



The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION
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AGENDA

MIDTOWN REDEVELOPMENT BOARD

TUESDAY, April 12, 2022 – 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**
March 8, 2022 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. Arndrea Alexander – VITAS Healthcare
 - 7b. Palm Beach House – AIRBNB (MLK OZ, LLC) (141 Dr. MLK Blvd) – Mr. Leon McCray
8. **Old Business**
9. **New Business**
 - 9a. Board Discussion for list of Past, Current and Future Projects Affecting the Midtown CRA
 - 9b. Reminder: Ethics Training for Board Members
10. **Public Comments**
11. **Board Comments**
12. **Adjournment**

MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE
REGULAR MEETING
TUESDAY, MARCH 8, 2022

The regular meeting of the Midtown Redevelopment Board was held Tuesday March 8, 2022, at 6:03 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, Chairman
Mrs. Tangela Hardy, Vice Chairman
Ms. Renee Richardson
Ms. Davita Bonner
Mr. Nathan Mugala

Board Members Absent

Mr. Byron Cogdell (excused)
Ms. Cathy Washington (unexcused)
Mr. Lynn Thompson (excused)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Captain Trisha Loomis, Daytona Beach Police Department
Ms. Sara Kirk, Neighborhood Services Inspector
Mrs. Gina Fountain, Board Secretary

1. Call to Order

Mr. Collins called the meeting to order at 6:03 p.m.

2. Roll Call

Mrs. Fountain called roll and noted members present as stated above.

3. Invocation

Mr. Mugala gave the invocation

4. Pledge of Allegiance to the Flag

The Pledge of Allegiance was stated by the board.

Attendance via Zoom

Mr. Collins stated that he would entertain a motion to allow Mr. Lynn Thompson to attend the meeting via Zoom and requested the City Attorney, Mr. Jagger, to provide some insight on how this process will take place.

necessary corrections, seconded Mrs. Hardy. Motion was carried 5-0.

A motion was made to approve the minutes from February 8, 2022 by Mrs. Hardy, seconded by Ms. Richardson. Motion was carried 5-0.

6. Staff Reports

Mr. Collins requested that staff briefly provide background on the reports for the new board members.

6a. Captain Trisha Loomis, Police Department, provided a summary of the CompStat Report.

6b. Ms. Sara Kirk, Neighborhood Services Inspector, provided a summary Code Enforcement Cases.

7. Presentation-Spotlight on Midtown

Mr. Collins stated that 2 year ago the board began inviting business owners to highlight their business. Mr. Collins introduced Mr. Steve Miller, owner of Miller Tax Services located at 839 George W. Engram Boulevard.

7a. Mr. Steve Miller, 383 Walnut Street, provided a brief history of the 38 years in business and the services that he offers the community. Mr. Miller also stated his public service as a City Commissioner, and service on city boards. He stated that years ago, Pelican Bay was the only location that a home-based business could operate. Mr. Miller stated that he initiated an ordinance that passed for a home-based business to operate throughout the City of Daytona Beach. He stated that he is currently running for an elected city office.

Board Comments

Mr. Collins stated his concern that Pelican Bay was the only location for home-based businesses in Daytona Beach.

Mrs. Hardy thanked Mr. Miller.

Mr. Mugala thanked Mr. Miller and asked if he provided services other than taxes.

Mr. Miller stated that he was a former Revenue Officer and trainer with the Internal Revenue Services (IRS). He represents tax payer that owe money to IRS.

Ms. Richardson stated that she wanted a business card and will be contacting Mr. Miller about her daughter's small business.

Mr. Miller stated that if her daughter's business is in the Midtown Redevelopment area, then the City Manager, Deric Feacher, will be introducing programs to assist small businesses with accounting and bookkeeping for free.

Ms. Bonner thanked Mr. Miller.

by Rat Production. The project is having difficulty getting approved. He stated that the ideas and financing need to connect along with incentives for them to come to the area even before the businesses open. He mentioned the need for sponsors to support an event every weekend in Midtown.

Ms. Bonner stated that she understands Mr. Collins idea about events in the Midtown area. She also mentioned a property owner that is promoting events on the beachside but not in Midtown.

Mr. Collins stated that ideas for developing Midtown should come before the Midtown Redevelopment Board first to support the idea to get it done.

Mr. Nicholson stated that the club being developed by Rat Productions is even bigger than the Coliseum night club on Beach Street years ago. He stated that he wanted to focus on entertainment on Dr. MMB Blvd closer to Bethune Cookman University.

Mr. Collins provided the board with the boundaries for the Midtown area.

Mr. Mugala asked what it would take to redraw the boundaries for the Midtown area.

Mr. Collins stated that to redraw the Midtown area boundaries requires the action of the City Commission. He stated that the board should consider expanding the boundaries in a new masterplan. He stated that the residents of the Midtown area would be surprised about the boundaries.

Mr. Pierre Louis, 130 S. Franklin Street, stated that his position on the Midtown Board ended in January 2022 and he provided a brief history of his time on the board. He thanked the Board and city staff the certificate of appreciation. He mentioned improvement for signage related to the Bike Week event and the city's webpage includes Dr. MMB Blvd. He asked if the façade grant is available.

Ms. Toliver stated that there is a waiting list for this grant.

Mr. Louis asked for clarification about Campbell pool being opened or closed. He stated that the Public Works report indicated that the new playground area is under construction.

Ms. Toliver stated that she will contact Public Works for clarification.

Mr. Louis mentioned the names of the business & property owners along Dr. MMB Blvd are people that he knows and has met. He stated that the PMG study for commercial development has plans to improve the Midtown area and student input was included. He stated that the Area Plan and the Appendices can related to today's needs.

Mr. Collins stated the valuable contributions that Mr. Louis brought to the Midtown Board. He stated that he would like have a plaque for Mr. Louis.

purchase the Corbin building but the Midtown Redevelopment doesn't have two nickels to rub together. He stated that in 1998 the Midtown Redevelopment area was created and the boundaries were created by the City Commissioner at that time. He stated that he has seen growth in the Midtown area. He thanked Mr. Louis for all his hard work in the community.

Mr. Louis named the specific street for the Midtown boundaries. He stated again the Master Plan (conceptual ideas), the Area Plan (goals & objectives) and the PMG study (commercial properties). The Midtown Plan does not have an implementation schedule or a finance page to fund it.

11. Board Comments

Mrs. Hardy stated that topics discussed were very important.

Mr. Mugala stated that he is thankful to serve on the board and look forward to implement some things in the Midtown area as well as working with board members and city staff.

Ms. Bonner stated that she is thankful to serve on the board and look forward to working on the matters facing the board and Midtown.

Ms. Richardson stated that the discussion eye opening. She stated that she would like to get some projects moving. She stated that there is frustration from residents when they are told that funds are available and when they try to apply then they are told there is a waiting list. She stated that Midtown should be thriving.

Mr. Collins thanked the board members for the trust and support to be re-elected as Chariman. He stated that he visited the Redevelopment Director and staff in Winter Park and was blown away. He stated that the City should pay for board members to attend one day of the annual Florida Redevelopment Association conference so members can hear and see real redevelopment.

12. Adjournment

Mr. Collins called adjournment at 7:33 p.m.

Shawn Collins, Chair

Gina Fountain, Board Secretary