

**DOWNTOWN/BALLOUGH ROAD
REDEVELOPMENT AREA BOARD
MINUTES**

Tuesday, October 1, 2013

A meeting of the Downtown/Balough Road Redevelopment Area Board was held Tuesday, October 1, 2013, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Al Smith, Jr., Chair
Mr. Scott Weidman
Ms. Cathy Washington
Mr. Daniel Harshaw
Mr. Robert Abraham
Mr. Larry Robinson
Dr. Kent Sharples
Mr. Paul Zappitelli

Board Members Absent

Mr. Bob Johnson

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Carrie Avallone, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Smith called the meeting to order at 12:07 p.m.

2. Roll Call

Ms. Groom called the roll and noted members present as stated above.

3. Approval of Minutes – September 10, 2013

Mr. Smith stated he would like it noted that the discussion he referenced on Page 6 of the September 10, 2013 minutes that he had with Bob Gibbs, regarding the Speedway project being detrimental to Downtown, took place in 2004 or 2005,

prior to Mr. Gibbs working for the City of Daytona Beach. He wanted the record to be clear that it was not a recent discussion with Mr. Gibbs.

Mr. Weidman made a motion to approve the minutes of September 10, 2013. Ms. Washington seconded the motion and it was approved unanimously (8-0).

4. DEV 2013-094, Conditional Use, Chef Papa's Cafe

Mr. Smith declared a conflict of interest on the item since he was a part owner of the property at 156 S. Beach Street. He turned the meeting over to Mr. Weidman.

Mr. Jeffries stated the restaurant, the former Angell & Phelps Café, was open. He stated the request met all LDC requirements and the license agreement would go on to the City Commission for their approval.

Board Action

Mr. Abraham made a motion to approve DEV 2013-094, Conditional Use, Chef Papa's Café. Dr. Sharples seconded the motion and it was approved unanimously (7-0) with Mr. Smith abstaining from the vote.

Mr. Smith returned to the meeting.

5. DEV 2013-095, Conditional Use, Kale Cafe

Mr. Jeffries stated the property was located at 116 N. Beach Street, former site of the Hollywood Cantina. He stated the request was to have the same sidewalk café as was previously approved for Hollywood Cantina. Mr. Jeffries stated the request met LDC requirements and the license agreement would go on to the City Commission for their approval.

Mr. Harshaw asked if improvements will have to be made to the property since a request for another restaurant was reviewed by the Board several months ago at the same location.

Mr. Jeffries stated the applicant was currently working on improvements to the building.

Board Action

Dr. Sharples made a motion to approve DEV 2013-095, Conditional Use, Kale Café. Ms. Washington seconded the motion and it was approved unanimously (8-0).

6. Redevelopment Project Updates

Mr. Jeffries stated parking lot improvements were proceeding. He stated the project was funded and construction, which would be done at night, should start within a week.

Mr. Jeffries stated since the last meeting a testing of the light fixtures was done for the up lighting the palm trees and he was waiting for the final cost estimates from the engineer.

Mr. Jeffries stated a workshop was scheduled, with the City Commission for October 2, to discuss the directional signage program. He stated a report had not yet been published.

Mr. Jeffries stated the electrical upgrades were complete at the Farmers' Market, as requested by the Downtown Development Authority.

Mr. Smith asked for the status of the request for parking meters in the south block.

Mr. Jeffries stated he needed to survey the merchants to determine the status of their support for the installation of parking meters and then forward the information to the City Commission.

Mr. Smith stated that had been done previously and noted the Board had supported the idea of parking meters with the directional signage. He stated he did not want to wait until the entire directional signage program was implemented City-wide before the signs were placed in the Beach Street area directing customers to the rear parking lots.

Mr. Jeffries stated some temporary measures could be implemented, similar to what was done on beachside.

Mr. Harshaw asked about the directional signs on the arches on Beach Street. He asked if they could be removed or placed in a different location.

Mr. Jeffries stated the Traffic Engineer stated the signs met standards.

Mr. Harshaw asked if they were attached to the arches.

Mr. Zappitelli stated the signs had been moved and were separate from the arches.

Mr. Harshaw asked about the parking lots and landscaping that will be completed in the area. He stated he was concerned about pooling water damaging the footers in the older buildings if proper drainage was not done.

Mr. Berger stated that issue had been discussed in the preconstruction meetings.

Mr. Harshaw stated he had been told a permit was issued for renovations to the Salvation Army facility.

Mr. Jeffries stated a permit had been issued for bathroom and shower renovations for the residents.

Mr. Weidman asked the status of the grant application for the inland water navigation.

Mr. Jeffries stated he had nothing new to report.

Mr. Jeffries provided an update on the Riverfront Shops campaign. He stated the DDA had approved their budget for next year and funding was approved for the website and on-line advertising. Mr. Jeffries stated the e-newsletter will go out next week and there will be television advertising in October to promote the Art Festival scheduled for the first week in November. He stated there will also be radio advertising.

Mr. Jeffries stated the Farmers' Market was held every Saturday; the Blues Festival will October 11 to 13 at Jackie Robinson Ballpark; Front Porch Friday, normally a one day event will start on Friday, October 25 and continue through the weekend with the Dream Cruise on Friday and Beer Festival on Saturday. The Halifax Art Festival will be November 2 & 3 and the Daytona Film Festival will be November 9 & 10.

Ms. Washington stated the previous weekend she was involved in the family weekend at Bethune Cookman. She stated several parents attended the Front Porch Friday movie in the park and they had a great time.

Mr. Jeffries stated the DDA opted for a different approach for events in the new fiscal year. He stated a schedule of events had been put together and will be coordinated by Bulls Eye Marketing. The DDA will be supporting the events and will be requesting additional funding from the CRA. Mr. Jeffries stated the first event will be the Dream Cruise. In February there will be a wine and chocolate walk; the Riverfront Music Fest in March; a cruise event in May; a Parrot Head Music Festival in June; and a food and wine festival in September. Mr. Jeffries stated Front Porch Fridays would continue but merchants would be more involved in the coordination of the event. He stated those were the events that will be supported by the DDA but there were often other privately operated events on City Island or Manatee Island.

Mr. Harshaw asked when the Breast Cancer Walk will be held.

Mr. Smith stated October 26.

Mr. Smith asked if the Farmers' Market will be moved.

Mr. Jeffries stated the only time the Farmers' Market was moved was when the County needed the parking lot during elections.

Mr. Smith asked when the next CRA meeting was scheduled.

Mr. Berger stated there was no CRA meeting scheduled so the next opportunity will be December.

Mr. Weidman asked for the status of the Greyhound building.

Mr. Jeffries stated he talked to one of the representatives of the historic bus station and they were waiting for their architect to finish the drawings that will be submitted to the City. He stated it will be presented to the Historic Board in November and to the Downtown/Balough Road Board in December.

Mr. Weidman asked the status of the car lot property.

Mr. Berger stated the report had been received and he needed to meet with the consultants to clarify the information in the report.

Mr. Smith asked who paid for the Brownfield report.

Mr. Berger stated the report was funded through a Brownfield grant and the City also provided funding for other projects through the Brownfield grant.

Mr. Smith asked what they expected to happen with the property.

Mr. Berger stated if it was determined there was a problem, it could possibly be encapsulated or a parking lot placed over the property. He stated the property could be remediated and the soils removed.

Mr. Harshaw asked the status of the Amtrak project.

Mr. Berger stated it had been side-lined and there was more of a focus on the connection between Orlando and Miami.

Mr. Jeffries stated the proposal had been to operate the Amtrak on the FEC lines and to have a stop in Daytona Beach and to rebuild the train station at the end of Magnolia Avenue.

7. Public Comments

There were no public comments

8. Board Comments

There were no Board comments.

9. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 12:35 p.m.

Al Smith, Jr., Chair

Becky Groom
Recording Secretary