

MIDTOWN REDEVELOPMENT BOARD

MINUTES OF THE REGULAR MEETING

Tuesday, August 10, 2021

The regular meeting of the Midtown Redevelopment Board was held Tuesday, August 10, 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

Mr. Pierre Louis

Ms. Renee Richardson

Ms. Valencia Stubbs

Board Members Absent:

Ms. Terica Charles

Ms. Tangela Hardy

Mr. Milverton Robinson (Planning Board appointee)

Staff Members Present:

Mr. Reed Berger, Redevelopment Director

Ms. Michele Toliver, Project Manager

Mr. Ben Gross, Deputy City Attorney

Lt. Leonardo (Leo) Conde, Daytona Beach Police Department

Ms. Sarah Kirk, Neighborhood Services Officer

Mrs. Mandana Carry, Office Specialist II.

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

Board Action:

A motion was made by Mr. Louis, seconded by Mr. Cogdell, to approve the minutes of the June 8, 2021 meeting, as presented. The motion carried (5-0).

6. Staff Reports

6a. Police Department – Lieutenant Leonardo (Leo) Conde in for Capt. Trisha Loomis.

Lt. Conde states, from statistical report, going over some of the more positive highlights. We did have a 16% reduction in total part one crime activity for the Midtown area. A 12% reduction in total property crime and there was a 23% reduction in total violent crimes when compared to stats of last year. Unfortunately, there was some rise in residential burglaries. The way the Police Department is addressing these issues is by hiring more staff and giving overtime.

Also addressing specifically any quality-of-life issues that can lead to other residential burglaries.

Moving forward we are focusing on BCU orientation, which is taking place next week. We do have some officers hired for overtime that will be proactive policing of the area, addressing any issues that may arise and maintaining an active police presence.

We did have some Officers policing the Covid Sites this afternoon, as well as tomorrow. We can maintain a presence and establish a rapport with community moving forward with this Saturday. We do have the concert at Daisy Stocking. We do have two detailed officers assigned. So again, maintaining Police presence and build a rapport with community moving forward. Overall stats look good from last year, as always, there is room to grow. We do take any suggestions, obviously, from the community for best ways to improve on this, if we can do it, to improve.

Chair and Board Members thanked the Lt. Conde for his report and comments, and then thanked Lt. Conde for his service.

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

Inspector Kirk stated that for the month of July 35 cases were opened in Mid-Town, 4 were opened and closed within the same month. The variety of cases ranging from maintenance, code, parking, and no permits. Right now, we are still responding to complaints and working on the main thoroughfares, cleaning up, and beautifying Midtown.

Mr. Collins, asked if there were any questions or comments.

Mr. Louis brought up painting and if it was a good time to bring up projects and specifically paints and painting that needs to be addressed outside of the boards area. Louis, states if he must, he can get it himself but that he wanted to know if neighborhood services took care of something like that, buying paint to help folks clean up their homes if needed. Seniors, senior citizens to be specific. they don't have the funds for that. I said I would ask about this, such things as small as these projects to help folks out.

Ms. Kirk said to Chair and Board, Mr. Louis mentioned this type of case before, his Mid-town Action Group, was looking to help folks with items such as paint and

small roof repairs, mowing the lawn, little projects to help them stay in code. He was wondering if there was funding available.

Mr. Louis was stating that he was hoping for help for citizens with these small matters to fix and were there grants for Mid-Town that would aide folks that fell into this category.

Mr. Reed, Director of Redevelopment services, interjected with some information on this and these types of matters. Mr. Reed stated right now we are working on making changes on the grants. Michele has been working on these grants and the changes, Michele.

Ms. Toliver, project manager of redevelopment services, states Mr. Louis wants to assist the homeowner with the Façade of their home. Right now, we have a grant for this type of projects, being amended for August. Now as for the paint, all that is required is the homeowner must make a request for the grant and then Redevelopment will do the purchasing. Is that what you were looking for Mr. Louis.

Mr. Louis states, yes. It is for mostly senior citizens who cannot afford the paint and need a little help with the work and to help owner and not have a lien on their home. I was hoping that was something we could do.

Mr. Collins, it is like Habitat for Humanity right, some folks don't know that you brought this up a couple months ago. Tell them in a nutshell what you are talking about.

Mr. Louis states in a nutshell that if homeowner gets a lien from code enforcement, they can get assistance. Some of these folks are seniors and need help.

Ms. Toliver, right now the only thing we are asking for as far as paint and painting goes, for mid-town, is that a sample color please be presented and approved for that area for now, we are only asking, until things are accomplished. Most of the funding will be to cover 100% of those small projects.

Mr. Louis, that is great news. That's it.

Mr. Collins, thank you.

Ms. Stubbs, I hope the city manager touches on this and helps explain these means to help folks whether it's for the painting or for such matter as roof repairs or the flooding from the rain. For the Mid-Town group. Thank you.

Mr. Collins, stated he was at a meeting, for the code, Capt. Lee, was saying that you cannot call in anonymously anymore. Effective July, you must leave all your information such as name, address, phone.

Ms. Kirk, stated, yes effective July 1st you must give your name and information before any complaint can be heard. We already have a rule of system called rule of six. We go all around complaint area surrounding the house in question, so they do not feel we are single them out. This is all public.

Mr. Collins, I can see this cutting down on bogus complaints, and revenge cases and quarrels against neighbors. Great job, especially with the GIS.

Kirk, thank you.

Mr. Collins, ok, now item 7a. Ms. King to speak, about all the wonderful things she is doing with her wonderful organization.

7. Presentation – Spotlight on Mid-town

7a. Ms. Robin King- Career Source Flagler -Volusia

Mr. Collins, " our next presentation comes from Mrs. King, who comes from Career Source, Flagler President, executive director. She is coming in today to and talking about all the wonderful things she is doing for that fantastic organization. Welcome Mrs. King."

Ms. King, stated "first I would like to thank the board for their service. This is something your heart needs to be into to make the decisions.

So, I put out a folder, packet, I have distributed to you all. I have made several maps; I would like to go over some outlining of some things I have discovered. I can't drill down to census tracts with labor market information, but I can do it by zip code. Our zip code area "32114", this information is as of March 2021. The second map shows how many live in the area of "32114" and work which is

12,000 resident's are working. Of that amount working in 32114, 4,000 of them work within the zip code, with better paying jobs than the ones outside of that zip code, examples are fewer food prep positions, fast food, and so forth, while those with fewer skills must go outside of the area for their jobs. The zip code 32114 has the businesses, job opportunities, just not the work force. The next chart shows people who live there, the wages are also higher than the lower skilled occupations. The problem is that of those 12000 people, if more of them wanted to work in 32114, they would have to raise their skill levels.

Ms. King goes on to state that there are a variety of things that show what Career Source, Flagler volution, provides at no cost to the residents of our counties. If, someone doesn't have the skill set to compete in the job market for a living wage. We can do anything from providing tuition, books, wraparound services. I work for a board of directors that are in various business trends, and they just recently have approved us to increase those support wraparound services to include childcare, transportation assistance, which would be bus passes or gas cards, and something called a needs related payment, which is really a stipend to go to school. One of the things that I really want people to know is if you're receiving unemployment, there's a new job search requirement. Instead of doing the job search, you can go to school and one of our training programs. Now, we don't do the training. We contract with about 20 different training providers. The majority of who we support go to Daytona State College, because they have a lot of short-term programs that have credentials that businesses need and want

Ms. King, also stated, "We at, Career Source, are helping with programs, assistance in travel, and transportation. The jobs we are connecting folks in will raise their skill sets and help them get access to good career paths.

We started Y.E.T.I (youth employment talent initiative) over the summer. These young folks get to see what is expected of them on site, working with community healing project, getting up being on time, 20 kids training and at end making \$1500.00 each, things of that nature. Also, Working with Mission Be Great. Also, Childs Academy. Abby Ferguson, helping with skills businesses were wanting. Let's kids know what they would be doing in job shadowing. Bulk of Money went into kids' pockets so they could get school supplies and pay for classes. Helps a lot and

trying to get more businesses to participate for this and, there are grants, but the bulk is entrepreneurial skills needed in today's business market.

Offering job opportunities for making their own business, in a proper manner of course, whether they stay at home to do this business or find it elsewhere, we are here to help. Our goal is to give access to folks to anybody that want prosperity.

Mr. Collins, Chair, any questions.

Ms. Stubbs, thank you for your comments, I would like to know if you help folks with Resumes and such for example or resume writing, I'm a little old fashion.

Mrs. King, Yes, especially the resume workshop. We changed the format for learning how to do your resume. Now we are more accessible, and we have all these services online, also meeting one on one still. But now our case management will never be the old way again. We have easier ways to reach people, instead of coming to us from say "Oakhill" with your kids to sign papers, we send them via internet, it takes only minutes.

Ms. Stubbs, thank you.

Ms. Richardson, I don't have many questions, but I do have some comments, see I work for DCF and our new program is called Care Coordination and I think you are the perfect person, someone in your agency maybe Cathy Spenser, on the 19th, will be meeting with us. We would love to have you join us and connect with your organization. Our biggest downfall is bus passes for our workforce. They cannot get anywhere. Do you have something to help with this.?

Mrs. King, well we have waivers in place, it is slow process. These folks, for them it is the hardest group we have, it's been very intimidating, to get back into to school and work force. So, we have these programs and have been working with Daytona State in development and GED classes. We are willing to distribute more thru the lobby, anything we can.

Ms. Richardson, yes, thank you.

Mr. Cogdell, Yes, we worked together when I was with Community Partnership for Children, you are someone that everyone in the city should know. Can you tell everyone where you are now in the city?

Ms. King, Yes, Career Source is located, in the back of the Volusia Mall. It was where the Service Merchandise used to be at one time. T tech is there now. They are great because they will let you work from Home.

Mr. Louis, Yes, I am very pleased to see you again, I worked with Career Sources for 10 years, and they did a fantastic job with the mini career links. Happy to hear Mrs. King speak. Also, Career Source, they helped 260 and more people get jobs, so I am always thankful for this group.

Ms. King, thank you for bringing up the career links, not many people can get to our physical location. We get them to navigate the web site and use programs such as F.I.T, to assess where they are, whether the person wants to go to school, or change skills. Also, for folks that are stuck and don't know what they can do. These programs help these folks to navigate and see where they want to end up working or not, school is also an option.

Mr. Collins, Chair, a couple of things, Ms. Richardson already mentioned transportation matters, such as Votran. The problem is applicants are getting trained but having problems getting to job sites reliably.

Ms. King, so Matthew Nelson, is the managing director for the IBW, and they are talking about getting to one place and then they can get to site, ride sharing.

Mr. Collins, stated ,” Have you started a relationship to get folks that are young, that are still in High School.?”

Ms. King, yes, we don't have as big a draw, but the GED and drop out programs have been started.

Mr. Collins, how can we help, as this Board, what can we do?

Ms. King states to please get the word out for us, businesses to partner with, job fairs, most folks are not hiring high school students, but they are not getting the experience and credentials they need.

Mr. Collins, chair, If we can do that, we will add that to our responsibilities tonight. Thank you, Mrs. King. Appreciate it.

8. Old Business:

Mr. Collins, since we have no old business at this time, we can move on to new business. Staff will be giving us an update.

Public Comments:

There are no public comments.

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.

Mr. Reed, we are showing you a building located on Walnut street and Mary McLeod Bethune Blvd. It was a building that was in terrible distress. The glass windows all busted out and trashy area that was left in dilapidated shape. We have a new owner that has cleaned up the lot and is proposing a Wall Graphic (mural). We ask that the Board hear out the applicant themselves.

Ms. Karen Eager, and business partner Kim Morten, have the business, Inspire Daytona, and we feel that to help revitalize Mary McLeod Bethune Blvd. We will do it through Art. So, we chose the word inspire, in the mural, because we feel like the neighborhood is lacking inspiration and is lacking character. You know, so our vision is to have it become a very artsy, entertaining business district where there will be different events going on, you know, from time to time. Art battles, wine walks, cafes. Coming up. All types of things like that, just to inspire the people and have something to build up, pedestrian walking, you know, family friendly area, whatever. So, we did the initiative and we submitted it to the city. Kim, my partner can tell you more.

Ms. Kim Moten states her business is, Inspire Art and Business, and our group came together to give inspiration to helping MMB Blvd. get back to the cultural and business district. Cafes, pedestrian walkways, family gathering, wine tasting, we did this initiative, and most people were inspired, and we love Karen's mural. We want to have a whole positive neighborhood.

We also want to use legacies of the community like Yvonne Scarlett- Golden, Mary McLeod, and many more like the mural, make more community more inspiring. So, we want to bring a whole map of Daytona together and bring

everybody out and have something for people that come to town to see. They come to see just what makes our community more inspiring, more activity, more things to do. So basically, that's what we're doing. The artist of the mural can explain it best.

I would like to introduce Perego, the artist of the mural.

Mr. Perego, hello, my name is Perego, I am an artist, many of my murals are around town. Hopefully you've seen my art. Pretty sure you have somewhere, somehow. And I'm excited that the city is finally going ahead and wanting to do something like this, because, you know, it brings tourism. I have lived in this city for 25 years, and most of the heavy hitters in this city are clients of mine. In this wall mural particularly, we wanted to bring out the history and the fun of this city, in this piece of art. We want to create a place like Miami, where I live where I can see 10 murals from where I live. No graffiti, but actual art in the city, real art. This becomes a draw, and folks want to stop and take pictures. I am asking that this art, this type of art, be allowed to make the impact we want.

Mr. Ben Gross, just to make a point, the staff is reviewing the graphics with wording or signage. Could be problematic having little written message, looking forward, however in this the graphics themselves will be acceptable. However, the wording can be looked at and reviewed later. Regulating words in signage is problematic because of supreme court precedence. But as an administrative thing it will be ok under the code now.

Mr. Collins, a motion is needed.

Mr. Gross, motion to approve the wall graphic as depicted in the staff report and shown to the Board. Subject to the city staff to approving the words shown on the wall graphic shown as a wall sign under land development code.

Ms. Richardson, I make a motion that we consider the mural with the signage being considered by administration. I think it's beautiful, a fantastic job.

Mr. Collins, we have a motion for a second.

Mr. Cogdell, I second.

Mr. Collins, Ok, we can have a discussion, Mr. Louis

Mr. Louis, I am torn a bit, I love the artwork and colors. I have a problem with the changing of the Land Development Code. Once we open this can of worms, for this writing, when and where do we take things case by case. Our staff says the signage doesn't permit the words. So.

Mr. Gross, stated, It's a little potentially problematic under the First Amendment anyway. And what I can see happening in the future to that regulation is that we would prohibit what we would refer to as offsite advertising as part of a wall graphic.

But regulating I think I've mentioned this before to this board. I'm not sure how many times we've had wall graphics come up but regulating wall graphics and other signage currently under Constitutionalize, very problematic because of Supreme Court precedent.

Mr. Gross, if I may, our signage code, like many others has a limit for the time period in which can be approved and, on the property, about 5 years ago our supreme court heard of Reed Vs. Gilbert, they are forbidden, we don't do that, our code based by what the time limit, and signage. Messages can be up without regulation. Otherwise, that's censorship. We just limit the square footage; thus, they do have a limitation but in the allowed area. The code doesn't look at the content of a law sign. So, but it does limit the total of all signage allowed. And what I'm looking at here, and I was looking at this while we were talking about this, no more than 200 square feet of sign area shall be permitted in any single wall.

This is an existing provision, that we have, so the motion on the floor is to not the wordage but the graphics. A subsequent staff approval of the wordage being a second part.

Mr. Louis, states So I guess because once you open that gate, then you can't arbitrarily limit it, as you say, in censorship. One is good, but the other is not good. So, I just think that we need to consider that as well.

Mr. Collins, Mrs. Stubbs, questions?

Ms. Stubbs stated that she didn't have any questions. However, that she loved the design. Loved the History in the graphics. I am trying to stay out of the legal

requirements for the sign and what is appropriate. Attorney Gross can you for me restate the motion.

Mr. Gross, what is proper for the Board to discuss, is not the Land Development Code. You could just investigate option two the graphics are what are our decision can be on. Staff can investigate the words later. Rephrase option two for graphics only. All you would need is an amendment.

Mr. Collins, states Amendment is needed can anyone?

Ms. Richardson, states, Yes, we have a motion to approve just option two of previously stated motion.

Mr. Cogdell stated that he would Second the motion.

Mr. Collins, any more discussion, ok, then all in favor, motion carries (5-0).

Ok, we have our city manager here with us and he will tell us specifically his vision for the Mid-town area and specifically for this board. Mr. Feacher Welcome.

9b. City Manager, Mr. Deric C. Feacher

Mr. Feacher, City Manager, opened with thanking the Chair and honorable members of the Board. To the individuals that come out here, both the municipalities that offer administrative support and to the citizens and businesses thank you for helping the City Manager's office. I love the mural projects and support them, unless the seven officials tell me they don't want programs such as these based on the information, especially with the recovery funds being available.

Mr. Feacher, "We are going to be doing murals in our community. And so, the type of mural that you are presenting to the board was done in what we call the Oakland community and Haines City, which is an African American community where the first African American high school was built in Polk County.

I know Reed has been in some of my discussions. I even think Michele as well. I'm only to 90 percent of the things that go to our commissioners with our desks, the rest are created by staff. So, if they're not working, we change them to make them work.

whatever we try to present, based on your recommendations, we're going to do our best to implement them. I think having those images, the ones in mural, showing that people came right out of that midtown group, that midtown community, for the young people that could potentially be walking by to get a haircut or, you know, making sure their nails are done or are going to the old dry cleaners that eventually will become an entertainment center for them. Yeah, that's going to happen. People don't think about it, it's going to happen.

Mr. Feacher, also went on to say, "Places for example that I used to get my clothes dry cleaned there, but I'm going to probably listen to music there one day, going to identity church and just trying to be engaged in the community in that coworking space. We are going to revitalize Midtown, whether we like it or not.

I'm not going to focus on the past. I really don't have a care in the world what someone did yesterday. I'm only focused on how we accelerate the vision of our commissioners, our staff, our board members, and most importantly, our citizens, the individuals that invest in us.

Because I get a great check. I get a very good paycheck. I want to make sure that they have a good quality of life, whether they're making fifteen dollars an hour or a hundred and fifty dollars an hour. So, we're really going to look at how we transform the very fabric of our community.

And I think this mural program that was presented to you all today will help do that. And I know that that Reed and Michele and Ben, they have been working in concert with me over the past two months of trying to figure out how do we do that?

I've looked at the Midtown plan. I will say that some of these items are they're a little out there. And I think that we're going to have to evaluate. And that's going to be your responsibility when we do our work session with the city manager and this board.

And then when we go into our communities and we sit down at the Midtown Cultural Center, we sit down at the Dickerson Center, we sit down and really talk to the citizens, to the community. We're here now let's communicate.

If you don't show up, we're going to do what we want to do, but we're going to give you the opportunity, because what happens is, you know, my wife having

master's degrees in psychology and clinical psychology. We have individuals that like to complain, and they have the mentality that they don't want anything to change because that doesn't give them an opportunity to complain. So, we're going to remove those barriers. We're going to give you the opportunity to sit at the table with the board who's been dedicated to trying to transform the fabric of a midtown.

So, listen, you don't have to tell me anything about the past. I really don't. I don't have to worry about because the past propels you for the future. We must realize that when you look at giant timber, bamboo, it takes many years, many years, many years of you watering the bamboo every day. But not within one day after, you know, three to six years, it grows 90 feet in 60 days. So, guess what you all have been doing for the past five, 10, 15, 20 years. It's watering the bamboo.

Well, a couple of things that we're doing. I think that that's going to be very beneficial for the midtown area. We're going to reevaluate the master plan. I'm going to schedule a meeting with the board, with Reed and Michele, and we're going to facilitate a discussion where we're able to not sit up here, let's sit at a

But we've got to put things in place as a city to make that possible. When you look at the five distinct neighborhoods, there are five distinct neighborhoods based on my reading of this document and looking at how all of them will and how all of them connect.

We're going to sit down in those five distinct neighborhoods, even if we've got to put a tent on the side of the road and allow for people to come up to us and have conversations. Now, I know I'm going to just be frank and transparent.

A lot of people talk to me about what they don't like about Reed and what they don't get. But let me tell you, when I had a real conversation with him, he has the impression of my agenda. If they don't have my agenda, I'll help them leave. But Reed has the same mindset of what I'm trying to do and what I think we want to do. And I'm going to let him run with it until he can't run anymore. And if he can't run, we'll find somebody else will.

But I want you all to know that we're going to make sure that Reed and Michele and myself, we do everything we can to implement as much of this. Florida Agriculture, Mechanical University Heights of Seven Hill plan.

And Michele loves it, too. Michele loves it. She really loves it. We're going to make sure that this plan works and not only because it's from the highest of seven hills, but because there were individuals that Midtown that had a discussion, individuals that the Dickerson Center, individuals at City Hall, individuals that Bethune Cookman University that came to the workshops and said, let's make it work. So, listen, you don't have to tell me anything about the past. I really don't. I don't have to worry about because the past propels you for the future.

How do we remove bureaucratic barriers to move agendas forward? I haven't brought in one person, not one new person have I brought. But the ones that are here. They know our mantra is to accelerate. We are accelerating everything we possibly can. And there are some couple of things that we're going to do that I think you all were talking about earlier that will help us with our mid-term.

Well, a couple of things that we're doing. I think that that's going to be very beneficial for the midtown area. We're going to reevaluate the master plan. I'm going to schedule a meeting with the board, with Reed and Michele, and we're going to facilitate a discussion where we're able to plan and then say to our elected officials, now, y'all can follow it. We need you all to approve this as we move forward and let them have a dialog and then bring them into the discussion, you know, have them sit at the table so y'all can be on one side and then they can be on this side.

We're going to allow for people who want to develop them to be able to have access to them. Some can be donated; some may be whatever the taxable value could be a thousand dollars or ten thousand. But the key thing that we're going to do is we're not going to allow for you to sit on those properties for five and six years if you can't pull a permit within so many days and y'all may want to talk to Reed. I keep throwing out one hundred and thirty, one hundred and sixty. He may tell me, give him a year. He's more generous than me. I just don't want people to sit on properties and not do anything. I want to see the return on the investment because I don't want to keep paying for the lawn upkeep. I want to have someone can go from public housing or a multifamily home to a single-family home that they can grow in. And so, we're going to be doing that now. I think we have about 52 to 56 lots in the midtown area that we're going to be looking at, that they're going to come open.

We can then set our schedules in place for the later part of end of this year, right at the beginning of the next year of January, February, when we bring the citizens back and say, OK, we're in your five distinct neighborhoods, you're going to show up, are you not? And if you don't show up, we're going to still move forward with the plan that we have, you know, reconciled this plan. The next thing is I'm going to be creating an efficiency committee.

That efficiency committee will look at all aspects of the city of Daytona Beach operations, from fiscal management, from growth and development, from hiring, from transparency, from parks and leisure services. This will be a group that I select the individuals. They will have full access for a year to look at city operations, to see where we're doing great. Are we not doing great?

I'll be also asking the city commissioners to put someone on the committee, but it will be a group that really is not something that it's going to be where the commissioners are telling people what to do. This group will pick his own chair and we're going to be balanced.

I'm just going to be honest with you. I don't want people who just want to complain. I don't do very well with them. And I will tell them, and I won't meet with them anymore. But if you if you've come to my office, I have a sign in my office pretty much saying, what have you done yet?

I can promise you from June 1st reading, Michele will be making sure that you all bring anything that you have will be brought forward. Even if It's just the concept. And the reason how I know that may happen is because that department now will soon fall up under my leadership.

It will be removed from the Economic Development and Redevelopment, the boards, all that will come out of the city manager's office. And the only person that will be reporting to is me until I hire an Economic and Community Development Director.

I'm telling you; I haven't brought in anybody and I have been pleased. Now, I don't know if it's because they know that my name at the bottom of the check now, but I like it being at the bottom of the check, because the elected officials have charged me with transforming the very fabric of this community.

And I promised them I am going to do everything I can to do that. Every place I've left now, I've been successful. And I haven't brought in too many people in those other cities. I've worked with the talent that was there.

And I told Reed, I said I am taking the handcuffs off. Did I not tell you that you did? I said you are either going to get them put back on. Are you going to be pushed out? Are you going to just do it?

And he has made it very clear what he wants. And I didn't tell him what I wanted. He told me what he thinks is good. And guess what? It sounded like something similar that I want. He was watching my interviews.

We have six colleges and universities. People say six. Yeah, we have six colleges and universities in the 32114 zone. We got the historic Bethune Cookman University that was founded on the city dump in the bowl that floods whenever there is something, because this is where African Americans could only live.

You got Bethune Cookman, you got Daytona State College that runs to the back of technically, at Mary Mcleod Bethune Boulevard and Halifax Hospital. You got Embry Riddle, you got Keiser. You got U.C.F branch campus that offers degrees, baccalaureate degrees, and then you have Florida State University College of Medicine. That has 44 residents here. When I went to my primary doctor a Florida State University student greeted me. So we've got, in the 32114, those colleges and universities where you can get an associates degree up to a PhD. We are not tapping into that resource like we should.

Then you got someone that sits on the land that is worth two point two billion dollars, whose business, Brown and Brown Insurance, who's in the billionaire Forbes area, is in the 32114-zip code and sits on the island of Dr. Mary McLeod Bethune Boulevard, where he's putting a statue of her in his park. You got Halifax Hospital on the other end, and Daytona State. What are we doing as a community, as a city to invest in a 32114 zone in that regard?

So, all of that, we need to bring that to the table, bring that discussion. You got NASCAR in the 32114 zip code. So, this even though that is a very impoverished community, it has all the bones from technological advancement to Bethune Cookman's nursing program. Even during the pandemic, when they were a couple of years ago having a problem, they had 100 percent passing rate on the nursing

exam. You got an excellent photography program at Daytona State College and are graduating some of the best photographers in the country. You got the Microplex at Embry Riddle Aeronautical University where you've got those students that are graduating with engineering degrees and going over to the Microplex and starting companies where they are investing back. So what are we doing to tap into that group to make sure that we can do those plans and creating those incubators on MMB or MLK. I promise you We are going to improve those things in that area. I'm not concerned with " what was" but with" what shall be". That really is where I am and I think that we're going to do that.

Now, I'm going to tell you some of the reasons that we have problems in the Midtown area is we have families fighting against families. We got property owners fighting against property owners. So, you know what they talk about the we can't do this zoning is this way. The city zoning is that way. I can't build what I want. I said we're going to remove all of that. We're going to remove it. Staff is sitting down and we're going to walk. We are walking Midtown. We are walking Mary McLeod Bethune. We're walking Martin Luther King. We're walking George W. Ingram. We're walking Beach Street. We're walking Main Street. We're walking in neighborhoods on the west side. They already have calendar invites. And guess who's leading the tour? Me, because I've rode the whole city. And we're going to stop at a property and we're going to ask that person, what do you want to do with your property? when they tell me , "well, y'all done told me that I can't do this." I'll say no. We haven't told you anything. It's a new ship and We're on that ship. What do you want to do in your community. Then staff is going to come back and see if that zoning is applicable. If it can be done. It can be done. We're going to work with our development team. We're going to work with our attorneys to make it happen. If it can't be done, they will hear from me. I am not going to recommend it. If you want to come to the commissioners that is you. That's going to be the process. We're going to be removing that.

One of the things we're going through right now with the city attorney's office and Reed and Michele in the development is how do we waive some permit fees? That makes it easier for people to be able to work. So, when people say, I can't, it cost too much for me to do? Now, we're removing that barrier. We're looking at how long we're going to do it. It might be going to be six months. It's going to be a

year. It's going to be two years. I don't want to make it two and three years, because you know what will happen. They won't want to give enough time for financing. And what other fees we can do that are not state required or federal required because we can't waive impact fees for utilities and all that stuff under law.

We set aside seven point five million dollars to spend, and it may be on the website that deals with single for single family Affordable Housing Development Fund, five hundred and twenty thousand dollars, affordable apartment unit fund, one million, roofing grants, one million. It's like I said a Grant is not a loan you have to pay for. You don't even have to worry about doing all the paperwork with the contract. Your roof is leaking. Call a certified contractor that's on our list. Reed and Michele will help you fill out the applications.

All those groups that the commissioners have, they've accepted this and laid out a platform that Michele was talking about on the 18th they're going to vote on. And once they do that, we're going to create the applications and the regs to deal with it.

And the best thing, one of the good things is the small business equity, diversity and Inclusion Resource Center. We are setting aside three hundred thousand dollars to work with the Chamber of Commerce and the Urban Chamber of Commerce to work together to renovate space, to create a location where people can come in that deal with small business.

we're pretty much prepared that we could submit that to our attorneys and to Reed and his team. I've been working on it that I think will work. But we do have a problem, I said earlier we got relatives that cannot agree, and I won't say where, but in the midtown area.

Mr. Collins, stated there are trust issues, so many people that can't see what needs to be done.

Mr. Feacher replies, and states, they can't come together. it's almost like. Here's three hundred thousand dollars. It's right here in my statement about some people like to complain. I've got to break that cycle. I got to remove the barrier that that government is trying to take something for you, and I know you're mad. I hate to say it, but the government right now is here to help. My goal now is to

really work on our core area and make sure that, like I said, no matter if you're making fifteen dollars an hour or hundred and fifty, that we all rise together.

I'm the captain of the team. It's not going to change if they try to get me to do something, which I'm not saying they will, but if anybody tries to get me to do anything illegal, immoral or unethical, I will take the keys off, lay them on the table and walk out the door

I am no hero. I'm here as a public servant. I've been doing this since 2001. I could have done anything else. I am dedicated to helping transform the very fabric of communities. I want people to see government as the best thing going.

But if I can dig the dredge a little bit. I'm going to do that and I'm going to do it with the people that are here now. And make it work. And so, I thank you all for your time.

I do not mind coming back speaking, but will get a calendar, a couple of dates that will be able to go over. And if there is something you all want exactly for us to talk about, the workshop is going to be there, going back into the community, tapping into those five distinct neighborhoods.

Mr. Feacher thanked the Board.

Mr. Collins, ok, Questions? Ms. Richardson.

Ms. Richardson, We are excited to help and thank you for all the information you've given us, and the workshops to look forward too. We are all excited.

Byron Cogdell, stated, we have been waiting for someone to be in this role, will help work with you and your clarity. Thank you.

Mr. Collins, Thank you, Ms. Stubbs.

Ms. Stubbs, states, very excited to be working with you and the folks. I was raised right here in 32114 zip code. Lots of history and appreciate the transparency. I offer my support. Love the new ideas. Also, your welcoming attitude and your focus, and allowing us to be a part of it together.

Mr. Collins, Mr. Louis.

Mr. Louis, states Its refreshing, the perspective, ideas. I like the master plan, looking forward to coming together captain. We need to be more progressive. We

need to also move into technology moving forward for the future. Really appreciate your views.

Mr. Feacher, stated, thank you I'm excited. I want to be the community of choice, yes, I'm going to Daytona Beach. We are more than that though.

Mr. Collins , well thank you City manager, Mr. Feacher.

9d. Discussion of Board duties and responsibilities.

Mr. Collins, stated, " I want to thank Mr.Feacher specifically because he touched base on our next two items on the agenda already 9c, and 9d. . This leads us into our next discussion into the workshops. Since we already touched over those two items, Mr. Gross how do we proceed.

Mr. Gross, stated you just need a consensus to move on you don't need a vote.

Mr. Collins, stated if we have any public comments?

10. Public Comments:

Ms. Linda Flournoy, 2117 Oak Meadow Circle. S. Daytona Beach, Fl. 32127, Organization is Hustle Daytona Beach, topic is Mary McLeod Bethune Blvd.

Ms. Flournoy, stated, she is a small business owner for 15 years, volunteer and entrepreneur. My business helps new business owners and entrepreneurs to get started. I came here because I have this vision. I recently was walking up and down MMB Blvd. and I was amazed at how many, 18, 18 different hair type salons were around, how the road has so much draw for folks and the set up for a busy bustling business community was already in place. The dealerships were leaving trying to find what we already have on MMB Blvd. I would Like business owners on MMB Blvd. to come together and network, and make a joined mind set of a "Pamper Row". This would bring cash flow into that area, and folks would have a street to come to get pampered. Folks get their nails, hair, shopping done while enjoying culture, cafes and more. Everything upscale and meant to pamper the senses. The mindset is so damaged for the store owners to do this, they didn't show up, they heard not so many times. Would like the board to help with businesses being able to communicate this to the area and advertise. Bring the community together. I want to put money and put it into advertising, we have it all on MMB Blvd.

Mr. Collins, stated what your goal is, is where we are headed with that area, our workshops are going to be a great place to bring in these ideas. Especially the workshop with the City manager. I want to encourage you to come to these workshops, you are invited, and it is public. So, thank you.

11. Board Comments:

Mr. Collins, comments or questions?

Mr. Louis, stated, Great meeting. Wonderful words from the City Manager. Again, allowing items to get approved or not, we must be careful. Otherwise, it's like the AAA fence allowed to be done, without supervision that thing is too big to tall. So, moving forward being careful. Thank you all good to see you. Great meeting.

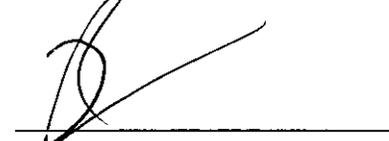
Ms. Stubbs, great meeting, thank you to the City Manager. Thanks to you all as well and thank you to staff.

Mr. Cogdell, Thank you, great meeting. I will echo the comments. I was glad that our City Manager was with us. I also love it when I can hear Mrs. King speak, so thank you. I would like to see more murals, would love to see one with Howard Thurman on it, would be awesome for our community. Also, one more thing, I think we should be more supportive of our Police Department. We are losing officers show your respect, show your love. It is important to support them.

Ms. Richardson, fantastic meeting, very exciting, can't wait for the new ideas. I am looking forward, also thank you staff.

Mr. Collins, stated, be careful what you wish for. It is up to us; we are not a do-less board. This is not just come in once a month working. We have a hot on the trail City Manager, we need to be making something happen, don't always give to staff. Making those phone calls, whatever sparks your interests you might be on a trip or every day. Bring it to the meetings lets discuss it, don't make us look bad, we have an invigorated city manager. So, with that said, with all hearts and minds clear, lets adjourn.

12. **Adjournment:** There being no further business, the meeting was adjourned.



A. Shawn Collin, Chair



Mandana Carry, Office Specialist II