

**MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE
REGULAR MEETING
Tuesday, February 8, 2022**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, February 8, 2022, 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. Tangel Hardy
Ms. Renee Richardson

Board Members Absent

Mr. Pierre Louis (excused)
Mr. Byron Cogdell (excused)

Staff Members Present

Mr. Deric C. Feacher, City Manager
Mr. Reed Berger, Director of Redevelopment
Ms. Michele Toliver, Project Manager
Mr. Robert Jagger, City Attorney
Capt. Trisha Loomis, Daytona Beach Police Department
Ms. Sara Kirk, Code Enforcement
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. Pledge of Allegiance to the Flag

The Pledge of Allegiance was stated by the Board

4. Invocation

Mr. Feacher, City Manager, gave the invocation.

5. Approval of Minutes

Mr. Collins, Chair, stated that there is no quorum. He stated that Mr. Louis is sick and he will not attend his last meeting tonight.

Mr. Collins stated that the agenda for Staff Reports changed to include 6a. City Manager, Mr. Feacher; item 6b. Police Department and item 6c. Code Enforcement.

Staff Report

6a. Mr. Deric C. Feacher, City Manager, stated that he wanted to share some information but really asked for the Board's help. He stated that there is some confusion, so he met with Reed and Michele to improve the quality of life for all Daytona Beach residents, in particular, the Midtown community. He stated that because of historical things in the past, many residents of Midtown are not very trusting of local government. Mr. Feacher stated that he asked for the Board to support for Mr. Collins and him to send out a letter to every property owners on Dr. MMB Blvd., Dr. MLK Blvd., Orange Ave., George Engram Blvd., along with other streets identified by the Board. He stated the letter will invite them to a community meeting.

Mr. Feacher stated that he talked with some of the property owners in Midtown and they don't want to make improvement to their property. He stated that some property owners were offered a Redevelopment grant for façade projects, rent subsidies, or restaurant equipment and the property owners said no. Not all property owners have said no. Mr. Feacher stated that removing barriers is his goal. He stated that a letter will be drafted and sent to property owners to attend a panel discussion at Midtown Center about Redevelopment grants, CARES Act funds and Finance will explain how the funding works.

Mr. Feacher stated that residents suggested that the money for the purchase of the Corbin building should be used for the Midtown area. He stated that the loan must be used for land acquisition and property in the Main Street area only. Also, he stated that Commissioner Reed requested that the Public Works Director expand the streetscape improvements on Dr. MMB Blvd. to extend west of Ridgewood Avenue to Lincoln Street. He stated that we have 44,000 students that have nowhere to go. He stated that areas like Seabreeze Blvd, Beach Street, Dr. MMB & Dr. MLK Blvds. can be activated for entertainment activities in the City. He stated that a new Special Events Coordinator was hired to come up with ideas for these areas. He stated improvements will be made to Dickerson Center (he should have said Daisy Stocking Park) with markets on the weekend, a walking trail and landscaping. He stated that strategic purchases will be made on Dr. MMB, Dr. MLK, and George Engram Blvds. to activate core improvements.

Mr. Feacher stated that he discussed the Board's five points with Reed and Michele and he agreed to first, the CRA budget and a list of Capital Projects will come to the Board as of the July 2022 meeting. Second, the Board will make a quarterly presentation before the City Commission starting June 2022. Third, Development permit applications, as time permits so that delays will not occur, will come to the Board.

Mr. Collins stated that Mr. Feacher has attended two different meetings and doesn't recall the former City Manager ever attending in his 17 years.

Mr. Feacher stated that he and staff want to activate the core areas of Midtown to include an incubator for college students along Dr. MMB Blvd., work with the School of Business, graphic arts and science programs, small CPA businesses, website designs by students at Daytona State, Keiser University & Bethune Cookman.

Mr. Collins stated that he wanted to reiterate what he said early. He stated that we are obviously getting to "yes" and it starts with communication. He stated that communication is an under-

rated activity. He stated that one thing we can stop with is the enclave mentality at BCU. Mr. Collins stated that the City Manager's block by block approach would get it done.

Ms. Richardson stated her thanks to City Manager for attending our meeting and his vision. She stated that she is excited and will be where the City Manager needs her to be. She stated that she will encourage residents and others that are connected to this community. She stated She stated that she has always lived in the 32114 area and she looks forward to the changes and just blossoming here. She stated that the Café has great food.

Ms. Hardy stated that the letters to Midtown residents is an amazing idea. She stated that she want to thank Ms. Michele, Mr. Jagger, Mr. Feacher and Mr. Collins for your collaboration to open up the avenue of communication between our Board. Ms. Hardy stated that your collaboration and open that line of communication so that it doesn't feel like we are here for legal purposes is amazing.

Mr. Collins stated that Mr. Hardy's comment was huge. He stated that he appreciates the City Manager coming and that he has the Board's support. He stated that if by the time he leaves the Board, there should be a packed house and that three or four other people should want to replace Shawn Collins then otherwise he has not done his job.

Ms. Anne Ruby, 137 Park Ave., stated that she appreciates the opportunity and she is so pleased to have Mr. Feacher here. She stated that Midtown Board has been struggling with this for a long time and it's great to see something positive come out of it. She asked the City Manager will extend this purview with the three points to the other Redevelopment Boards.

Mr. Feacher stated the he will attend their Board meeting and have a conversation.

Ms. Ruby asked what properties in Midtown are being considered to buy. She stated that the question may be premature but the Campbell Hotel would be an excellent purchase.

Mr. Feacher stated that the owners of the Campbell Hotel are trying to fix it up. The City is actively engaged with the owners to restore the sign and they have ideas for the rooms upstairs. He stated that the owners have vision that is beyond your wildest dreams so we don't need to go after their property. He stated that we have to find a way to go after resources like historical grants for the "Jackie Robinson" room, the "Mary McLeod Bethune" room.

Mr. Steve Miller, 383 Walnut Street, thank the Midtown Chairman, Mr. Collins and Mr. Berger and the City Attorney. He stated that it took judgement to find the City Manager to come her to Daytona Beach. He stated that he don't want to take credit for it, but you can give it to him.

6b. Captain Loomis, Daytona Beach Police Department, stated the police report for the Midtown area. Capt. Loomis also stated that the department has new reporting system and the stats are calculating differently. She stated that the new system is for the FBI. Capt. Loomis shared that the department had hired a new analyst and once she is up and running and trained then the specific report for Midtown will be provided.

Captain Loomis stated that the department is gearing for Race Week that starts on Feb. 14, Bike Week starts the following week, then the Spring Car Show is at the end of March and Jeep Week is in April. Captain Loomis stated that the department has a busy event season to start and staff. She stated that the Daytona 500 is sold out, and the department is ready and prepared for a crowd.

6c. Sara Kirk, Code Enforcement, stated that 24 cases were opened in the month of January in the Midtown area and most of the cases were residential property.

Presentation- Spotlight on Midtown

7a. Greeknalia, 701 W. International Speedway Blvd., - Mr. Charles Thomas.

Mr. Thomas, owner of Greeknalia Screen Printing and Embroidery and the building. Mr. Thomas stated that he lives at 600 Willie Drive. He stated that he has been in business for 14 years and he started when he was 25 years old. Mr. Thomas stated his business in 2007 with big dreams and no money. He stated that he grew up in Sherwood Forest in Jacksonville. Mr. Thomas stated that the corner grocery store was owned by someone who looked like him. Mr. Thomas stated that the store owner pushed him to be an entrepreneur. Mr. Thomas stated that he wanted to stay in the Midtown area after he graduated from Bethune Cookman. Mr. Thomas was featured in the local newspaper about his business journey. He shared a story about an older lady that visited his business when he first opened and she offered him a stuffed bear to sell in order to invest in his business. He stated that Midtown is that type of community. Mr. Thomas stated that he is thankful for the past and present Midtown Board and thankful for Mr. Berger's assistance. Mr. Thomas stated that the Midtown Board is the gatekeeper for the future of Midtown.

Ms. Renee Richardson thanked Mr. Thomas for his presentation and asked him to restate his address.

Mr. Thomas stated his shop is located at 701 International Speedway Blvd. across the street from the Bethune Cookman Performing Arts building.

Mr. Collins stated that City staff can work on providing a google earth map location of the business location for these presentations.

Ms. Hardy stated that she would like to bring the kids from the Boys and Girls Club to tour Mr. Thomas' business.

Mr. Thomas stated he would welcome a tour. He stated that he is open to any level of mentorship.

Mr. Collins, thanked Mr. Thomas for coming and commented that Mr. Thomas knocked it out the parks because young people can't duplicate what they don't see.

7b. The Levi Long Sickle Cell Association, 984 Orange Ave. - Ms. Keiana Diann Griffin.

Ms. Griffin stated that she graduated from Bethune Cookman University (BCU) and was a teacher. She stated that her passion to fill the gap to educate the community about sickle cell motivated her to return to this field of work. Ms. Griffin stated that she established the Levi Long Sickle Cell Association which covering Volusia, Flagler, Putnam, and St. John counties. Ms. Griffin stated that she also turned her location into a life center. She stated that she has a state license for Home and Community based services as well as a non-profit. She invited the Board members to visit her business because the turn out for her original grand opening was low. She stated that it was the same day as a grand opening for another business.

Mr. Collins stated that Ms. Griffin should plan a second grand opening.

Ms. Hardy stated she support the vision and is on broad. She stated that she wanted Ms. Griffin's business cards to distribute.

Ms. Richardson stated that she wanted one of Ms. Griffin's business card. Ms. Richardson provide one of her DCF business cards to Ms. Griffin. She stated that she is part of Hope Florida, a care navigator program and she would like to partner with Ms. Griffin to bridge the gap with services available for the community.

8. Old Business

There was no old business

9. New Business

9a. Election of Chair and Vice Chair

Mr. Collins stated that we do not have a quorum tonight so this item will be move to the next meeting.

Public Comments

Anne Ruby, 137 Park Ave. Daytona Beach, stated that the Black Heritage Trail needs to be rebranded to include the hospital that was located the BCU's campus and the Dr. Bethune statute that will be located in the Esplanade Park. Ms. Ruby stated that Black Heritage Trail should also be a handheld brochure and include local businesses. She stated suggested adding an interactive app.

Steve Miller, 383 Walnut Street Daytona Beach, stated that the Midtown Board is commended for getting the City Manager to come to the meeting. Mr. Miller commended Mr. Berger for hiring Michele Toliver because she has been an asset. He stated that he is a candidate for Zone 3 Commission seat.

Board Comments

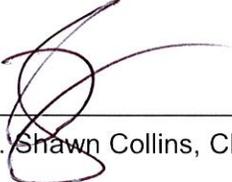
Ms. Richardson stated that she is looking forward to the changes and working together.

Ms. Hardy stated that she likes the suggestions about the Black Heritage Trail. She stated that the meeting was great.

Mr. Collins stated Mr. Louis would have loved the meeting tonight. He stated that we still need to get more people to attend the meetings. Mr. Collins stated that the information the City Manager brought tonight is a good start. He stated that he hopes the Midtown Board wants to revitalize Midtown.

10. Adjournment

Mr. Collins called adjournment at 7:25 p.m.



Mr. Shawn Collins, Chair.



Mandana Carry, Office Specialist II