

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.

Mr. Jagger stated that Mr. Thompson's appearance virtually would be acceptable, but that it could not be used to establish a quorum. Mr. Jagger stated a member appearing virtually can vote and the vote will count toward any matter before the board. Mr. Jagger asked Mr. Charles Smarr, Web Accessibility Coordinator, if Mr. Thompson was on the phone.

Mr. Smarr stated that Mr. Thompson was not on the phone.

Mr. Jagger stated that when Mr. Thompson shows up to inform the board and then a motion will be taken at that time to for his attendance.

Mr. Collins stated that wanted clarity because he was under the impression that Mr. Thompson was already cued up.

Ms. Toliver stated that she received a request that Mr. Thompson wanted to attend the meeting virtually so a Zoom link was created and sent to Mr. Thompson via email.

Mr. Collins stated he needed more clarity regarding Mr. Thompson being allowed to participate by Zoom but not being able to establish a quorum.

Mr. Jagger stated the law requires a physical presence to establish a quorum, which there is a quorum tonight.

Mr. Collins stated that he will take a motion to allow Mr. Thompson to participate once he connects through Zoom.

Mr. Mugala stated that Mr. Thompson must be present.

Mr. Collins wanted to know why Mr. Thompson must be connected through Zoom first.

Mr. Jagger stated that a record of Mr. Thompson being present is needed and if there is a vote now, I wouldn't know when he joined the meeting.

New Members Introductions

Mr. Collins requested that the new members, and the ex-officio member from the Planning Board introduce themselves and provide background information.

Ms. Bonner stated a brief history of her personal information and work experience.

Mr. Mugala stated a history of his personal life and work experience.

Mr. Collins stated that this board is more than meeting once a month but requires a tremendous amount of work. Mr. Collins welcomed the new members.

5. Approval of Minutes

A motion was made to approve the minutes from January 11,2022 by Mr. Mugala with the

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.

Mr. Collins stated that Mr. Miller provides outstanding professional services and thanked him.

8. Old Business

None

9. New Business

9a. Election of Officers- Chairman and Vice-Chairman

Mr. Collins provided the board with a brief history of the election process, and the bylaws of the term limits for the Chairman and Vice Chairman, and requested nominations for the Chairman and then the Vice Chairman.

A motion was made by Mr. Mugala, second by Ms. Hardy to reelect Mr. Collins for a second 1-year term as Chairman of the board. Motion carried 5-0.

A motion was made by Ms. Richardson, second by Ms. Bonner to reelect Ms. Hardy for a second 1-year term as Vice Chairman of the board. Motion carried 5-0.

10. Public Comments

Mr. John Nicholson 413 N. Grandview Drive, stated the Dr. Mary McLeod Bethune Blvd (Dr. MMB Blvd) is a good location for an Entertainment zone. He mentioned several existing and new businesses along Dr. MMB Blvd between Dr. Martin Luther King Blvd (Dr. MLK Blvd) and Walnut Street.

Ms. Hardy asked Mr. Nicholson if he knew of any businesses for the Dr. MMB Blvd area in the long term.

Mr. Nicholson stated some of the same existing and new businesses that he previously mentioned. He also mentioned the need for eatery for students to get something to eat on the go and he mentioned other activities.

Ms. Hardy stated a couple of years ago the board discussed the need to have developers come into the Midtown area.

Mr. Mugala thanked Mr. Nicholson for the idea of having an entertainment zone.

Ms. Richardson stated that a vacant part of a building along Dr. MMB Blvd next to the Jamaican restaurant is a good food location for young people.

Ms. Bonner stated that building up the Dr. MMB Blvd will allow young people to take ownership and have an opportunity to be employed. She mentioned that combining businesses acumen studies will enhance the area.

Mr. Collins stated that there is an enclave that represents Midtown on Nova Road and Dr. MMB Blvd that would provide for entertainment for young people that is being developed

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.

Mrs. Hardy complimented Mr. Pierre. She stated that the Boys & Girls Club did a trash pick-up along Dr. MLK Blvd and tried to reach out to Mr. Pierre to participate with them.

Mr. Mugala commended Mr. Louis on his hard work as a former Board member and in the community along with his knowledge of the City of Daytona Beach. He stated that Mr. Louis should continue the work.

Ms. Richardson stated that serving on the Board with Mr. Louis has been an honor and that he will be in the background for the Board.

Ms. Bonner thanked Mr. Louis for the work that he has done and that he will continue to do for the community.

Mr. Collins thanked Mr. Louis for attending the meeting and asked the he come again.

Mr. Louis mentioned his action group and his Facebook page. He stated the new Board members should look at the Master Plan, the Area Plan (strategies & goals), the PMG study (commercial properties) for knowledge. He stated that the Appendices are important.

Mr. Collins stated that the Master Plan should be a living document.

Ms. Richardson asked how to update the Master Plan.

Mr. Collins stated that we make phone calls, send the text, and an email to City staff and City Commissioners. He asked is the Master Plan our Bible and what is the purpose of the Master Plan.

Mr. Reed Berger, Director of Redevelopment Board, stated that the Master Plan is an important document to reference everyday as an action plan. He provided background on input to development the Master Plan and who contributed to the document and that it was a major effort. He stated that the Strategic Plan would identify specific details about when to implement the Master Plan. He stated that the city staff has made efforts and efforts have not panned out. Mr. Berger stated that the City Manager has a significant focus on Midtown to make some things happen and he realizes that there is a lot to do. The former Chairman, Pierre Louis, has challenged him every step of the way to have the Board members learn about these plans and documents and move forward. He stated that city staff is here to assist and answer questions.

Mr. Collins stated that when building go up, when pavement is laid, it is part of the Master Plan on university campuses. He stated that there has to be some kind of guiding document that is living, breathing, working and constantly changing.

Mr. Miller stated that he did not mention earlier that his business offers insurance service and provided his website address. He clarified that the business located at Daytona Mall is a restaurant and not a club. He stated that the Beachside Redevelopment is getting ready to

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.

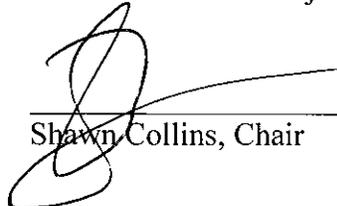
Ms. Bonner stated that she is thankful to serve on the board and look forward to working on the matters facing the board and Midtown.

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