



# The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA 32115-2451

PHONE (386) 671-8180

## AGENDA

**MIDTOWN REDEVELOPMENT BOARD**

**TUESDAY, August 10, 2021 – 6:00 P.M.**

**City Commission Chambers - City Hall**

**NOTICE** – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Invocation**
4. **Pledge of Allegiance to the Flag**
5. **Approval of Minutes**  
June 8, 2021 Board Meeting
6. **Staff Reports**
  - 6a. Police Department – Capt. Trisha Loomis, Daytona Beach Police Department
  - 6b. Code Enforcement – Ms. Sarah Kirk, Neighborhood Services Director
7. **Presentation - Spotlight on Midtown**
  - 7a. Ms. Robin King - CareerSource Flagler-Volusia
8. **Old Business**
9. **New Business**
  - 9a. Wall Graphic – A request by Karen Eager, QM Investments, property owner, to apply wall graphics to the east wall of the building located at 534-536 Dr. Mary McLeod Bethune Blvd.
  - 9b. City Manager, Mr. Deric C. Feacher
  - 9c. Review/Approval on Strategies to Successfully Achieve the List of five (5) Prioritized Items From the 9 Mar '21 Meeting
  - 9d. Discussion of Board duties and responsibilities
10. **Public Comments**
11. **Board Comments**

## 12. Adjournment

**MIDTOWN REDEVELOPMENT BOARD  
MINUTES OF THE  
REGULAR MEETING  
Tuesday, June 8, 2021**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, June 8, 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  
Mr. Byron Cogdell  
Ms. Tangelia Hardy  
Mr. Pierre Louis  
Ms. Renee Richardson  
Mr. Milverton Robinson (Planning Board appointee)  
Ms. Valencia Stubbs

**Board Members Absent**

Ms. Terica Charles

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Ms. Michele Toliver, Project Manager  
Mr. Ben Gross, Deputy City Attorney  
Capt. Trisha Loomis, Daytona Beach Police Department  
Ms. Sarah Kirk, Neighborhood Services Officer  
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.

Mr. Collins stated a revised agenda has been distributed and Board approval is required to continue with the revised agenda. Mr. Collins stated the revision to the agenda is the addition of the items under Item 8, Old Business.

**Board Action:**

A motion was made by Mr. Louis, seconded by Ms. Hardy, to approve the revised agenda as presented. The motion carried (6-0).

**5. Approval of Minutes**

**Board Action:**

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to approve the minutes of the May 11, 2021 meeting, as presented. The motion carried (6-0).

Mr. Robinson arrived for the meeting.

**6. Staff Reports**

6a. Police Department – Capt. Trisha Loomis

Capt. Loomis stated there is a 25% reduction in the total Part 1 crimes in the Midtown area and there is a 29% reduction in property crimes. Capt. Loomis stated there is a 15% reduction in violent crime in the Midtown area. Capt. Loomis stated there were two residential burglaries. Capt. Loomis stated 7% of the city-wide crime has occurred in Midtown; and 12% of Part 1 crimes occurred in Midtown.

Capt. Loomis stated the Department has been in touch with the promoter for the upcoming truck event, noting most of the activity will be at the Speedway.

Mr. Louis stated he likes the way the Police report is now designed.

6b. Code Enforcement – Ms. Sarah Kirk, Neighborhood Services Inspector

Ms. Kirk stated 49 cases were opened in Midtown, and 3 were opened and closed in the same month. Ms. Kirk stated another Neighborhood Services Inspector also works in the Midtown area. Ms. Kirk stated the GIS mapping is updated daily and can be accessed through the City's website. Ms. Kirk stated each individual Code case can be reviewed at the site.

Mr. Cogdell stated he was pleased to see the GIS report is now available. Mr. Cogdell stated a majority of the cases relate to property maintenance and asked what items fall into that category.

Ms. Kirk stated that category covers many areas and includes overgrown lawns, peeling paint, damaged roofs, fencing, or missing address numbers.

Mr. Robinson stated he likes the GIS report and it is a great improvement. Mr. Robinson asked how many cases Ms. Kirk opened and closed last month.

Ms. Kirk stated she opened 30 cases and closed 32.

Mr. Robinson asked if it is possible to get a report that is specific to Midtown.

Ms. Kirk stated that may require a new report from IT but she could provide a report for each inspector that works in Midtown.

Mr. Louis stated he has talked with Ms. Kirk about working with a group of volunteers to address Code violations on a specific address each month. Mr. Louis stated he plans to implement his volunteer program starting in July. Mr. Louis stated he would like to have a day of service for Martin Luther King Day next year.

## **7. Presentation – Spotlight on Midtown**

7a. Bethune Grill – 731 Dr. Mary McLeod Bethune Blvd.

Rosemary Jenkins stated she is the operator of the Bethune Grill, which has been in business for 24 years. Ms. Jenkins stated her mother started the business and she and other family members continue to operate the business. Ms. Jenkins stated redevelopment is needed in her area. Ms. Jenkins stated last weekend was Orlando Invades Daytona weekend and her business was inundated with visitors. Ms. Jenkins stated she appreciates the efforts of the Daytona Beach Police Department in patrolling the area and the assistance they provided with traffic control. Ms. Jenkins stated a crosswalk is needed at her business, noting most of her customers arrive through foot traffic. Ms. Jenkins expressed concern about speeding in the area. Ms. Jenkins stated no improvements have been made on her end of the street since she has been there. Ms. Jenkins stated the area

needs to be revitalized with landscaping and other improvements so customers feel comfortable while they are waiting.

Ms. Richardson thanked Ms. Jenkins for attending the meeting and stated she hopes the Board is able to help her as well as the rest of the community.

Mr. Cogdell stated he feels Bethune Grille is a gold standard for businesses in Midtown and hopes the Board is able to get her some help with the concerns she has raised.

Ms. Stubbs thanked Ms. Jenkins for all she does for the community, and in particular thanked Ms. Karen for her assistance. Ms. Stubbs stated the Board will do whatever is within their power to provide assistance.

Ms. Hardy thanked Ms. Jenkins for all she does in helping the community.

Mr. Louis stated Bethune Grille always provided donations for the network centers he operated in conjunction with the Housing Authority and stated he hopes the Board can assist Ms. Jenkins in her efforts.

Mr. Collins thanked Ms. Jenkins for attending and encouraged her to become involved in the community.

7b. W's Beautitude Barber Shop – 722 Dr. Mary McLeod Bethune Blvd.

Ms. Turner Hymes, 612 Byron Avenue, Daytona Beach, Florida stated Ms. Jenkins is the future for the avenue and encouraged her to continue to be involved in the community. Ms. Hymes praised the Daytona Beach Police Department and their quick response to concerns in the community. Ms. Hymes expressed concern about the blight in the area as well as the number of vacant lots. Ms. Hymes stated she would like to see new businesses in Midtown. Ms. Hymes expressed concern about the costs for opening a business, which discourages people. Ms. Hymes stated she has been in business in Midtown for 52 years. Ms. Hymes stated Ms. Jenkins needs assistance in providing places for her customers to wait outside her business. Ms. Hymes stated changes cannot be made by one person but if the people get together, things can be changed.

Mr. Robinson stated perhaps a crosswalk with flashing lights could help with the speeders in the area. Mr. Robinson stated the business owners need to get together and form an association or group in support of the area.

Ms. Hymes stated the fees for a permit to Nova Road during a special event were \$16,000 so she reduced the area to Adams, and the fee was \$12,000. Ms. Hymes stated people do not understand that the events are not free.

Ms. Hymes stated during the pandemic, she paid the fees but got nothing in return.

Ms. Richardson stated she is sad to see so many empty buildings along MMB. Ms. Richardson stated the Dr. Martin Luther King/Mary McLeod Bethune area needs revitalized. Ms. Richardson stated there is no one in the City to guide a young person in the process of starting a business.

Mr. Cogdell thanked Ms. Hymes for attending and her support of the Midtown area.

Ms. Stubbs thanked Ms. Hymes for attending. Ms. Stubbs stated a point person is needed to help in implementing the items discussed, such as opening a business, costs, who can help with financial and grant assistance, and other items, such as landscaping. Ms. Hymes stated perhaps business owners in the area could meet with the Daytona Beach Police Department regarding the traffic concerns.

Ms. Hymes stated Mayor Derrick Henry has agreed to be at her business to meet with no more than 20 residents to discuss citizens' concerns. Ms. Hymes stated she hopes to get young people involved in the community.

Ms. Hardy thanked Ms. Hymes for attending and for her encouragement and support of others in the community.

Mr. Louis asked about SAMA. Mr. Louis also stated there is a City staff person that has been designated to help someone who wants to start a business in the community. Mr. Louis stated Daytona State College also has a Small Business Development Center.

Mr. Berger stated the staff person is Kim Flaherty who will help people who want to start a business in the city.

Ms. Hymes stated SAMA is the Second Avenue Merchants Association. Ms. Hymes stated the bylaws have been rewritten and the Association has been revitalized. Ms. Hymes stated SAMA used to be for people who wanted to participate in Bike Week but now it is for all businesses and provides a voice for business people.

Mr. Louis presented a thank you card from the Board members to the individuals that spoke during Spotlight on Midtown this evening.

Mr. Collins thanked Ms. Hymes for attending and encouraged her to continue to attend future Midtown meetings.

## 8. Old Business

### 8a. Fla. Att. General Opinion on Improper Use of CRA Funds

This item was not discussed and was postponed to the next meeting.

### 8b. Polling & Schedule of June 2021 Workshop on Issues Affecting Redevelopment in Midtown

Mr. Collins stated he was under the impression that the Board would be polled in May regarding their availability for a workshop. Mr. Collins stated he does not want the workshop to be just for Board members. Mr. Collins stated he wants input from the community and does not want a workshop like the one that was held last year.

Mr. Louis asked if the Board could meet with citizens and then have a goal-setting workshop.

Mr. Collins stated he anticipates the workshop to be with community members so the Board can receive their input. Mr. Collins stated there would then be a second workshop and believes that it would be a goal setting workshop.

Ms. Stubbs asked for clarification. Ms. Stubbs stated the Board previously ranked their top 5 priorities and then the top 3 were selected to be discussed at a workshop. Ms. Stubbs asked if something new is now proposed where a workshop will be held to ask the general public to provide input on what the public thinks are the priorities.

Mr. Berger provided the Board with a memorandum dated March 10, 2021 that was submitted to the City Manager that outlined the request for the workshop with the City Commission and City Manager as well as the Board's priorities.

Mr. Louis stated the Board received a letter from the City Manager and then the Board did not proceed with a workshop.

Mr. Collins stated he would like to discuss different ideas at a workshop, such as the possibility of the City selling vacant land and then meeting with developers and bankers to determine the use for the land.

Mr. Robinson stated if the goal is to increase public input, how would a workshop change public participation since the public does not attend the regular meetings of the Midtown Board. Mr. Robinson stated perhaps a workshop could be achieved at a regular meeting if it is addressed as part of the regular agenda and is properly advertised. Mr. Robinson stated

perhaps the meetings could be more productive if the agenda is restructured and one of the priorities is discussed at the meeting. Mr. Robinson stated he does not believe holding a workshop will increase attendance.

Mr. Collins stated he would like to have a moderator to gather ideas from the public and a workshop would be more casual and would be held in Midtown.

Ms. Stubbs stated the Board has the memorandum that was presented to the prior City Manager. Ms. Stubbs stated since no action was taken, should the memorandum be presented to the new City Manager. Ms. Stubbs asked if the substance of a proposed workshop would be centered around this Board obtaining additional knowledge and information of what the Board needs to know about the Master Plan, noting Ms. Richardson previously asked about the Board's powers and duties. Ms. Stubbs asked if the workshop would expand on that topic. Ms. Stubbs stated she would like a better understanding of the foundation for the operation of the Board which would make her more knowledgeable when she is out in Midtown talking with the residents.

Ms. Hardy stated the Board should discuss at the next meeting the three priorities that were established in March and then add community interaction and input as well as the educational aspect.

Ms. Richardson stated she previously discussed holding a workshop to determine what the Board members are to be doing. Ms. Richardson stated a second workshop should be held with the community in Midtown. Ms. Richardson stated she needs more information about the Board so she can encourage other people to join the Board.

Mr. Cogdell stated he feels a workshop should be held to get a good grasp of the Board's responsibilities before holding a workshop with the public.

Mr. Louis stated it is past 8:00 p.m. and the Board agreed to vote to extend the meeting beyond 8:00 p.m.

**Board Action:**

A motion was made by Mr. Louis, seconded by Ms. Hardy, to continue the meeting for 30 minutes. The motion carried (6-0).

Mr. Gross asked the Chair to explain what the procedures would be for the workshops since some of the items discussed may be problematic under the Sunshine Law. Mr. Gross stated typically a workshop is a public meeting held to brainstorm ideas and there are no votes taken.

Mr. Collins stated he would envision a workshop similar to the one held at the Cultural Arts Center for the City Manager finalists. Mr. Collins asked if the City Commission was prohibited from attending.

Mr. Gross said the City Attorney advised the City Commission to not attend that session.

Mr. Gross stated the Board has talked about their authority and right now does not have the authority to review the items that are on the list included in the March 10, 2021 memorandum. Mr. Gross stated the City Commission could delegate authority to the Board by resolution.

Mr. Collins stated the Board could meet with the Mayor and City Manager to discuss their priorities; or a workshop could be held to determine if the citizens want the Board to have the authority as outlined in the March 10 memorandum and provide that citizen input to the Mayor and City Manager.

Mr. Robinson suggested that the Chair present a written plan to the Board of the type of workshop he is requesting for the Board to discuss and vote on. Mr. Robinson stated right now, ideas are being discussed and there is no written plan.

Mr. Collins stated that would delay the workshop until August and he is not interested in doing that. Mr. Collins stated a workshop could be held at the Board's next regular meeting, July 13.

Mr. Cogdell asked how this meeting could be better publicized.

Mr. Berger stated he will discuss with the Chair how he proposes publicizing the meeting.

Mr. Collins stated he would like Mr. Berger to poll the members about publicizing the meeting.

Mr. Gross stated the members cannot be polled and the polling would have to take place during this meeting.

Mr. Collins stated he would like to have a conversation with Mr. Berger about getting the word out about the meeting.

Mr. Cogdell asked if the next meeting could be broadcast as was done via Zoom during COVID to receive public input.

Ms. Richardson stated the Mayor goes live on Facebook when he presents his State of the City message and receives input from the public.

**Board Action:**

A motion was made by Mr. Louis, seconded by Ms. Richardson, that the Board's regularly scheduled meeting of July 13, 2021 be for the purpose of discussing the Board's duties and responsibilities and proposed changes. The motion carried (6-0).

A motion was made by Mr. Cogdell, seconded by Mr. Louis, to request that staff determine if the next Board meeting could be made electronically available, via programs such as Facebook live or Zoom, to maximize input from the public. The motion carried (6-0).

**Public Comments:**

Steve Miller, 383 Walnut Street, Daytona Beach, Florida stated he is a former member of the Midtown Redevelopment Board and many of the responsibilities have been removed from the Board. Mr. Miller stated when he served, he visited other Board meetings to determine what they were doing and their responsibilities.

Turner Hymes, 612 Byron Avenue, Daytona Beach, Florida stated the public will not come to a meeting at City Hall. Ms. Hymes encouraged Board members to bring people to the meetings.

**9. New Business**

9a. Mr. John Navarra

Mr. John Navarra stated he is a teacher at Pine Ridge High School. Mr. Navarra stated vocational training is a very positive thing that could help improve the wages in Midtown. Mr. Navarra stated he sees a lot of businesses that exist in Daytona Beach that offer good pay, such as electrical workers, plumbers, computer operators, and insurance businesses. Mr. Navarra stated he would like to hold a training expo in Midtown that would include representatives from the Advanced Technology Center and the AFL-CIO, to present what jobs are available and the requirements for those jobs. Mr. Navarra stated perhaps career counselors could volunteer their time to help guide young people in determining a career.

Mr. Collins stated the Board has previously discussed career opportunities but there needs to be a connection with the Volusia County School Board. Mr. Collins stated there does not seem to be a buy-in from the counselors at the schools.

Mr. Louis stated he feels Bethune-Cookman University should be involved in a career expo.

Ms. Stubbs asked when Mr. Navarra would be planning the career expo.

Mr. Navarra stated the labor unions and ATC would be available in August but he is looking for guidance from the Midtown Board.

Ms. Stubbs asked if there would be a connection with Votran or Uber since transportation is always an issue. Ms. Stubbs asked if there would be assistance provided in writing a resume or filling out applications.

Mr. Collins asked if Mr. Navarra has contacts with the high schools that service Midtown, such as Atlantic, Mainland, and Spruce Creek.

Mr. Navarra stated he does not know people at those schools but knows each of the School Board members. Mr. Navarra stated the president of the School District Union would help him with contacts.

Ms. Richardson stated she works with the Department of Children & Families which has launched a new program called Care Coordinators. Ms. Richardson stated the goal is to help the clients be more self sufficient and what Mr. Navarra has proposed is an excellent idea. Ms. Richardson stated she would like Mr. Navarra to make a presentation to the DCF Care Coordinators so they can be a partner in this program.

Mr. Robinson stated sometimes unions are an obstacle in filling jobs because people may need to be a member of a union in order to fill certain jobs.

Mr. Navarra stated he is looking at every avenue to try to get people trained and that is why he has included the ATC, which is non-union.

Mr. Collins stated Mr. Navarra will receive input from the Board this evening because he is proposing two workshops for the Board: one to strategize what the Board wants to do for the next 12 months and a community-wide workshop that would include individuals such as Mr. Navarra, developers, banks, and mortgage companies.

## **10. Public Comments**

Mervia Soius, 640 Dr. Mary McLeod Bethune Blvd., Daytona Beach, Florida stated she is a student at Bethune-Cookman University and is concerned about the dilapidated conditions of Midtown. Ms. Soius stated there are several vacant parcels along Dr. Mary McLeod Bethune Blvd. and there seems to be a lack of tax dollars being invested in Midtown. Ms. Soius

asked how the students of BCU could partner with the members of the Midtown Board. Ms. Soius stated she is concerned about the lack of businesses along Mary McLeod Bethune.

Mr. Louis stated he met Ms. Soius at the last City Commission meeting and he has some ideas he will relay to her regarding BCU involvement.

Mr. Cogdell stated he would like to meet with Ms. Soius and other students to determine what can be done to make the area more appealing for the students to stay in Daytona Beach after they graduate.

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida urged the Board to focus on a project, such as getting a grocery store in Midtown, and have that focus determine how the Board functions. Ms. Ruby stated the Board spent \$70,000 on the Midtown Emerging Study. Ms. Ruby encouraged the Board to focus from a concrete project perspective.

Ms. Stubbs left the meeting at 8:45 p.m.

Steve Miller, 383 Walnut Street, Daytona Beach, Florida invited the Board to attend the next Neighborhood Watch meeting which will be held at the Midtown Cultural Center on August 9, 2021 at 6:30 p.m. Mr. Miller stated the new City Manager will be attending the Neighborhood Watch meeting.

## **11. Board Comments**

Mr. Cogdell stated there will be a public meet and greet for the new City Manager on June 10, 2021 at the Dickerson Center at 6:00 p.m.

Mr. Louis provided a listing to the Board regarding the vacant commercial and residential parcels in Midtown. Mr. Louis stated the City Commission has again discussed the Midtown Lofts. Mr. Louis stated there is a Midtown Master Plan and a Riverfront Master Plan. Mr. Louis stated the items outlined in the Riverfront Master Plan are being followed; however, the Midtown Master Plan is not being enforced. Mr. Louis stated CPTED, Crime Prevention through Environmental Design, is discussed in the Midtown Master Plan and plans for projects in Midtown should follow the CPTED design. Mr. Louis stated there are 5 distinct neighborhoods as part of the Midtown Master Plan; and the Midtown Lofts area is proposed as an entertainment area. Mr. Louis stated we should work to execute the plans that are in place.

Mr. Collins stated once we have the right people in place, the Midtown Master Plan will no longer be collecting dust; it will be enforced.

12. **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



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## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

### MEMORANDUM

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DATE: August 4, 2021  
TO: Midtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Wall Graphic – 534-538 Dr. Mary McLeod Bethune Blvd

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Ms. Karen Eager, applicant, and QM Investments, LLC, property owner, are requesting the Redevelopment Board to approve their proposed mural (wall graphics) to be located on the east wall of the building located at 534-538 Dr. Mary McLeod Bethune Blvd. at the northwest corner of Dr. Mary McLeod Bethune Blvd. and Walnut Street.

Ms. Eager is renovating the two-story building with two storefronts that has been vacant for several years which is proposed to include a café and food store on the first floor. A location map and picture of the building are attached together with two conceptual murals to be placed along the entire south side of the building. Also attached are written descriptions about the proposal from both the applicant and the artist, Perego.

The Board shall determine if the proposed wall graphic is an aesthetic enhancement of the building and that the scale, design, intensity, and character are consistent with the design of the building and compatible with the building and surrounding structures in compliance with the Land Development Code (LDC) requirements in Section 6.10.J.13 - Wall Graphics and Architectural Embellishments (attached). Please note that the LDC does not permit the use of words as a part of the wall graphic as shown in one of the two options.

Staff recommends that the Board consider approval of the wall graphic as presented by the applicant, an important step in revitalizing not only the building, but also advancing the vision of this commercial district in Midtown as an arts district.

# PROPOSED WALL GRAPHIC LOCATION



PROPOSED WALL GRAPHIC (OPTION 1)



PROPOSED WALL GRAPHIC (OPTION 2)

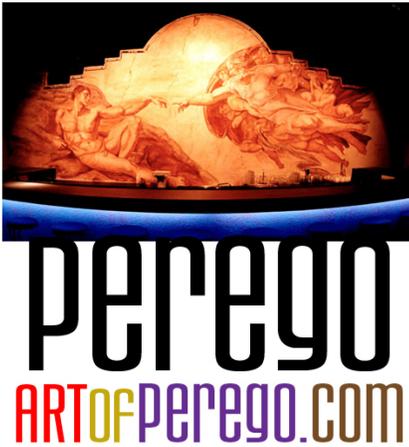


## Mural of African American Community Leaders of Daytona Beach

This is a story of inspiration...one bright sunny day, a young African American child plays along the neighbor streets of Midtown Daytona, while having fun blowing bubbles and watching them dissipates, he daydreams. In his present moment as he dreams about his future, the past emerges out of bubbles revealing prominent African American leaders from his hometown. He becomes hopeful, he realizes his greatness, He is INSPIRED!

He knows there is hope for a young African American kid in Daytona Beach!!!

- **Dr Mary McLeod Bethune:** a civil and women rights leader who was appointed as national advisor to President Franklin D. Roosevelt and an educator well known for starting a private school with five (5) girls, the Daytona Beach Literary and Industrial School for Training Negro Girls, which has evolved into a national accredited university – Bethune-Cookman University.
- **Yvonne Scarlett-Golden:** a Bethune-Cookman University graduate and an educator served four (4) terms as city commissioner before becoming Daytona Beach’s first African American mayor.
- **Dr James E Huger Sr:** a Bethune-Cookman University graduate and a dedicated community leader is the first elected African American local government official in Volusia County then went on to serve as the first African American City Commissioner of Daytona Beach
- **Charles W. Cherry Sr:** a civil rights activist, a former president of the Florida NAACP Conference of Branches and a former City Commissioner of Daytona Beach dedicated much of his life toward improving the lives of underprivileged members of the black community.



Date : July 7, 2021

## Inspire Daytona

Hello Daytona Beach Board Members,  
My name is Perego & I made Daytona my home for about 25 years before I moved to Miami, (Wynwood to be exact) & been there nearly 4 years now. I have done many public mural projects in DB & many of you I probably know or even have my art in your homes or businesses.

As many of you know, Wynwood has led a new art movement, in which cities are taking less than attractive structures & buildings & embellishing them with art. Its far cheaper to paint a building than it is to build one, so not only aesthetically but economically, its smart to utilize the artistic talents of the city to make it a more beautiful place to be. It also supports the arts- win-win.

Several different groups in your city have approached me about such proposed projects & I am thrilled to be able to help the city get quality, & inspirational imagery everywhere. I know many of the greatest talents of the city & look forward to having their art featured in the INSPIRE project set forth by the Inspire Daytona Committee.

I am very familiar with the cities restrictions & limitations to signage & graphics, & I totally agree with it's original thought of limiting commercial signage space to a minimum for aesthetic reasons. But I am asking you to reconsider the exclusion of type. Artistically, type is a powerful tool, conveying much expression & thought. To not permit its use, would sorely limit the creative & inspirational message that we are trying to convey. We are not selling anything, except maybe that Daytona is a colorful fun city.

We have designed the first "signature" piece for their property on Mary bethune Cookman Blvd. entitled "Inspire"  
See attached sketch. We have both with & without type shown.  
As you can see, the word really ties it all together

The mural will be acrylic waterbased paint, & the project will take 2 weeks to complete.

Feel free to look at my site, you will see a lot of Daytona Beach art there- [ArtofPerego.com](http://ArtofPerego.com)  
Thank you for the opportunity

Perego

## **Land Development Code requirements in Section 6.10.J.13**

### *13. Wall Graphics and Architectural Embellishments.*

a. A wall graphic is a wall decoration that depicts a scene, picture, illustration, or design with no written message, word, insignia, arrow, or logo.

b. An architectural embellishment is a three-dimensional architectural decoration added to a building for aesthetic purposes.

c. Wall graphics and architectural embellishments may be permitted in any district, subject to the review and approval as follows:

i. In Redevelopment Areas, wall graphics and architectural embellishments may be permitted by the Redevelopment Board for the area.

ii. In other areas of the City, wall graphics are subject to review and approval by the Planning Board and architectural embellishments are subject to review and approval by City staff.

d. Wall graphics and architectural embellishments shall comply with the following standards:

i. The wall graphic or architectural embellishment shall be applied to a prepared wall surface free of cracks, peeling paint, or stucco, and shall be covered with a protective coat to minimize deterioration.

ii. Wall graphics and embellishments shall be for the aesthetic enhancement of the building. Scale, design, intensity, and character shall be consistent with the design of the building, and compatible with the building and surrounding structures.

iii. No written messages, logos, arrows, or bare bulbs shall be part of the wall graphic or embellishment.

iv. Wall graphics or embellishments shall be applied and constructed strictly in accordance with the approved application. Any deviation from the approved plan or rendering, in materials or style, shall require removal of the wall graphic or embellishment within five days of notice.

e. Any variance from these standards or appeal from a determination made pursuant to this paragraph shall be reviewed by the Planning Board, whose decision shall be final administrative action.



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### MEMORANDUM

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DATE: July 7, 2021  
TO: Midtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: List of five (5) Prioritized Items From the 9 Mar '21 Meeting

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Attached is the March 10, 2021 Staff memo summarizing the Board's request for a workshop and the five priorities ranked from highest to lowest priority.



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## REDEVELOPMENT DIVISION

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### MEMORANDUM

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DATE: March 10, 2021  
TO: James V. Chisholm, City Manager  
THROUGH: Jim Morris, Deputy City Manager  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Midtown Workshop Request

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At last night's Midtown Redevelopment Board meeting the Board voted 5-0 to request a workshop be scheduled by the City that includes the City Manager, the Mayor, and a City Commissioner, to discuss the Board's proposal for changes set forth in the Board Chair's letter to the City Manager dated February 18, 2021. The Board also authorized the Chair to email the City Manager if no action was taken by the City to coordinate this workshop within one week after the Board's March 9<sup>th</sup> meeting. At this meeting the Board members also ranked the five requested changes listed in the Chair's letter as follows, from highest priority to lowest priority.

1. Provide a mechanism/process where there's constant and continuous communications between the Midtown board and Commission/CRA.
2. That the Commission/CRA directs staff to honor and abide by the Midtown Board's adopted rules and procedures, namely the Midtown Board's by-laws.
3. That the Midtown board review and make recommendations concerning the Midtown Community Redevelopment area's budget prior to a final decision by the Commission/CRA.
4. Requires that any project financed by City-controlled funds targeted directly or indirectly for the Midtown area be brought before our board for our review, comment, and recommendations.
5. That the Midtown board regularly identifies projects for potential funding that will be forwarded to the Commission/CRA throughout the year, as well as, prior to the adoption of the City's Capital Improvement Program adoption.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
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### MEMORANDUM

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DATE: July 7, 2021  
TO: Midtown Redevelopment Board  
FROM: Reed Berger, Redevelopment Director  
SUBJECT: Discussion of Board duties and responsibilities

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The following documents are attached to assist the Board in its discussion of its duties and responsibilities.

1. Excerpt from Section 2.3 of the Land Development Code (LDC)
2. Letter from Midtown Redevelopment Board Chair to City Manager
3. Letter from City Manager to the Midtown Redevelopment Board Chair

Prior to Board discussion staff will provide a brief overview of the Community Redevelopment Agency and the LDC Section 2.3.

## REDEVELOPMENT BOARDS

(EXCERPT FROM THE LAND DEVELOPMENT CODE)

Section 2.3. - Redevelopment Boards.

A. **Establishment.** The following Redevelopment Boards are hereby established:

1. Downtown Redevelopment Board, to serve the Downtown Redevelopment Area and the Ballough Road Redevelopment Area;
2. Beachside Redevelopment Board, to serve the Main Street Redevelopment Area and the South Atlantic Redevelopment Area; and
3. Midtown Redevelopment Board, to serve the Midtown Redevelopment Area.

B. **Powers and Duties.** Each Redevelopment Board shall have the following powers and duties under this Code:

1. *General Powers and Duties.*

- a. To adopt rules governing its proceedings, conduct regular public meetings, call special meetings, and create committees to help carry out its powers and duties; and
- b. To carry out any other powers and duties delegated to it by the City Commission, in accordance with State law.

2. *Decide Applications for a Development Permit.* To review and decide the following applications for a development permit when they involve land within a Redevelopment district located within the Redevelopment area the board serves:

- a. Major Site Plan (Section 3.4.I.2.b.i).

3. *Decide Appeals.* To review and decide appeals from a final decision by City staff on the application of redevelopment design standards, standards for specific principal, accessory, or temporary uses, modified use standards, modified intensity and dimensional standards, or other standards to land within a Redevelopment district located within the Redevelopment area the board serves.

4. *Make Recommendations on Applications for a Development Permit.* To review and make a recommendation on the following applications for a development permit when they involve land within a Redevelopment district located within the Redevelopment area the board serves:

- a. General Zoning District Map Amendment (Section 3.4.C);
- b. Site-Specific Zoning District Map Amendment (Section 3.4.D);
- c. Historic Overlay Zoning District Map Amendments (Section 3.4.E);
- d. Planned Development (Section 3.4.F); and
- e. Special Use Permit (Section 3.4.G).

### **C. Membership, Appointment, and Terms of Office.**

1. Each Redevelopment Board shall consist of seven regular members appointed by the City Commission as a whole, plus one Planning Board member who shall serve as an ex officio non-voting member.

2. The seven regular members of a Redevelopment Board shall be appointed in accordance with the following representation requirements:

a. For the Downtown Redevelopment Board, members shall include:

i. Six members who reside or have their principal place of business in either the Downtown Redevelopment Area or the Ballough Road Redevelopment Area; and

ii. One member of the Downtown Development Authority, who shall serve ex officio.

b. For the Beachside Redevelopment Board, members shall include seven members who reside or have their principal place of business in either the Main Street Redevelopment Area or the South Atlantic Road Redevelopment Area.

c. For the Midtown Redevelopment Board, members shall include seven members who reside or have their principal place of business in the Midtown Redevelopment Area.

3. A majority of board members shall be residents of the City.

4. Members shall be appointed to two-year staggered terms and may be reappointed to successive terms.

5. No member, except ex-officio members, shall serve more than two consecutive terms.

6. Members shall continue to serve until their successors are appointed.

7. Vacancies shall be filled for the period of the unexpired term only. Replacement members shall be appointed so as to retain the representation requirements specified in subsections 1 and 2 above.

8. Board members shall serve without compensation.

**D. Attendance.** If a member of a Redevelopment Board fails to attend three regularly scheduled board meetings during any 12-month period, the board shall consider the cause of the absences and if it deems it necessary, may request that the member resign or that the City Commission remove the member in accordance with subsection E below. The City Commission shall fill any vacancy created by resignation or removal of the board member in accordance with Section 2.3.C.7.

**E. Removal.** Redevelopment Board members serve at the will of the City Commission and may be removed by the City Commission at any time, with or without cause. If a member is removed, the City Commission shall fill the vacancy in accordance with Section 2.3.C.7.

## **F. Chair and Vice-Chair.**

1. Each Redevelopment Board shall elect a Chair and a Vice-Chair from among its members, each to serve a one-year term. No member shall serve more than two consecutive terms as Chair. The Vice-Chair may be elected to successive terms without limitation.
2. The Chair shall preside over all board meetings. The Vice-Chair shall perform the duties of the Chair in the absence of the Chair. If both the Chair and Vice-Chair are absent, the board shall vote to determine who shall serve as acting Chair for the meeting.

**G. Staff.** The City shall provide clerical and professional staff liaison to the Redevelopment Boards and shall provide for notification of board members of all meetings, the keeping of the minutes of the meetings, and administrative support.

## **H. Meetings.**

1. *Schedule.* Each Redevelopment Board shall adopt a schedule establishing the date, time, and location of regular meetings. Regular meetings may be cancelled upon a determination that there are no applications requiring consideration by the board. Staff may call special meetings of the board as needed.
2. *Official Record.* Each Redevelopment Board shall keep a written record of its recommendations, transactions, and determinations. Such record shall include minutes of meetings in accordance with State law and shall be a public record. The record shall be filed with the City Clerk and shall be available for inspection by the public during normal business hours.
3. *Notice of Meetings.* Notice of all Redevelopment Board meetings and public hearings shall be provided to the public in accordance with State law and the public hearing requirements in 3.3.E.3, Public Hearing Notice, as appropriate.
4. *Open Meetings.* All meetings of a Redevelopment Board shall be open to the public.

## **I. Quorum and Necessary Vote.**

1. *Quorum.* Four members of a Redevelopment Board shall constitute a quorum. No official business of the board shall be conducted without a quorum present.
2. *Voting.* The affirmative vote of a majority of Redevelopment Board members present and voting is required to approve any item.

## **J. Voting.**

1. All board members shall comply with State law regarding voting conflicts.
2. All applications shall be voted upon their merits within 30 days of the item being placed on a board meeting agenda unless the applicant waives this provision or good cause is shown.

**K. Rules of Procedure.** Each Redevelopment Board may adopt rules of procedure governing its procedures and operations.

**L. Sunshine Law Requirements.** All meetings and decisions of the board shall comply with State law regarding sunshine requirements.

# From the desk of

A. Shawn Collins, PTP, AICP

**To:** James Chisholm, City Manager Daytona Beach  
**From:** A. Shawn Collins, Chair Midtown Community Redevelopment Board  
**CC:** Daytona Beach City Commissioners  
Daytona Beach City Attorney  
**Date:** Thursday, 18 February 2021  
**Subject:** Follow-up from the 17 February 2021 City Commission Meeting - Agenda Item 11a.

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Good morning Sir, I trust that you had a wonderful night's rest. As stated above, the subject of this memo is to follow-up from the Commission's meeting last night, and specifically the memo that I committed to providing to you this morning, this is that memo.

There's an old saying that goes,, *You feed a man a fish you feed him for a day, you teach a man how to fish you feed him for a lifetime.* What we're trying to do on the Midtown board is to feed our community and the business owners for a lifetime. There's another saying that goes,, *when you do the same thing over, and over, and over again and expect a different outcome every time, that, by definition, is insanity.* What we've been doing in the Midtown area is not working, has not worked, and will not work. I pray that you would agree it's time to try something new.

The something new that we're requesting from the Mayor and the Commissioners is a change in how we create and finally, chose projects that have as their intended purpose, redevelopment of the Midtown community. Redevelopment has historically meant, at least in Daytona Beach, the construction of capital projects. ONLY. Redevelopment, at its core, is people, is business owners, is the children, and the elderly citizens in that area. Without their "buy in", any amount of capital projects, whether they be benches on Mary McLeod Bethune Blvd., or much-needed streetscape projects on Orange Avenue or MLK Blvd. will not incentivize the community to "redevelop".

Midtown is a unique place that has gone through a lot. We know that by listening to the Harold Lucas' and the Irvin White's of the world. What is expended in the Beachside or Downtown areas will not always work in Midtown. That may be equality, but it's not equity.

Similarly, how the Beachside or Downtown areas function may or may not work for Midtown, one size does not fit all. Since my tenure on the board (*goes back to January 2020*) all I've heard from the other members is a need to be "heard". Not one time has anyone on the board expressed an interest in usurping ANY authority or powers away from City Commission/CRA. So you can imagine my dismay when I read the memo (*dated 10 February 2021*) from your staff member assigned to the Midtown board. The memo is replete with inaccuracies, outdated information, and unsubstantiated conclusions, not to mention its unprofessional nature.



# From the desk of

A. Shawn Collins, PTP, AICP

Whatever we're attempting to accomplish has to have a 'buy in' by your office and staff. It-Will-Not-Work otherwise. So if I had to narrow down what we'd like to have changed, it would be the following:

1. Requires that any project financed by City-controlled funds targeted directly or indirectly for the Midtown area be brought before our board for our review, comment, and recommendations.
2. That the Midtown board regularly identifies projects for potential funding that will be forwarded to the Commission/CRA throughout the year, as well as, prior to the adoption of the City's Capital Improvement Program adoption.
3. Provide a mechanism/process where there's constant and continuous communications between the Midtown board and Commission/CRA.
4. That the Midtown board review and make recommendations concerning the Midtown Community Redevelopment area's budget prior to a final decision by the Commission/CRA.
5. That the Commission/CRA directs staff to honor and abide by the Midtown Board's adopted rules and procedures, namely the Midtown Board's by-laws.

I look forward to hearing from you and the Commission/CRA on what we're proposing and on how we can make the Midtown board become what it was originally created to become, an additional voice of the Midtown residents and businesses. Let me know how much time you'll need to respond and to begin the process of making these recommendations become reality.

Feel free to reach out to me at anytime, I can be reached at: [ashawn06@gmail.com](mailto:ashawn06@gmail.com), [ashawn06@ashawncollins.com](mailto:ashawn06@ashawncollins.com), and at 386.451.8478.

Until then, please stay safe Young Man.





# The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

Office of the City Manager

March 19, 2021

Mr. A. Shawn Collins and  
Members of the City of Daytona Beach  
Midtown Redevelopment Board  
301 South Ridgewood Ave.  
Daytona Beach, Florida 32115

Dr. Mr. Collins and Board Members:

The City’s advisory boards provide an essential element of local government and participation from our citizenry is much appreciated.

The scope of each boards’ responsibilities is clearly defined in the Land Development Code (LDC), which is an ordinance adopted by the City Commission, and boards must conduct themselves in a matter consistent with applicable law.

In respect to the five points raised on page 2 of your memo, I offer the following:

- 1. Requires that any project financed by City-controlled funds targeted directly or indirectly for the Midtown area by brought before our board for our review, comment and recommendations.**

*Projects brought to Midtown Board shall be reviewed by the board as set out in the LDC, which defines the responsibilities as follows:*

***General Powers and Duties.***

- To adopt rules governing its proceedings, conduct regular public meetings, call special meetings, and create committees to help carry out its powers and duties; and
- To carry out any other powers and duties delegated to it by the City Commission, in accordance with State law.

**2. Decide Applications for a Development Permit.** To review and decide the following applications for a development permit when they involve land within a Redevelopment district located within the Redevelopment area the board serves:

- Major Site Plan (Section 3.4.1.2.b.i).

**3. Decide Appeals.** To review and decide appeals from a final decision by City staff on the application of redevelopment design standards, standards for specific principal, accessory, or temporary uses, modified use standards, modified intensity and dimensional standards, or other standards to land within a Redevelopment district located within the Redevelopment area the board serves.

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- c. Historic Overlay Zoning District Map Amendments (Section 3.4.E);
- d. Planned Development (Section 3.4.F); and
- e. Special Use Permit (Section 3.4.G).

- 1. That the Midtown board regularly identifies projects for potential funding that will be forwarded to the Commission/CRA throughout the year, as well as, prior to the adoption of the City's Capital Improvement Project adoption.**

*It is not in the Midtown Redevelopment Board's powers and duties to identify projects for funding.*

- 2. Provide a mechanism/process where there's constant and continuous communications between the Midtown board and Commission/CRA.**

*The City Commission has agreed to hear a quarterly presentation from the board. The board may provide written communication as it sees fit.*

- 3. That the Midtown board review and make recommendations concerning the Midtown Community Redevelopment area's budget prior to a final decision by the Commission/CRA.**

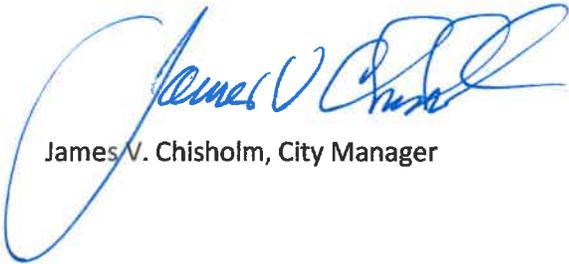
*Boards are appointment by the City Commission. Boards are for the purpose of undertaking the duties directed to it by the Commission. Boards are not an elected body. They have no budgetary review, approval, or appropriation authority.*

- 4. That the Commission/CRA directs staff to honor and abide by the Midtown Board's adopted rules and procedures, namely the Midtown Board's by-laws.**

*Subject to the City Charter, staff is directed only by the City Manager. With the consent and guidance of a majority of the Commission, the City Manager directs and controls staff including staff that serve as redevelopment board support.*

We thank the Midtown Redevelopment Board for its service and encourage any comments or recommendations from the board to the City Commission.

Sincerely,

A handwritten signature in blue ink, appearing to read "James V. Chisholm". The signature is fluid and cursive, with a large loop at the beginning.

James V. Chisholm, City Manager