

**DOWNTOWN REDEVELOPMENT BOARD  
MINUTES  
Tuesday, January 7, 2020**

The regular meeting of the Downtown Redevelopment Board was held Tuesday, January 7, 2020, at 12:00 p.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Scott Weidman, Chair  
Ms. Sheryl Cook  
Mr. Daniel Harshaw  
Mr. Jake Nicely  
Dr. Kent Sharples  
Ms. Cathy Washington (Planning Board Representative)

**Board Members Absent**

Mr. Russell Holloway

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy City Attorney  
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Mr. Weidman called the meeting to order at 12:00 p.m.

2. **Roll Call**

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

3. **Approval of the Minutes**

**Board Action:**

A motion was made by Ms. Cook, seconded by Dr. Sharples, to approve the minutes of the October 1, 2019 Downtown Redevelopment Board meeting as presented. The motion carried.

4. **Wall Graphic – 400 Dr. Mary McLeod Bethune Boulevard**

Reed Berger, Redevelopment Director, presented the staff report which was included as part of the packet. Mr. Berger stated on the east side of the building facing Segrave is a large blank wall which was recently painted white. Mr. Berger stated the awning that was placed on the building was done with a grant from the City. Mr. Berger stated the property owner is trying to make improvements and the next thing they would like to do is put up a wall graphic which includes some of the historical figures that represent Midtown.

**Applicant Presentation:**

Kim Moten, 400 Dr. Mary McLeod Bethune Blvd., stated she is the owner of the property and stated she submitted an initiative to the city to try to transform the Midtown area into an arts and business type district. Ms. Moten stated she plans to start with a mural on her building in order to try to gain interest and draw traffic to the area. Ms. Moten stated the figures on the proposed mural are of Dr. Mary McLeod Bethune and Marjorie Joiner who is a trustee member of Bethune-Cookman University. Ms. Moten stated Ms. Joiner had a dormitory named after her. Ms. Moten stated Ms. Joiner helped to create an organization for hair stylists and the organization still exists and is based in Dallas, Texas. Ms. Moten stated she is asking people in the area to join in and try to do murals on their buildings as well. Ms. Moten stated the goal is to make a trail where it will attract people to come to the area because the area is currently blighted. Ms. Moten stated the area used to be a very pedestrian friendly atmosphere. Ms. Moten stated she has worked to bring a committee together with the goal of bringing artwork to the area. Ms. Moten stated the committee hopes to secure funding from the city in order for other businesses to place graphics on their buildings. Ms. Moten stated the neighborhood is very historical and she hopes others will include the history of the area in their murals as she has proposed.

Ms. Cook stated what is proposed is a great graphic.

Ms. Washington stated she likes what is proposed. Ms. Washington stated she remembers Ms. Joiner and knew that she always wore purple and white flowers. Ms. Washington suggested adding purple and white flowers to the pictures of Ms. Joiner.

Ms. Moten stated she will ask the artist if the flowers can be included.

Mr. Harshaw stated he liked the mural but suggested that it not be painted to the ground level because of maintenance and cleanliness of the artwork. Mr. Harshaw asked the dimensions of the proposed graphic.

Mr. Berger stated what is proposed is 15' x 24' and noted a description sign could be placed by the artwork to identify the figures in the mural.

Mr. Harshaw asked if Bethune-Cookman University could promote the artwork.

Ms. Cook asked if there are proprietary rights for using the pictures.

Ms. Moten stated she informed BCU of the proposed mural and there was no problem with what is planned but she will confirm that with them.

Ms. Moten stated a large building was recently torn down in the area and she feels the site would be a great place for a public market. Ms. Moten stated she does not know who owns the property but will explore the item further.

Dr. Sharples asked who does the follow up to make sure the mural is in place and noted the mural approved for Ballough Road has not been installed on the building.

Mr. Berger stated staff will follow up once the permit is issued. Mr. Berger stated he has not had a conversation with the property owner on Ballough Road about the mural.

Mr. Gross stated the Land Development Code requires that the mural must be placed on the building within two years.

Mr. Berger stated the applicant will be required to get a sign permit and a sign permit is issued for 6 months.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Dr. Sharples, seconded by Mr. Harshaw, to approve Wall Graphic – 400 Dr. Mary McLeod Bethune Boulevard, in accordance with the staff report as presented. The motion carried (5-0).

5. **Public Comments:**

Mr. Berger stated the Beach Street project will start in January. Mr. Berger stated a workshop will be held on January 24, 2020 and the meeting is being coordinated at this time.

Mr. Berger stated the Downtown Development Authority is moving forward with plans to relocate the Farmers Market to Magnolia between Beach Street and Palmetto. Mr. Berger stated staff is working on the landscaping and infrastructure that must be in place for the move. Mr. Berger stated a workshop will be held on January 27, 2020 at 10:00 a.m. in Conference Room 149B to discuss the Farmers Market.

Mr. Berger stated representatives from Burgoyne Properties provided a graphic to the city of their proposed plans for renovation of the properties owned by Burgoyne in the downtown.

Ms. Moten suggested when the Farmers Market is moved that one lot be set aside specifically for handicapped parking.

Carolyn Sanders-James, 1481 Surrey Point Drive, Port Orange, Florida, stated she supports what Ms. Moten is trying to do to improve the area between Martin Luther King and Ridgewood.

6. **Board Comments:**

Dr. Sharples asked the status of the redevelopment of the former First Baptist Church site.

Mr. Berger stated he has seen activity on the site but is not sure of the exact schedule.

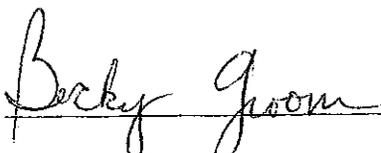
Mr. Weidman asked if there are any plans for the former Volusia County office building at 125 N. Beach Street.

Mr. Berger stated he doesn't know any details of any plans for that site.

7. **Adjournment**

There being no further business, the meeting was adjourned.

  
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Scott Weidman, Chair

  
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Becky Groom, Board Secretary