

**MIDTOWN REDEVELOPMENT BOARD  
MINUTES OF THE  
REGULAR MEETING  
Tuesday, October 12, 2021**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, October 12, 2021, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Shawn Collins, Chair  
Ms. Tangelia Hardy  
Mr. Pierre Louis  
Ms. Renee Richardson  
Ms. Valencia Stubbs

**Board Members Absent**

Ms. Terica Charles  
Mr. Byron Cogdell

**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. 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. Louis gave the invocation.

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

The Pledge of Allegiance was stated by the Board.

**5. Approval of Minutes**

A motion to approve the Minutes from August 10, 2021 by Ms. Stubbs, seconded by Mr. Louis. Motion carried (4-0).

**6. Staff Reports**

Ms. Michele Toliver, Project Manager for Midtown, stated that Mr. Milverton will no longer be a part of the Midtown Board, he resigned earlier this month and had thanked everyone for being a part of Midtown Redevelopment.

**6a. Police Department – Capt. Trisha Loomis**

Capt. Loomis gave the Comstat report for the month of October. Overall, only 3% rise in crime, compared to COVID year, last year. Calls for service down 8%, for Mid-town alone down 3% in burglaries, down 12% in aggravated assaults, and down 1% for part one crime overall. Capt. Loomis stated that the month of October will be busy with upcoming Bike Week and Truck Week events right around the corner. By the end of events, it will be Halloween, so staff is ready.

Mr. Collins stated that the city had a meeting and spoke of Truck Week and having sanctioned events only being allowed. Were there anticipations for a turnout from social media for a spontaneous event, and how were we going to handle things if it got to be crazy?

Capt. Loomis stated they were monitoring such actions on the web, and to be prepared, they had reached out to local businesses, hotels, and parking lot owners giving them an early warning. Again, if such an unsanctioned event happens the trucks and cars would not be able to gather or ruin the local area. We are keeping the city on alert for these types of spontaneous events and having a plan in place.

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

Ms. Kirk stated that in the month of September 39 cases were cited in Midtown, three of which were opened and closed. Reported on some of the more critical residential and businesses that were dealt with, and in closing showed the progress made in Midtown.

Mr. Louis stated that the South Caroline property was being cited for trash that has been gathering at the curb for over a month. Who in our city deals with these issues? The folks are on a limited income and they need our help, not more charges.

Ms. Kirk stated that Ms. Sandra VanCleaf was our point person in Waste Pro.

Mr. Collins stated that he would like to know the system for which a cleanup or pick up will occur in an area with trash and various garbage.

Ms. Kirk stated that any vacant lot must have a utility account to generate a pickup for garbage. Anything in a larger quantity at those locations will receive a cherry picker to be scheduled, to pick up the larger bundles of trash.

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

**7a. Unable to Attend**

**7b. Lux Motors Worldwide, (555 W. ISB Blvd.) and C&R Tax Refund, (935 Orange Ave. Ste. 160) - Mr. Will Milford**

Mr. Milford stated he and his partner (Mr. Cadell) opened Lux Motors Worldwide in the middle of COVID pandemic last year, and that they were still climbing up and moving forward. Stated his Lux Motors location was off ISB Blvd. and they had a second business, C& R Tax Refund, since 2014 off Orange Ave. They have improved their circulation, increased their business mostly through word of mouth, and a huge help from Facebook Market Place. They love this city, found not too many minority businesses on ISB Blvd., so they got busy improving their customer base. They stumbled into this market with a start of just helping a friend with a car lot, sell the last of his inventory for the year. Being that we are good speakers, curious and go getters, we started to sell for ourselves, eventually we will be selling Luxury cars only. We also have a Tax Refund business on Orange avenue, which the city has improved, across

Mr. Collins stated an invested interest in their story and asked about the type of background the gentleman came from originally.

Mr. Milford stated his parents were from Haiti. He briefly attended Cookman University, Daytona College as well. He and his partner came from nothing, to risk everything for a chance to own their own business.

Mr. Louis stated that the board wishes you success. He visited the shop and it is very clean and has a good atmosphere.

## **8. Old Business**

**8a. Staff Update on the status of the Board's approval of funding for the Re-training of Midtown Residential and Businesses.**

Mr. Berger stated there was no change in status. There has not been a chance to talk of job training. Mrs. King has additional work that needs to be accomplished. Ms. Michele

Toliver is working with her, and hopefully we will have more for the board at a later date. Job training has just been brought before the new City Manager but will be scheduled for presentation.

Mr. Louis stated when you do present it, let us work on the wording to mention avenues to gaining employment and not just training. We, as the Board, should technically be going before the Commissioners not the City Manager, but I understand the courtesy.

Mr. Collins stated the issue is not in presentation, we need to schedule a meeting with Mr. Feacher, to see his views and if they match ours. Then correctly present this before the Commissioners in writing.

Ms. Stubbs stated while we understand our responsibilities and going before the Commissioners, I agree we should ask Mr. Feacher for his input as a courtesy.

Mr. Berger stated staff will be happy to facilitate a meeting with the City Manager should the board wish it.

## **9. New Business**

### **9a. Current and Future Permitting Process in the Mid-town CRA**

Mr. Collins stated that folks that are required to get permits are finding it very cumbersome.

Ms. Toliver stated, the tour scheduled for Midtown, by the City Manager's office will address, and clarify these issues and is the best way to go forward.

Mr. Gross stated that He discourages members from doing these walks. Mr. Gross stated that binding Florida case law prohibits the Board members from attending the City Manager's planned walking tour because the Board has final decision making authority with respect to certain matters under the Land Development Code that affect property rights.

Mr. Collins stated He understands that the intent of these walks is to facilitate workshops, gatherings, and a way to get information. I still don't understand why we cannot participate.

Mr. Gross stated the case law I was referring to, does not extend to gatherings organized by private parties. Mr. Gross stated that even at these privately organized gatherings, the Sunshine law would prohibit two Board members from speaking with one another about an item, if it's foreseeable that th item would then be acted on by the Board. Mr. Gross stated that a Sunshine Law violation can be a misdemeanor.

Ms. Toliver stated that after these tours are finished, we will be supplying the Boards with the information, so they are privy to all the issues. Basically, hearing directly from

the citizens and business owners. Midtown's tour is scheduled for Nov. 4<sup>th</sup> from 9 a.m. to 3 p.m.

**10. Public Comments**

Anne Ruby, 137 Park Ave. Daytona Beach, The Laws should not stop the board and folks from going door to door if they wish.

**11. Board Comments**

There were no comments.

**12. Adjournment**

Mr. Collins, Chair, calls the meeting in adjournment at 7:40 P.M.



---

Mr. Shawn Collins, Chair.



---

Ms. Mandana Carry, Office Specialist II