Commissioner Shelley stated maybe in the area that stated the funding issues, if it said existing business; maybe that is what was meant. She was not arguing the point but when you are dealing with limited funds and talking targeted, she wanted to see some consistency there. However; if when you read that and say, "we meant to say this because of X Y Z", that was alright as well. For example because of the limited funds, Midtown can tell you what they don't want, and she would hate to see an existing business they didn't want to continue in that same manner.

Mr. Berger stated he agreed with Commissioner Shelley, and Staff would make sure there were no consistencies when it came to the targeted businesses or those programs that were intended to be targeted.

Mayor Ritchey stated he had a question for Reed as well; some of the grants for both residential and commercial depending on the period of time they run, the properties if they move or something they're expected to have their property either lien or have a way of recovering the money. He wanted to know if that was done on an amortization type schedule if they were there for two years; or will they get credit for those two years and then ... has that been clarified as of yet.

Mr. Berger stated no, there had not been a clarification because that is a new idea and if he was talking about in the future; putting some kind of payback in the application the answer was no sir it had not been done.

Mayor Ritchey stated if they weren't there the whole time you owed the City money and on the other hand and they were there most of the time, are they charged back the whole thing. He also wanted to ask if 7A was a time sensitive issue that it being discussed or can it be brought back after the CRA has had a chance to review it.

Mr. Berger stated this could certainly be brought back, he did not see any reason this could not be continued to another meeting.

Commissioner Shelley agreed with Mayor Ritchey on because that was also one of the questions she needed to ask after looking at other communities that does grants. One of the things that were targeted was homeowner or owner occupancy of properties. What some communities did is the homeowner is required to live there for x amount of years after the project is completed; because it is not to be flipped and it's not to be rented out. This is not meant to discourage people, but they are using City money to do a property and the goal is to have an owner occupied property, which is what the City needed to make sure happens when they use that money. It is very easy to find examples of that in other communities where they attach x amount of years; that has to remain that way and they does things so that when it is turned over, it maintains that owner occupancy or new owner type of property. Those were things she wanted the City to take a look at and investigate since we are being so targeted.

Commissioner Reynolds asked wasn't some of that language currently in our CDBG.

Mr. Berger stated yes we do, that is standard practice. He did not use the Federal Government as his model but he thought the lien idea was a good one to look into and they certainly would do so. In their packets under Lease Hold Improvements on page 31, under Section B, Grant awards criteria; the word business was added. The wording could be changed to read, "Lessee, would make it a lot more of who is responsible for that grant and he stated this was just a suggestion that he could bring back to the CRA. Also, in the Lease Holding Improvement program there was that same language in the Business Facade program as well.

Commissioner Shelley stated on the list of Lease Holding Improvement programs, she noticed there were none listed for Midtown on the list; she realized there was probably a reason for that but she noticed Midtown was not included on the list. Her list of targeted areas included Main Street, E-Zone and Downtown Redevelopment Shops; but Midtown was not included in those areas listed for eligibility.

Mr. Berger stated the Midtown Redevelopment Area Board was scheduled to meet on next week and that would be addressed at that meeting.

10-05-11

Commissioner Woods stated she had asked for the breakdown and for next year it was showing zero for Midtown. She asked Mr. Berger, how are we going to do the grant subsidy program if there is no money in there.

Mr. Berger answered saying he couldn't do it right now because there wasn't any money in the program.

Commissioner Woods asked Reed how we fix that.

Mr. Berger stated he would start by seeing if there was a way to reallocate, or transfer funds.

Commissioner Woods stated on yesterday that was one of the things she had asked Staff for and that was an expenditure data for the prior three years indicated where it went, and how we used the funds in each of the CRAs. Secondly, she asked for a plan for the upcoming year. Personally; she felt even if there were no CRA funds, she would like Staff to find some General Funds in the mean time to put in the Midtown Redevelopment Areas funds, because it just isn't right.

Mayor Ritchey stated he wanted to clarify that dollars was not being transferred from another CRA.

Commissioner Woods stated no sir, they would be general funds. Mr. Berger didn't finish his statement when he mentioned transfers but he wasn't talking CRAs, but since there were no funds in Midtown Redevelopment we need to find some money from the General Funds. She wanted to commend him for placing a significant amount in residential in the Main Street area there was over \$100,000 in there for residential; they had talked extensively about increasing the owner occupancy in that area to deal with some of the problems associated with that, she appreciated Staff had placed that amount in that area.

Mayor Ritchey asked Commissioner White if she had a comment.

Commissioner White stated she was just going to ask if when the CRA budgeted for the grants; they were separate entities such as residential and commercials. She didn't know if they were looking at a percentage of the total amount increment that was in each trust fund, or as a rule kind of moving forward. Seeing that there was nothing in Midtown if five or ten percent was taken from those funds every year and put them into a Grant program whether they are changed or not.

Commissioner Gilliland stated the City had a fairly tight budget year; \$25,000 was cut out for security for City Hall, just to try and balance the budget. To take funds out of something else to put into Midtown he really was interested to know where the money was going to be found; he also wanted the budget amendment to come with it. Whatever program those funds were going to be coming from had to be reallocated accordingly, he wasn't saying it can't be found he just wanted to make sure they knew where they would be coming from before doing the reallocation. He asked if the CRA was going to be continuing this item to a future meeting.

Mayor Ritchey stated if it was the pleasure of the Commission to do so, because Reed said this was not time sensitive and there are so many addendums that can be added to this item, so it would better to go back to this item and word-smith it to make sure the intent has been captured and bring it back at a later date.

Commissioner Henry stated that the CRA need to look into getting some of the Red-Light Camera money that was coming in; from some of those Red-Light Cameras in Midtown. If you want to look for the money to put into the Midtown Redevelopment fund that would be a good place to start.

Commissioner Reynolds stated she hoped they could be accommodating as Mr. Ivey stated at the last Budget Hearing; that you could look for at least \$1 million from Midtown to be transferred, so while you're looking there is a number for you.

Commissioner Shelley stated she just wanted to throw out while looking into the different grants; not the grants themselves but the areas to be considered for a grant. If it was something the Commission might be interested in she wanted to suggest, energy retrofitting for exteriors; that was something matching programs can be received through as a way to expand the grant by working on energy efficiency and retrofitting buildings.

Mayor Ritchey stated that this was obviously very important and could really affect our community in a great way. He also agreed with everyone else that dollars for Midtown needed to be found from somewhere to offer the same programs across the board and it will make a huge difference in the appearance of our community. We need to induce people to take care of their properties, businesses as well as their homes.

It was moved by Commissioner Reynolds to continue the item until the November 2, 2011, Special Community Redevelopment Agency Meeting. Seconded by Commissioner Woods. The vote breakdown was as follows:

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Mayor Ritchey	Yea

- 7B. Adopted/Resolution No. CRA 11-18 recommending amendments to the Main Street Redevelopment Plan that incorporates certain goals, policies, and objectives provided in the E-Zone Master Plan and directing staff to send notice to affected taxing districts that a public hearing will be held by the City Commission. City Clerk Thomas read the Resolution by title only. A RESOLUTION APPROVING AMENDMENTS TO THE REDEVELOPMENT PLAN FOR THE MAIN STREET REDEVELOPMENT AREA TO INCORPORATE GOALS, POLICIES, AND OBJECTIVES PROVIDED IN THE E-ZONE MASTER PLAN AND TO CLARIFY AND UPDATE THE PLAN; AND PROVIDING AN EFFECTIVE DATE.

Reed Berger, Redevelopment Director stated he wanted to give sort of an overview as some of the Board has not been through a plan amendment before. What happens is after the redevelopment boards have looked at it and commented and we've had a couple of opportunities with the Main Street Redevelopment Board in looking at that and they did get their E-Zone report some time ago in August so they have been reading that as sort of homework ahead of time so they have had the master plan to digest for awhile and they did get the information in a timely manner in terms of the amendments and everything you are dealing with tonight. Some comments about everything coming in late and being handed out on a Friday that was a Comprehensive Plan section only a very small section that was done on that piece, it was just a courtesy recommendation that the Planning Board ... and again that did go out and get mailed on a Friday but this packet went out and was there eight days prior in the hands of our board members so hopefully that gave them a lot of time. I didn't really get complaints about that so moving ahead what we are asking you to do is to take this information that you have and make a recommendation if you are agreeable with this or some revisions to it tonight to move ahead and provide it to the City Commission, which is yourselves, and then you will have two more opportunities on an ordinance the second meeting in October and the first meeting in November; November 2nd as a Public Hearing for this particular proposed revision and one of the other things that we ask this evening was to direct us to send notice to the taxing district so they have an opportunity to comment on these changes as well. That is the process. A few questions did come up and there were a number of comments related to the blight study, the one he is referring to is the exhibit that is in the back that talks about all of this old information about the infrastructure back in the 1980's when it was required to have that information and put that in your plan. That has been in our redevelopment plan all these years and rather than have it in the front and have you to kind of go through it we thought we would do what the Downtown plan had done when they revised it back in early 2000 and put it to the back of the plan. The state statute refers to having the blight study in there so we moved it to the back and unfortunately we confused you because we put a red underline and it looked like it was something new we were adding it's just old information.

Commissioner Woods stated she wasn't confused and her question still stands. She wants to know and she told Jim yesterday all the stuff that is in the original blight study that has to do with infrastructure where we are with it, what we've done, what we have fixed and not fixed and what it is going to cost so that she still wants to know.

Mr. Berger stated all right.

Commissioner Shelley stated that's the concern people ... you look at that and say what we have done since 1980.

Commissioner Woods stated and that's not answered in this, she understands why the stuff is in there but she wants the up to date information.

Mr. Berger stated very good.

10-05-11

Commissioner Shelley stated she had another question on the attachments it said that we would have the Main Street Redevelopment Plan Amendments Planning Board packet in there and what I ... has this gone to the Planning Board yet.

Mr. Berger stated yes.

Commissioner Shelley stated right but I just thought ... it was interesting ... I just think it would be nice when you do that ... I know it is coming from the Main Street South Atlantic Redevelopment Board but to also mention because when you mention the Planning Board we usually get all of this information that relates back to the other boards that have looked at it and that was not clarified on the front page when people are looking at it to see that the Planning Board has looked at this, has reviewed it, has made their comments.

Mr. Berger stated okay.

Commissioner Shelley stated thank you.

Mayor Ritchey asked if there were any other questions or comments.

Commissioner Woods stated she had one more. She asked Mr. McKittrick if he found the answer to the one she had yesterday about the sentence that was deleted about the parking.

Mr. Berger stated he could answer that. That is a reference to policy 5.43 on page 56 of the packet that has a strike through under a reference to transportation where it says that we are going to include Noble Street and do some other things that are in the E-Zone and we are saying that all of these improvements will be consistent with the E-Zone Master Plan and the we struck out and the removal of on street parking on Main Street with the idea that that would be consistent with the plan or appears to be but you can't look at the plan and say there is something that definitively says no parking on Main Street. If you want that to remain in there to make it very clear ...

Commissioner Woods stated it was in there before and she wanted to know why and when it was taken out.

Mr. Berger stated it was taken out at the very beginning by staff because of the fact that we believe that whatever was consistent with the E-Zone Master Plan in the development of Main Street which talks about walk ability and in the Master Plan itself when we looked at the cross sections there is no parking there is no cars it talks about walk ability so the presumption in there is there are not cars in the future when we implement this plan.

Commissioner Woods stated okay.

Mr. Berger stated and that's staffs view on putting that in there but we can certainly leave it if that is helpful.

Commissioner Woods stated I just want to know who ... so you put it in and then you decided to delete it before you took it to any boards or anybody.

Mr. Berger stated no, we took it out and showed it to the boards and we did not get any comments on that at the Redevelopment Boards.

Commissioner Woods stated because they didn't read it.

Mayor Ritchey stated why don't we just leave it in there.

Commissioner Woods stated I just don't understand why you would redline it when nobody said to reline it.

Mayor Ritchey stated we can work with it.

Mr. Berger stated very good.

Commissioner Gilliland stated don't we have to amend the motion to make that change.

Mayor Ritchey asked Commissioners Shelley and Henry if they were okay with that.

Commissioners Shelley and Henry replied yes sir.

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

Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reynolds	Yea
Commissioner Shelley	Yea
Commissioner Woods	Yea
Commissioner White	Yea
Mayor Ritchey	Yea

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

Commissioner Woods stated she wanted to make sure my comment on the grants and the idea of Midtown is clear. She felt every Redevelopment area that has money in it should have a percentage that is somewhat the same across the board that we are putting towards these grants. She knows that Midtown makes some money; a half a million dollars now, and questions why we do not have any money to set aside. If we are saying it's 15 percent from each one and we may have more in other CRA's because they are throwing off more taxable value then we should have something to pull from that CRA.

Mayor Ritchey stated his thoughts to the comment about sending a Budget Amendment along with the request was right on target.

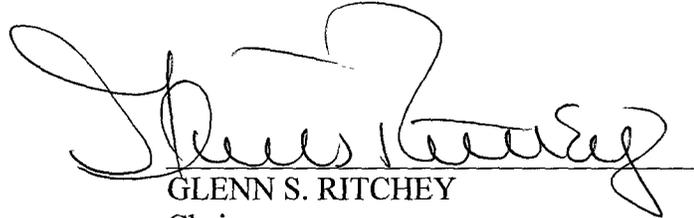
Commissioner Reynolds stated she thinks in Midtown that we are doing so much catch up. We already have a lot of projects out there and some of the funds are already allocated to them. She wanted to let you know also that the million dollars was not a frivolous amount that came up. We do have a long list of things that we would like to get done and have been trying to for quite some time. It's going to take more in doing the catch up.

Mayor Ritchey stated it needs to be fair and equitable. Our community at large needs to look good.

Commissioner Reynolds stated she would like to thank the Mayor, the City Manager and everyone for the magnolia trees on Magnolia Street. They are very beautiful and I get a lot of great comments about them. It is really helping the neighborhood and everyone is excited. I think we will see some other things flow from that.

9. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:49 p.m.



GLENN S. RITCHEY
Chair

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: November 16, 2011

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.