

**MIDTOWN REDEVELOPMENT BOARD  
MINUTES OF THE  
REGULAR MEETING  
Tuesday, April 13, 2021**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, April 13, 2021, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Shawn Collins, Chair  
Ms. Tangela Hardy  
Mr. Byron Cogdell  
Mr. Pierre Louis  
Mr. Milverton Robinson (Planning Board appointee)

**Board Members Absent**

Ms. Terica Charles  
Ms. Renee Richardson (excused absence)  
Ms. Valencia Stubbs (excused absence)

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy City Attorney  
Capt. Todd McBride, District 1  
Sarah Kirk, Neighborhood Services Officer  
Vanessa Trimble, Development Review Technician  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Collins called the meeting to order at 6:00 p.m.

**2. Roll Call**

The roll was called and attendance was noted as stated above.

**3. Invocation**

Mr. Cogdell gave the invocation.

4. **Pledge of Allegiance to the Flag**

The Pledge of Allegiance was stated by the Board.

5. **Approval of Minutes**

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to approve the minutes of the regular meeting of March 9, 2021, as presented. The motion carried (5-0).

6. **Staff Reports**

6a. **Police Department**

Capt. Todd McBride provided a report of crime statistics in Midtown. Capt. McBride stated all crimes listed on his report reflect a decrease, noting homicides were down 100%; burglaries were down 20%; non-residential burglaries were down 100%; larcenies were down 31%; car breaks were down 20%; shoplifting was down 46%; robberies were down 100%; aggravated assaults were down 5%; and sexual assaults were down 100%. Capt. McBride stated Total Part I crimes are down a total of 27%. Capt. McBride stated city-wide there were 640 crimes and only 54 occurred in Midtown.

Mr. Louis asked how the information on crime statistics in Midtown can be provided to the residents so they know Midtown is a safe neighborhood.

Capt. McBride stated the Police Chief is working to get that information out.

Capt. McBride introduced Lt. Bridgette Hayden. Lt. Hayden stated the officers are doing "Park & Talk" to make contact with the residents and business owners.

Ms. Hardy asked about a shooting across from the Dickerson Center.

Capt. McBride stated an individual discharged a weapon into the ground and the individual was arrested.

Mr. Cogdell stated the Chief of Police indicated in December that he would work to reduce crime in Midtown and Mr. Cogdell is pleased to see that happening.

Mr. Robinson stated he is pleased to see the Department doing community policing. Mr. Robinson stated the crime statistics need to be provided to the community as well as the Chamber of Commerce.

Mr. Cogdell stated the Police Chief indicated there is a crime increase in May and December and asked if the Department is prepared for those two time periods. Mr. Cogdell asked what the community can do to help prepare for an increase in crime.

Capt. McBride stated the months were noted based on historical data; but based on the statistics the Department is currently seeing, he does not believe that will happen again.

Mr. Louis asked if the crime information can be condensed and placed on a small card and made available in businesses.

Capt. McBride stated he will look into ways to disseminate the information.

6b. **Code Enforcement**

Sarah Kirk, Code Enforcement Officer, provided a report to the Board, noting 44 new cases were opened in March. Ms. Kirk noted 8 of those cases were opened and closed within the month. Ms. Kirk stated a new Code Enforcement Officer has been assigned to the area. Ms. Kirk provided photographs of properties when they were cited and the improvements that have been made. Ms. Kirk stated two properties, one on Marion and one on Loomis, are waiting for assistance from the City's housing program in order to address the violations.

Mr. Robinson asked how it is determined who will receive assistance.

Michelle Toliver, Project Manager, stated the program does not prioritize authorizations based on location, noting the guidelines are Federally mandated and priority is given to senior citizens and essential service employees.

Mr. Cogdell asked if the additional Code Enforcement Officer in the area will cause an increase in the number of cases.

Ms. Kirk stated there may not be an increase since the individual was filling a position that had only been vacant for a short period of time.

Mr. Cogdell asked if the department is still doing the Code Walks and asked if a specialty walk could be done.

Ms. Kirk stated Code Walks have not been done since the beginning of Covid-19 and she does not know when they will resume. Ms. Kirk stated either Capt. Scott Lee or Denzel Sikes would determine when a walk could be conducted.

Mr. Collins asked what the funding source is for the grants.

Mr. Gross stated the funding source for the grants comes from Federal CDBG or the HOME funding. Mr. Gross stated the City also receives SHIP funds from the State of Florida.

Mr. Collins stated he feels a workshop should be held with the Board so they are informed of the funding sources and how the funds are spent. Mr. Collins stated he would also like to know how the Redevelopment Department works.

Mr. Robinson stated this is an area where the Board could provide a recommendation to the CRA on funding and how it is used.

7. **Presentation – Spotlight on Midtown**

Mr. Collins stated the individuals scheduled to make a presentation from Crunch Time Urban Wear will not be attending this evening. Mr. Collins stated he has provided a revised agenda to the Board. Mr. Collins stated the owners of Saute Kingz will be making a presentation to the Board.

Count Foreman, 200 S Martin Luther King Blvd, co-owner of Saute Kingz by Chef Count, addressed the Board stating the business is new to the Midtown area. Chef Count stated he serves international soul food.

Jessica Foreman stated she and her husband were street vendors on Second and Keech in 2007 and 2008 and have been in the culinary industry since 1999. Ms. Foreman stated their business started in a building in Holly Hill but the owner was a slum lord and the building had outdated wiring that would not support their needs. Ms. Foreman stated they were able to secure another location and their business started to grow. Ms. Foreman stated they also have offered cooking classes. Ms. Foreman stated they have competed and won in King of the Grill and the Black Expo in Jacksonville and won the best dessert competition in Port Orange Family Days. Ms. Foreman stated they signed a lease in February, 2020, and then Covid-19 shut the business down in March. Ms. Foreman stated they did not qualify for grants or government loans since they were in a transitional phase and did not qualify for unemployment. Ms. Foreman stated their street business was able to get them through the last year. Ms. Foreman stated the City's website still lists business in the area that have not been there for two years, such as the Crab Stop and

Little Mama's. Ms. Foreman stated she feels there is a disconnect with the city. Ms. Foreman stated the city and the Chamber of Commerce promote Beach Street but there is nothing done to promote Midtown. Ms. Foreman stated their business is award-winning and is in Midtown. Ms. Foreman stated the Mayor visited Midtown and bought food from businesses that do not have storefronts.

Mr. Louis stated there are three things for success – great food, great people, and great community service – and the Foreman's embody those three areas. Mr. Louis commended the Foreman's for their work and is glad they are in Midtown.

Ms. Hardy asked if the Foreman's can provide flyers to her that she can distribute about their business.

Ms. Foreman stated she can provide flyers about their business and noted she plans to again start offering cooking classes.

Mr. Cogdell thanked the Foreman's for choosing Midtown and for sharing their story. Mr. Cogdell stated he would like to work with the Foreman's in the future and apologized for not providing financial support.

Mr. Robinson stated he feels staff should be assisting businesses so they are successful. Mr. Robinson stated the city should be pro-actively assisting this business to make it successful. Mr. Robinson asked that Mr. Berger and Ms. Toliver contact the Foreman's to help make them more successful. Mr. Robinson stated the agenda should include an item for updates from the Redevelopment staff on their activities.

Mr. Collins stated he feels a workshop should be held in Midtown to bring businesses together so they can express their concerns.

Ms. Foreman stated she has previously attended Midtown Redevelopment Board meetings and City Commission meetings. Ms. Foreman stated she does not feel funding is distributed proportionately for the Midtown area. Ms. Foreman stated she has seen Beach Street redeveloped 4 or 5 times in the last 20 years but only one renovation has been done in Midtown.

Mr. Collins stated he visited the Winter Park Redevelopment Area where they have a Chef program during the summer for interested youth in the community.

8. **Emergency Procedures for Public Meetings and Public Comments**

The procedures for public meetings and public comments associated with COVID-19 pandemic were included as part of the packet.

Mr. Berger stated the Emergency Procedures were extended by the City Commission last week so the meetings will continue without the public in the Commission Chambers.

9. **Old Business**

9a. Update and Follow-Up on Board Presentation to the City Commission

Mr. Collins stated the City Manager responded to the memorandum he presented to the City Commission in February and the response is not what he expected. Mr. Collins asked if the Board would like to request a workshop with the City Manager and Commissioners regarding the Board's concerns.

Mr. Louis stated he was surprised the letter was from the City Manager and thought the response would be from the CRA. Mr. Louis stated he feels this implies the City Manager is in charge but noted Section 2.3 of the Land Development Code states the City Commission is mentioned as providing direction to the Midtown Redevelopment Board, not the City Manager.

Mr. Collins stated the Board made their presentation to the City Commission and the City Commission wanted input from staff regarding the Board's concerns. Mr. Collins stated the City Commission has now heard the Board's concerns and staff's response so it is up to the City Commission to now respond to the Board since they have input from both sides. Mr. Collins stated the letter from Mr. Chisholm is not the response from the City Commission, noting we are not to the point where the Commission has responded.

Mr. Robinson stated the City Manager's response increased his frustration. Mr. Robinson stated the City Manager offered no solutions. Mr. Robinson stated he hopes the next City Manager has a more collaborative attitude than the current City Manager. Mr. Robinson stated the City Commission should question why the City Manager did not respond to the concerns of the Board.

Mr. Cogdell stated the response the Board received is what he expected. Mr. Cogdell stated he is ready to move forward to the City Commission in an effort to make some things happen. Mr. Cogdell stated he feels the letter from the City Manager is a canned response.

Ms. Hardy stated she feels the City Manager's response was disgusting.

Mr. Gross asked if Mr. Collins' letter was addressed to the City Manager.

Mr. Collins stated it was addressed to the City Manager and the City Commission was copied on the letter. Mr. Collins stated the City Manager responded to items that were never brought up in Mr. Collins' memo.

Mr. Gross stated in response to Mr. Louis' question, the City Manager does not have any specific authority to control the Board. Mr. Gross noted the City Manager did cite the Land Development Code in his response and those are properly listed in the memo. Mr. Gross stated he feels the responses were policy statements and were items that were discussed when the Chair addressed the City Commission.

Mr. Collins stated what was in his memorandum is what is copied and pasted in the City Manager's response.

Mr. Louis stated he feels there needs to be a workshop before the end of the year and should include discussion on the Midtown Master and Area plans. Mr. Louis provided the 12 action items from the Master Plan and the 20 goals from the Area Plan. Mr. Louis stated the data base was to be done by 2015 and has not been completed.

Mr. Collins stated he would like a motion from the Board directing him to send correspondence to the Mayor and City Commission to determine available dates for a workshop to put to rest the issues that were specifically spelled out in this memorandum sent to the City Manager on February 18, 2021.

**Board Action:**

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to request the City Commission to meet with the Midtown Redevelopment Board within 90 days to discuss the draft letter dated February 18, 2021 that was sent to the City Manager and the points raised in that letter as well as the action items from the Midtown Redevelopment Master Plan. The motion carried (4-0).

**Public Comments:**

There were no public comments.

10. **New Business**

- 10a. Mr. Robert Cruz, Training Director - Electrical Training Alliance of Daytona Beach, 5889 S. Williamson Blvd., Port Orange, Florida addressed the Board.

Mr. Cruz stated the program provides a job for applicants who are then enrolled in Daytona State College two nights a week and will graduate as a journeyman electrician. Mr. Cruz stated there is no experience necessary. Mr. Cruz stated the starting salary is \$28,000 per year; and once they finish school, the applicants will make about \$65,000 per year, not including benefits. Mr. Cruz stated there are 11,000 local unions throughout the country; and once an individual has a union card, they can work anywhere throughout the country. Mr. Cruz stated the tuition is free but the applicant must pay for their books, noting the applicant is provided a job at the time of entry into the program. Mr. Cruz stated he needs the Board's help in trying to fill the available positions. Mr. Cruz stated the applicants must be 18 or older and must have a vehicle.

Mr. Louis stated this program fits right into the Midtown Area Plan.

Ms. Hardy stated a number of our citizens could benefit from this program.

Mr. Robinson asked if the information is listed on the City's website.

Mr. Cruz stated he shares the information on social media but is unable to visits the high schools at this time.

Mr. Collins stated he did talk with the new principal at Mainland High School about the program and he will be talking with specific counselors at Mainland High School as well.

**Board Action:**

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to extend the meeting for 30 minutes. The motion carried (4-0).

10b. Mr. Gerald Chester, President/C.E.O. - Central Florida CDC

Mr. Chester was not in attendance.

11. **Public Comments**

There were no public comments.

12. **Board Comments**

Mr. Cogdell stated he looks forward to interacting with the City Commission so they will understand the severity of the Board's issues. Mr. Cogdell stated he is glad crime is down in Midtown. Mr. Cogdell stated he hopes the Board will support the small businesses in Midtown. Mr. Cogdell asked when will there come a time when small businesses

such as the one that presented this evening will get funding and support from the city.

Ms. Hardy stated the dialogue this evening was beneficial.

Mr. Robinson stated he is encouraged by the Board's discussions this evening. Mr. Robinson stated we should not have small businesses that are so frustrated as the one that presented this evening. Mr. Robinson updated the Board regarding actions of the Planning Board in approving the Avalon project and the project on beachside at the former gas station site on International Speedway Blvd.

Mr. Louis stated he provided a copy of the action items from the Master Plan which he stated keeps him centered and focused on the Midtown Plan. Mr. Louis spoke about low income homes. Mr. Louis stated he sent an email to Mr. Berger about Midtown redevelopment and provided a copy of the email to the Board.

Mr. Collins and Ms. Hardy presented a plaque to Mr. Louis for his previous service as Chair on the Midtown Redevelopment Area Board.

Mr. Collins shared a video with the Board regarding change.

13. **Adjournment**

There being no further business, the meeting was adjourned.



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A. Shawn Collins, Chair



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Becky Groom, Board Secretary