

**MIDTOWN REDEVELOPMENT BOARD**

**MINUTES OF THE**

**REGULAR MEETING**

**TUESDAY, April 12, 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 is the attendance record:

**Board Members Present**

Mr. Shawn Collins, Chairman  
Mrs. Tangela Hardy, Vice Chairman  
Ms. Renee Richardson@6:04PM  
Ms. Davita Bonner  
Mr. Nathan Mugala  
Ms. Cathy Washington  
Mr. Lynn Thompson

**Board Members Absent**

Mr. Byron Cogdell (resigned)

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Ms. Michele Toliver, Redevelopment Project Manager  
Mr. Ben Gross, Deputy City Attorney  
Captain Trisha Loomis, 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 6:00 p.m.

**2. Roll Call**

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

**3. Invocation**

Mr. Thompson 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 was made to approve the minutes from March 8, 2022, by Mr. Mugala, seconded Mr. Thompson. Motion was carried 7-0.

### **Board Member Resignation**

Mr. Collins read the resignation letter from Pastor Byron Cogdell, effective immediately and acknowledged Pastor Cogdell's service and contributions as a board member.

### **New Members Introductions**

Mr. Collins requested that the new members that were not present at the last meeting to introduce themselves and provide background information.

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

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

Mr. Collins welcomed the new members' experience and expertise to the board.

### **6. Staff Reports**

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 years ago the board began inviting business owners to highlight their business or organization.

7a. Ms. Arndrea Alexander, VITAS Healthcare, Community Liaison for Volusia, Flagler, and Putnam counties provided a brief history of the agency 15 years serving the community. She stated 12 years ago, there was a pact made with residents at the Windsor and Maley Apartments located on Beach Street that prevented suicides during the holidays. She also stated the sponsorship of "Your Life Matters Basketball Tournament" to help build a relationship with students and police officers. She stated that the agency goes to all senior centers and churches in the three counties to better explain the services.

### **Board Comments**

Each board member thanked Ms. Alexander for providing the information.

Ms. Hardy thanked Ms. Alexander and asked for more information regarding services to share with others.

Mr. Collins asked for more information about the "Your Life Matters Basketball Tournament."

Ms. Alexander explained the purpose of the tournament and it ended when, the former Police Chief became Sheriff.

Mr. Collins asked Ms. Alexander how to restart this program. He also asked for an explanation about VITAS services have already been paid for by residents.

Ms. Alexander explained the need to contact city law enforcement and city officials to discuss restarting the program. She also stated that Medicare and Medicaid deductions from paychecks are saved for long-term care.

Mr. Collins asked her opinion about why 88% of white communities compared to 12% of African Americans know about the services.

Ms. Alexander stated that the factors of fear, unknown, and wanting no one in their business contributes to the low percentage of African Americans receiving the services.

Mr. Hardy asked are there any focus of holistic and natural healing by the team of doctors and care teams.

Ms. Alexander replied to this questions has never been asked and she does not have an answer, but a lot of praying is involved.

Mr. Collins invited Ms. Ruby from the audience to ask a question.

Anne Ruby, 137 Park Avenue, Daytona Beach, asked if the organization is non-profit and it a national organization.

Ms. Alexander stated the organization has two components; non-profit and for profit that covers United States and Africa.

Ms. Carmen Clark asked how VITAS provides services to the homeless.

Ms. Alexander stated that the team goes to the homeless person location on city streets to provide services then transition them to housing.

**7b.** Mr. Leon McCray, owner of M-Palm Beach House AIRBNB (MLK OZ, LLC) located at 141 Dr. Martin Luther King Boulevard. Mr. McCray provided a brief history of the 20 years in business and the opportunities that he offers the community as a new transplant. He also stated the process to obtain grants through the City of Daytona Beach. He stated that he provides teaching and mentorship on how to invest in properties. He stated he wants to own more real estate lots in the area to draw traffic to the Midtown area.

### **Board Comments**

Ms. Hardy asked are there any pictures of the property.

Mr. McCray stated that pictures are available on AIRBNB, BRBB, and Evolve.

Mr. Mugala asked how all the work was done on the property.

Mr. McCray stated that individuals were hired to complete the work.

Ms. Washington, Mr. Thompson and Ms. Bonner thanked him for improving the property.

Ms. Richardson asked what made his approval process less difficult than others and if he monitors and teaches about real estate investments.

Mr. McCray stated that there was a year-long challenge but his ability to read the zoning requirements and speak with several city leaders under the approval was completed. Mr. McCray stated that he has videos that teach the philosophy of real estate investing available on the internet.

Mr. Thompson asked Mr. McCray to compare the approval process in Daytona Beach to the process he experienced in other cities where he has property.

Mr. McCray stated that Daytona Beach process was more challenging than the other locations but that the process is challenging.

Mr. Collins asked what you envision for Dr. Martin Luther King Blvd.

Mr. McCray stated that he would like to see an entertainment and business area.

**Mr. Collins added a third speaker per the request of Ms. Toliver.**

7c. Robin King, President and CEO of Career Source of Volusia/Flagler, provided a brief history of the 1.9 million Competitive Grant Program and the City of Daytona Beach partnered. Ms. King also stated the six-class program called LEAP (Linkages to Equitable and Enhanced Access to Prosperity) based on “Who Owns the Icehouse”, and entrepreneurial mindset curriculum that will be taught until September 2023.

### **Board Comments**

Mr. Magula asked about contact information for interested facilitators.

Ms. King replied that she can be contacted or Ms. Toliver.

Mr. Collins asked about what the student will be receiving from the program.

Ms. King stated the students will receive foundational skills, soft skills, and employability skills from the curriculum and an 86% employment rate upon completion.

### **8. Old Business**

None

### **9. New Business**

**Mr. Collins asked that the Reminder: Ethics Training for Board Member be presented next.**

9a. Reminder: Ethics Training for Board Members

Ms. Toliver stated that all board members recently received an email from the City Clerk's office for the required Ethics Training, which now has evening dates available.

9b. Board Discussion for list of Past, Current and Future Projects Affecting the Midtown CRA

Mr. Collins stated his concerns about projects that are in the pipeline that are constructed or built in Midtown that are literally, strategically, and intentionally being kept from the board such as the \$300,000 bench project and improvements to Daisy Stocking Park.

Mr. Thompson asked is that the case with other Redevelopment Boards.

Mr. Collins stated it matters whom at the helm because Deric C. Feacher, City Manager has signature authority of \$24,999 that does not require City Commission approval.

Ms. Toliver, Redevelopment Project Manager, clarified that the leisure service grants approved at the City Commission meeting last month was done so without her knowledge of the information and did not purposely and willingly withhold the information. Ms. Toliver stated the board members receive a public works capital projects list and those benches were part of this report. She also stated that a couple months prior, there was an agenda item requesting that the Commission approve submitting the application for the grant and she became aware after the fact.

Mr. Collins stated he specifically made a request to Deric C. Feacher, City Manager to have the Public Works Director to attend board meetings. He stated that the Public Works Director provided the report in lieu of coming to our meetings.

Mr. Reed Berger, Director of Redevelopment Board, clarified that based on his understanding the board is requesting anticipated projects that are public knowledge and coming along in the pipeline put on the City Commission agenda. Mr. Berger also stated that the staff do not want to get ahead of talking about a project that may or may never happen in a discussion.

Mr. Collins stated visionary projects are being discussed.

Mr. Magula asked are there some projects that goes directly to the City Commissioners.

Ms. Toliver stated leisure service grants do not come to the Redevelopment Board.

Mr. Ben Gross, Deputy City Attorney, stated this board does not have a formal legal role in the review of expenditures of grants, procurements, and redevelopment projects. Mr. Gross also stated the subject was discussed and there was a consensus of the Commissioners to have the boards more involved that will be implemented as a Commission policy.

**10. Public Comments**

Ms. Ann Ruby 137 Park Avenue explained the various avenues to obtain information regarding Midtown projects.

Mr. Collins stated the information should be presented to this board by staff.

Ms. Carmen Clark expressed her concerns about the projects being done without ADA (Americans with Disabilities Act) requirements.

Mr. Collins stated all projects require ADA certification, but certain buildings are grandfathered in and not required to fall under ADA guidelines.

Mr. Pierre Louis 130 S. Franklin Street provided a brief history of the Community Development Block Grants from the U.S. Department of Housing and Urban Development and capital projects in the Area Plan. He stated the Master Plan, PMG study, Redevelopment Plan, and Appendices assist with the board's management.

**11. Board Comments**

Ms. Richardson welcomed new members.

Mr. Thompson stated he was excited about doing the work.

Mr. Mugala stated was a very productive meeting.

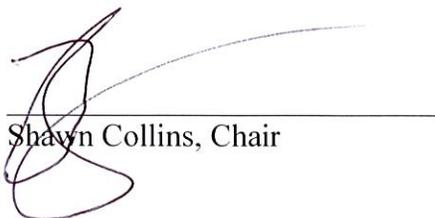
Mr. Collins advised the need to update board members picture.

Ms. Toliver stated that she will arrange for pictures to be taken at the next meeting.

Ms. Toliver stated that Mr. Berger will be retiring at the end of May 2022. She also stated that the new Redevelopment Director will be Mr. Ken Thomas and he will start next month. He will work with Mr. Berger until Mr. Berger's retirement at the end of May. Mr. Thomas will attend the next board meeting.

**12. Adjournment**

Mr. Collins called adjournment at 8:23 p.m.



Shawn Collins, Chair



Gina Fountain, Board Secretary