

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

**August 2, 2011**

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, August 2, 2011 at 12:00 p.m. in the City Hall Commission Chambers, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Al Smith, Chair  
Mr. Bob Abraham  
Mr. Dan Harshaw  
Mr. Stan Hoelle  
Mr. Steve Koenig  
Ms. Cathy Washington  
Mr. Scott Weidman

**Board Members Absent**

Mr. Harold Goodemote  
Mr. Bob Johnson  
Mr. Larry Robinson

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Ms. Carrie Lathan, Assistant City Attorney  
Off. Daniel Garcia, Code Enforcement  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Cathleen Olson, Recording Secretary

**1. Call to Order**

Mr. Smith called the meeting to order at 12:13 pm.

**2. Roll Call**

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

3. **Approval of Minutes: July 12, 2011**

Mr. Abraham made a motion to approve the minutes of the July 12, 2011 meeting. Ms. Washington seconded the motion and it was approved unanimously (7-0).

4. **Staff Report**

a. Code Enforcement

Off. Garcia stated that he had passed out a list of current Code Enforcement cases to the Board, noting that 815 and 817 S. Beach Street had been cited for broken windows, outside storage, junk vehicles, and graffiti. He stated that the bus station had been posted, with no certified letter having been returned, and stated that the owners had a limited number of days to comply and they would be sent to the Code Board if they did not.

Mr. Smith asked who owned the property.

Mr. Jeffries stated that the property was in transition between a realty office and bank.

Off. Garcia stated that the leaning sign at 320 N. Beach Street had been cited well. He stated that the Beach Street/Balough Road business checks remained the same except for 300 Beach Street, which was open once in awhile.

Mr. Smith asked about the truck with a sign in the back of it on Bay Street.

Off. Garcia stated that he had just received a complaint about the truck earlier in the morning and would look into it.

Ms. Washington asked for the address of the old bus station.

Mr. Jeffries stated that the address for the old bus station was 150 W. International Speedway Boulevard.

5. **C1106-099, WALL GRAPHIC, Sweet Marlay's Coffee**

Mr. Jeffries outlined a request by Tammy Kozinski of Sweet Marlays' Coffee for conditional use approval to operate outdoor table service on a public sidewalk at 214 S. Beach Street, noting that Sweet Marlays' was an existing restaurant in the Gardiner Building. He stated that Sweet Marlays' owned the first ten feet of sidewalk as shown on the site plan, and Ms. Kozinski was proposing to enlarge the area to a total of approximately 14 feet. He stated that Staff recommended approval of the request, noting that the actual license agreement would be approved by the City Commission.

Mr. Harshaw asked about the City requirements for keeping sidewalks clean, noting past issues with businesses such as Red Tails.

Mr. Berger stated that it was the responsibility of the Public Works Department to pressure-wash the sidewalks.

**Board Action**

Mr. Abraham made a motion to approve the request for conditional use approval to operate outdoor table server on a public sidewalk at Sweet Marlays' Coffee, 214 S. Beach Street. Mr. Koenig seconded the motion and it was approved unanimously (7-0).

Mr. Big John asked for an update regarding the coffee cup sign.

Mr. Jeffries stated that the business had not requested to go before the Planning Board.

**6. Revisions to Redevelopment Grant Programs**

Mr. Jeffries stated that Staff wanted to begin discussions with the Board about the possibility of changes to the business incentive programs and grant programs. He stated that Staff saw the need to re-focus incentive programs to obtain the strongest benefits for the amount of money available, and focus on recruiting retail and restaurants Downtown, assisting visible exterior improvements to commercial properties, and encouraging home ownership in Redevelopment areas. He noted that information on grants given to businesses in the current fiscal year was outlined in the memo, with \$92,000 in grants provided to retail businesses, which leveraged about \$380,000 of improvements Downtown. He presented a list of new businesses, the amount of grants received, and the cost of their improvements. He noted that new businesses could obtain a business façade grant to assist with improvements such as new signage or awnings on the exterior, for up to \$6,000, with another \$6,000 available in leasehold improvements for interior work, as well as landscape improvements.

Mr. Smith asked for more information on the grants obtained by Cinematique.

Mr. Jeffries stated that Cinematique obtained the commercial façade grant for \$10,000, the leasehold improvements grant, and the business façade grant, totaling approximately \$22,000 in eligible funding. He noted other new businesses that had used the grants, such as Bottlecaps adjacent to McKays and Gary T's.

Mr. Smith asked if the grants were 50% matches.

Mr. Jeffries stated the match was 75% match for new businesses.

Mr. Smith asked how many businesses had applied for grants who could not be accommodated.

Mr. Jeffries stated that there were about 15 applicants on the waiting list. He outlined the existing building and business grants, including new office and personal service grants to Edward Jones, the Jack White Land Company, Michelle McCarthy Interiors, and several new businesses in the Kress Building. He stated that many of the existing building grants had been related to painting, signs, and roofing Downtown, and that the active lease subsidy grants were to Don Vito's, Gary T's Sports and Collectibles, and Rhokkoh's Frozen Yogurt. He outlined proposed changes to the grant programs, limiting the commercial façade program to visible exterior improvements to leverage CRA dollars to get visible improvements to the street; limit the residential façade program to homeowner properties; only taxable properties would be eligible for the grants; and focus the business incentives on retail recruitment. He emphasized that as the economy recovered and Downtown changed within the next few years, the incentive programs could be refocused to determine how to use CRA dollars.

Mr. Smith asked how to measure the return on investments.

Mr. Jeffries stated that the return was measured primarily by the occupancy and vacancy rates in targeted areas.

Mr. Smith stated the need to quantify what had happened to assist in setting future goals.

Mr. Abraham noted the difficulty of objectively measuring the results of grant programs.

Mr. Jeffries noted that Jimmy John's and Rhokkoh's Frozen Yogurt had been influenced in their decisions to come Downtown by the availability of grant programs.

Mr. Koenig stated that refocusing incentive programs was a positive step in developing a vibrant Downtown area, acknowledging the difficulty of quantifying the results.

Mr. Berger stated that Staff collected testimonials highlighting the benefits of the grants from grant recipients to bolster marketing.

7. **Redevelopment Project Updates**

Mr. Jeffries updated the Board on the DDA's items, noting that they were continuing to work on the Downtown branding project, with a decision planned for the following month. He stated that the DDA had recommended their budget focus on marketing and promoting Downtown. He stated that the ISB Project was on schedule and early in the design phase, with a public meeting planned for September. He stated that the Live Oak traffic circle, part of the Old Daytona traffic calming project, had been completed. He also updated the Board on the Coliseum and Arena, noting that the Arena would be reopening with kitchen renovations, and the Coliseum police detail had been cancelled due to nonpayment but would continue on a one-time basis for specific events, and possibly renewing their contract with the Police Department in the fall. He also provided information on the Downtown debt, noting that the outstanding debt was \$2.2 million, apparently related to obligations that the Downtown fund had in terms of the Halifax Harbor improvements.

Mr. Berger stated that on Thursday, Staff would go before the County Council to provide an update on the progress of Volusia County CRAs. He stated that their presentation included mostly financial information with charts illustrating the amount of money coming in, how it was divided, as well as the differences and percentages of the debt payments, capital projects, administrative expenses, and operating and maintenance for the previous fiscal year. He stated that information for the 2011 fiscal year was presented, including the current budget, the actual dollars spent up until this point, and what was remaining. He stated that the total amount in capital projects outlined the funds expended and remaining, giving an overall sense of the spending on capital projects, such as Old Daytona traffic calming, the ISB streetscaping, and Manatee Island. He also noted a summary of the draft budget information for the upcoming year.

Mr. Koenig asked if the budget was tied into the carryover fund balance plus TIF revenue.

Mr. Berger stated that there was the money coming in for the year and money going out, which was how the budget was laid out. He stated that a lot of capital had been acquired for Ballough Road for the acquisition and relocation of the Salvation Army, but the negotiation had not yet been successful, so the decision needed to be made whether to move away from that priority.

Mr. Smith asked if the money offered was the problem in acquiring the Salvation Army property.

Mr. Berger stated that the problem was primarily that the Salvation Army had no strong desire to move and no appropriate place to relocate.

Mr. Big John stated that the Salvation Army would be willing if there was a place for them to move.

Ms. Washington asked about a budget Plan B.

Mr. Berger stated that there was no specific Plan B in place, but there were other projects that had been looked at, such as the Brownfield issue, Sickler Park improvements, and land acquisition opportunities.

Ms. Washington asked when the three-year limit to spend revenue would be up.

Mr. Berger stated that it would be up next year in Ballough Road, but not yet near for other areas.

8. **Public Comments**

Mr. John Nicholson, 413 N. Grandview Avenue, asked the Board to consider maintenance on the City Island Park. He stated that the rusted benches that were previously on Main Street were now Downtown on City Island. He also stated that the water fountains were broken and bathrooms had rusted iron doors. Big trucks were cracking the sidewalks, and he recommended painting the bathrooms a dynamic color.

Commissioner Edith Shelley noted that Mr. Berger and Mr. Jeffries would be attending the International Shopping Center Conference in Kissimmee on August 15.

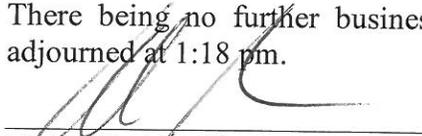
9. **Board Comments**

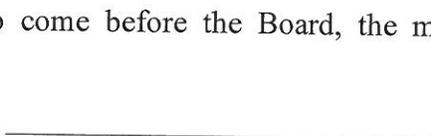
Mr. Harshaw noted that his address had changed. He asked if the City had looked into acquiring the old pet shop building behind the Beach Street buildings and possibly converting it to parking. He asked when the Harley museum would open.

Mr. Smith stated that he thought it would be opening in October.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:18 pm.

  
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Mr. Al Smith, *Chairman*

  
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Ms. Cathleen Olson, *Recording Secretary*