

MINUTES

REGULAR MEETING - COMMUNITY REDEVELOPMENT AGENCY BOARD (CRA)

February 7, 2018

Minutes of the Regular Meeting of the Community Redevelopment Agency Board of The City of Daytona Beach, Florida, held on Wednesday February 7, 2018 at 6:00 p.m., in the Commission Chambers, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Roll Call.

Commissioner Ruth Trager	Present
Commissioner Aaron Delgado	Present
Commissioner Kelly White	Present
Commissioner Robert Gilliland	Present
Commissioner Dannette Henry	Present
Commissioner Paula Reed	Present
Mayor Derrick Henry	Present

Also Present:

James V. Chisholm, City Manager
 Robert Jagger, City Attorney
 Letitia LaMagna, City Clerk

- 2. Commissioner White led the invocation.
- 3. Commissioner Trager led the Pledge of Allegiance to the Flag.
- 4. Approval of the minutes of the December 20, 2017 Regular Meeting of the Community Redevelopment Agency (CRA).

It was moved by Commissioner Trager to approve the minutes. Seconded by Commissioner Reed. The motion passed 7-to-0 with the breakdown as follows:

Commissioner Trager	Yea
Commissioner Delgado	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reed	Yea
Mayor Henry	Yea

5. AGENDA APPROVAL

No comments.

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

Commissioner Trager	Yea
Commissioner Delgado	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reed	Yea
Mayor Henry	Yea

6. ADMINISTRATIVE ITEMS

- A. Adopted/Resolution No. 18-01 amending Resolution No. CRA 17-07, which adopted the FY 2017/18 budget, in order to increase revenues by \$536,141, operating expenditures by \$66,754, and capital expenditures by \$469,387. These changes to the budget are due to carryforward of available funds from FY 2016/17 and adjustments to taxable values of properties within the redevelopment zone boundaries. City Clerk LaMagna read the Resolution by title only. A RESOLUTION AMENDING THE FY 2017/18 BUDGET TO INCREASE REVENUES, OPERATING EXPENDITURES, AND CAPITAL EXPENDITURES; AND PROVIDING AN EFFECTIVE DATE.

John Nicholson, 413 North Grandview Avenue, Daytona stated it appears that there is extra money going into the CRA Main Street Fund and he is asking that it been done in a reliable fashion and not be spent on the other side of the river because there was a time when the CRA funds must be kept in the CRA area and it has not been done that way. Wants the Boardwalk Park and Main Street area redone. We need matching funds because often times when people do things on beachside and ask for CRA funds, there is no money left. He does not favor the \$500,000 to go to Roundabout.

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

Commissioner Trager	Yea
Commissioner Delgado	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reed	Yea
Mayor Henry	Yea

- B. Adopted/Resolution No. 18-02 approving a Professional Services Contract in the amount of \$74,975 with Cornerstone Ventures, LLC 874 Churchville Road, Southampton, PA 18966 for services to support Midtown Redevelopment Area initiatives, including the attraction of a grocery store and small business assistance. City Clerk LaMagna read the Resolution by title only. A RESOLUTION APPROVING A CONTRACT WITH CORNERSTONE VENTURES, LLC, TO PROVIDE PROFESSIONAL CONSULTING SERVICES FOR THE MIDTOWN REDEVELOPMENT AREA; AUTHORIZING EXPENDITURE OF \$74,975 FROM THE MIDTOWN REDEVELOPMENT AREA TRUST FUND; AND PROVIDING AN EFFECTIVE DATE.

Video Presentation by Cornerstone Ventures Representative.

Patricia Heard, 822 Vernon Street, Daytona Beach stated her concerns regarding this item and that she does not support spending money that could be used to clean up Midtown area.

John Nicholson, 413 North Grandview Avenue, Daytona Beach stated his concerns regarding this item and does not support it.

Anne Ruby, 137 Park Avenue, Daytona Beach stated her support of this item.

Commissioner Paula Reed stated she understand concerns of the Commission as well as citizens regarding consultant coming back to Midtown. We have been down this road before but let's not stop and do absolutely nothing. We have a team that actually cares about us, they have broken down their credentials. We have four individuals who have a consertive effort in bringing this to fruition and two of them are local affinity to us; one lives in this City and will have eyes and hands on the ground to assist this company and keep an eye on them for us. We can't afford to assign a particular staff member to address Midtown issues 24/7 - 365, we are paying these people to do that. The young man from Jacksonville, who is a noted trainer, is willing to come back and assist us in the training process. Transparency; we have asked them to give us regular reports in regard to what they are doing and there is also a cancelation policy so if we don't like what they are doing, we can stop the process. Citizen engagement; often times we bring consultants and different businesses into town and when they are finished they leave and it takes another 20 or 30 years before anything ever happens again. If the Citizens have buy-in on this via the training and understand how to court and engage business then they will take ownership for making a difference in the City in which they live in, the zone that I live in and have been raised in and I love that part about it. There is a quote or phrase that says "If you feed a man fish everyday he will come back for more but if you teach him how to fish he will fish on his own, teach us how to fish and stop asking for handouts. The Midtown Community has already developed a Midtown Community Development court to be the catalyst for change. A group of profound citizens have already come together and said we will stand and make a difference by being the lead for bringing changes to our community. The community development effort, Patricia Heard is a business owner, I don't know who taught her how to sustain her businesses but some business owners need help. The current ones need to be sustained and new ones need to learn how to take care of business. Midtown desperately needs help and we need someone with experience and connections to give it the attention it needs and deserves. We have been in communication with Cornerstone since the fall of 2016 trying to prepare this proposal for you tonight. We have vetted it from a legal perspective, staff has looked over it, we have tweaked it and rejected and we have come back to the table again to present this to you. They have reviewed all previous plans without being paid. They know what we said we wanted and what others did not do and they are prepared to take us further. What I like most about this plan is that it's deliverable. Everybody else that came to us before were just going got tell us what we need to do but they are telling us what they are going to do and how they help us to do it. I am asking my fellow colleagues on the Dais this evening to help Midtown help its self, won't you vote for this and stand with me as the Commissioner of Zone 6. The people say they want this and the money is there to help them help themselves.

Commissioner Delgado stated he agrees with the comments that this is not a lot of money, the beachside CRA spends \$30,000 on fireworks so if \$70,000 can go towards this that's great. Just because we tried something in the past with different people that haven't been successful we can't write this off and remain status quo and not try this out. This is not a repetition with the same people who tried something and failed. I understand that studies have been done, times change and needs change. A study five years ago probably could not have anticipated the changes in technology today. He stated he agrees with Commissioner Reed and is pleased with the people involved such as Sandy Murphy. He mentioned in the past when they failed to listen they made decisions they had to revisit.

Commissioner Trager stated they have a choice to do nothing or move ahead and try something. She stated \$70,000 is a small price to pay if this works out. She stated they have the advantage of having Sandy Murphy on the team, which is a good asset.

Commissioner Reed stated she wanted to change Commissioner Trager's if to when, when this works out.

Commissioner Trager agreed.

Mayor Henry stated one of his concerns is they have to improve the density in Midtown. He stated not a lot has been said about affordable housing and home ownership. He stated Midtown has lost residents over the past ten years and that, impacts the businesses in that region. He stated he hope as a community we figure ways to enhance the density because that's what supports businesses. He stated he has been opposed to new studies because he feels we have studied it endlessly. He concurred with the sentiments regarding Sandy Murphy. He stated it makes this different because you have someone who is passionate about every area of the community and has background in this area. He stated it's favorable because it has a safeguard. He stated he would like regular updates to know where we are. He stated he does not want to continue if it doesn't work, but they can't stop trying. He stated he is not going to let Midtown continue to flounder without trying new things even if it costs money. He stated Commissioner Reed has invested a lot of her elected time putting energy into this and he respects that. He stated he will support it and monitor it and try to avoid more studies unless they are about transportation and roads. He asked if there were any other comments and asked for a roll call vote. He stated when it succeeds we will be a more cohesive community.

Mayor Henry asked for a Roll Call Vote.

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

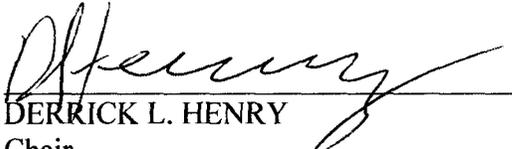
Commissioner Trager	Yea
Commissioner Delgado	Yea
Commissioner White	Yea
Commissioner Gilliland	Yea
Commissioner Henry	Yea
Commissioner Reed	Yea
Mayor Henry	Yea

7. COMMENTS/INQUIRIES FROM THE COMMUNITY REDEVELOPMENT AGENCY - CITY MANAGER AND CITY ATTORNEY REPORT.

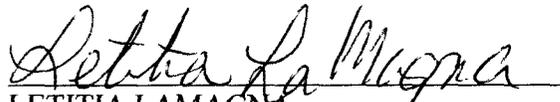
No comments.

8. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:51 p.m.


DERRICK L. HENRY
Chair

ATTEST:


LETITIA LAMAGNA
City Clerk

Adopted: April 18, 2018

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 cd of the meeting for \$2.00 at the City Clerk's office. Copies of the cds are only made upon request. The City is not responsible for any mechanical failure of the recording equipment.