

Minutes

City Commission Workshop
Daytona Emerging

The City of Daytona Beach, Florida

August 26, 2020

Minutes of the Daytona Emerging Workshop of the City Commission of The City of Daytona Beach, Florida, held on Wednesday, August 26, 2020 at 5:45 p.m., City Hall, Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Attendance

Commissioner Ruth Trager	Present
Commissioner Aaron Delgado	Present
Commissioner Quanita May	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

1. Welcome

Mayor Henry welcomed everyone to the Daytona Emerging Workshop. He turned the meeting over to the City Manager.

2. Presentations

James V. Chisholm, City Manager, stated they've had a number of exciting things in the past that they have been able to move forward. He stated what he would like to do is recap. He stated for a number of years they have been working on the Riverfront Master Plan and that plan had a number of projects that were included, and it is actually underway currently on Riverfront Park. They have engaged in the visioning planning process for a number of years with the Downtown and waterfront area. It has been an ongoing process and the Brown & Brown project has been a great addition to the Downtown area. He stated they have talked about a number of things and in the process of trying to arrive at a conclusion and move forward projects, they have received opportunities that are bigger now and they are at a point where some decision have to be made. The Delta Project is one they are familiar with and they have authorized CTO to do a number of things with the old church project downtown. He introduces Scott Bullock.

Scott Bullock, Vice President, CTO, stated that he wasn't going to take up much of their time but give them a briefing on the status. He stated that as part of the visioning process for Downtown, they needed Brown & Brown to put a foot forward. He stated having people living downtown and creating an urban core would make it a vibrant base for big opportunities. They have been working over the past two or three years to help facilitate that. They have brought on some good partnerships that they are going to introduce to the Commission today as well as to walk them through the project a little bit. He stated there are opportunities for grocery stores and other retail opportunities. They really wanted to focus on things within the urban cores, walkability, better shops, and green spaces. In January they asked other stakeholders around the City. There was really good private/public participation. They wanted to make sure they weren't duplicating infrastructure, and that they were sharing information. They focused on a residential component. They have met with a lot of multifamily developers and they think they have found the right group. Parking is one of the things they are focusing on. He wanted to introduce Framework Group. They are a Florida company and are already developing projects in the area.

Phillip Smith, Framework Group, stated he would give them a brief overview. He talked about the units they had across the State. They believe that housing is a virtuous cause. {technical difficulties}. He stated the parking component is very important. {technical difficulties}. He stated it is exciting to pair this with a new City Hall project. {technical difficulties}.

Mr. Bollock thanked Mr. Smith and he thanked the Commission for their time.

Dru Driscoll, Deputy City Manager, stated in November of last year they brought forward the Beach Street Project and the strategic investment in infrastructure and how that spurs the type of growth the community wants. He presented a slide that demonstrates a reasonable amount of the smart infrastructure investments they have made are already paying a community return. He stated to be successful in delivering transformational revitalization of Downtown, Government can't go it alone. Government is not the fix to all, but it is a conduit that creates that energy and spark of renewal. He stated true success takes public and private partnerships. He stated the Daytona Beach Riverfront Esplanade is underway. He stated they have seen the renderings and he believes the growth that will come from this will be something significant to the City. He stated Jack White and Chris Chalice have a personal vision for revitalizing the downtown area and they have taken segments of Downtown and created energy and residential opportunity. The need is for a mixture of residential units and commercial units in the Downtown area. He stated Mr. Bollock and Mr. Smith spoke about project Delta and this is an opportunity for revitalization in the Community Redevelopment Area through the implementation of a shared parking structure. This is an opportunity to increase parking availability and spur development in the CRA. He stated their investment in a parking garage is estimated to bring in 104 million dollars of investment into the area. It would be a continuation of the streetscape efforts Downtown. He stated in the coming years they will need a new City Hall and a community engagement center. They need to determine the needs and wants of the community. He stated they are

asking for their feedback and consideration.

3. Discussion

Mr. Chisholm thanked Chief Driscoll and asked for the Commission's direction on the parking structure. It would be funded through TIFF and the partners in the project. He stated it is also a chance for future planning of what the City would do to the infrastructure surrounding the project and the long-term goal of a new facility to provide service to the community.

Commissioner Trager asked if the cost to the City on the parking structure would be 105 million dollars.

Mr. Chisholm stated no, the cost to the City would be the cost of the garage about 15 million. He stated that is a planning number right now.

Commissioner Trager asked if they would lease that and how much they would get for a lease.

Mr. Chisholm stated it would not be leased, it would be public parking for the Downtown area. He stated there would probably be a charge for operating costs. The TIFF would be used to pay for that garage. It would be an agreement with the multifamily homes.

Commissioner Trager asked if the cost would come out of the General Fund.

Mr. Chisholm stated no, the TIFF. They would bond it and paid for out of the tax revenue of the improvements they put in. He stated what they are looking for right now is if the Commission is wanting to move forward on something like this and then would be able to bring back all the numbers to them.

Commissioner Trager clarified that the CRA was tied up in the Riverfront Park.

Mr. Chisholm stated no, the CRA that has funds that will be generated by the Brown & Brown project. It is anticipated to pay for Riverfront Park.

Commissioner Trager asked if the City would own the garage and if it would be off the tax rolls.

Mr. Chisholm stated yes to both unless they did some public/private buyback.

Commissioner Trager asked what the time frame on the parking garage is.

Mr. Chisholm stated they are ready to start now, now being the design phase, approval process, etc. He stated right now they are looking for any indication from the Commission that they would be interested in this before moving forward.

Commissioner Trager asked where they would get the 15 million.

Mr. Chisholm stated they would bond it and anticipated revenue.

Commissioner Trager asked how they were looking in the next two or three years with the pandemic.

Mr. Chisholm stated oddly enough there are more projects coming forward than they have had in the last 15 years. He hasn't seen an affect from the pandemic on investment/reinvestment in the community.

Commissioner Trager stated she is concerned about the revenue they have coming in because there are a number of families that don't have a job now and a lot of businesses that have closed now; some will reopen and some are closed for good. She is wondering if they are going to get enough revenue in to pay for this because the garage won't get going until the departments do too.

Mr. Chisholm stated they have sufficient revenues to cover those costs and it wouldn't take away from any other project.

Commissioner Trager stated there are older neighborhoods that need some TLC and they were counting on the ½ Cent sales tax and that didn't happen. There are streets on the Beachside that need attention. She stated they should be focused on helping the residents that have been here a long time.

Mr. Chisholm stated there will always be needs throughout the City as it relates to infrastructure and they have put over eight million dollars into streets over the last five years. MLK is just now finished, and they are reinvesting into the streets, but he doesn't think anyone would have enough money to reinvest in all the roads...

Commissioner Trager stated not at one time, but she has talked to a lot of people and they feel they are being neglected for the West side. Her street is terrible, and people wonder why they can't do something in their neighborhood.

Mr. Chisholm stated some of what allows them to do things is the increase in tax base that they get.

Commissioner Trager stated they are going to have an increase in tax base and pay it out to pay for these things.

Mr. Chisholm stated for some of it yes.

Commissioner Trager stated she knows it is \$800,000 a year for the park when that is finished, and she knows the seawall was a necessary thing. She didn't feel Beach Street was a necessary thing. She concerns in the next couple years and the pandemic. She doesn't think they can plan on tourism over the next couple of years. She thinks they need to be

careful to not overextend themselves, especially for a new City Hall.

Commissioner Gilliland stated that every zone has someone saying that their zone doesn't get any attention. There are streets on the westside that are in bad condition too. He stated we all hear that and do the best we can to take care of our zones. He stated what is being asked tonight are very narrow questions. He stated they are being asked if they want to explore this parking garage and the TIFF. He stated he is fine with exploring it. The CRA is going to sunset eventually. He doesn't want to discuss the other issues because they will have a new City Manager in seven months and that will be his or her problem. He thinks there is a parking problem downtown and this could be a way to address that. They need the analysis of the numbers.

Commissioner May stated she has received numerous calls from Downtown businesses on the lack of parking. She stated they would appreciate a parking structure. She asked how the parking would work.

Mr. Chisholm stated that would be the details they would have to figure out and negotiate.

Commissioner Reed stated that was one of her concerns.

Mr. Chisholm stated they are oversizing it for City use.

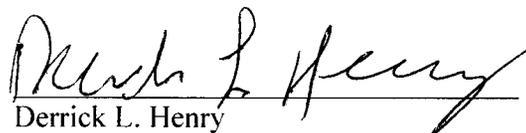
Commissioner Gilliland stated he would want to look at the operational piece of that and the tax exemption of the building.

Mayor Henry stated there is not enough detail about Project Delta right now and he stated it is okay to explore it but he is going to have a hard time talking about TIFF funds without attaching Affordable Housing to it and he doesn't know how that can be infused in this. He doesn't see how the project could pay for itself, but he looks forward to learning more about it. He stated the Brown & Brown building was a no brainer. He is not there with this.

Mr. Chisholm stated they just needed to know if they should explore it further and they will bring back more detail. Right now, the Burgoyne property is in the planning phase and there are multiple things to watch going on Downtown. They will develop the proforma on the funds and what other impacts it will have.

4. ADJOURNMENT

There being no further discussion or comments the meeting was adjourned at 6:35 p.m.


Derrick L. Henry
Mayor

ATTEST:


LETITIA LAMAGNA
City Clerk

Adopted: March 3, 2021

RECORD REQUIRED TO APPEAL: In accordance with Florida Statute 286.0105 if you should decide to appeal any decision the City Commission 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 purchase a CD of the meeting at the City Clerk's office. CDs are only made upon request. The City is not responsible for any mechanical failure of the recording equipment.