

MIDTOWN REDEVELOPMENT BOARD

MINUTES OF THE

REGULAR MEETING

TUESDAY, May 10, 2022

The regular meeting of the Midtown Redevelopment Board was held Tuesday May 10, 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, Chairman
Ms. Renee Richardson
Ms. Davita Bonner
Mr. Nathan Mugala
Ms. Cathy Washington

Board Members Absent

Ms. Tangela Hardy, Vice Chairman (Excused)
Mr. Lynn Thompson (Excused)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ken Thomas, Newly Hired Redevelopment Director
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Ben Gross, Deputy City Attorney
Captain Leonardo Conde, 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 6:00 p.m.

2. Roll Call

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

Ms. Toliver stated Mr. Thompson requested to attend meeting via zoom and IT will let us know when he is present.

Mr. Collins inquired if Ms. Washington presence as an ex-officio would establish a quorum.

Mr. Gross explained the protocol to establish a quorum by in-person and zoom for board members. He also explained the action taken to allow a board member to attend meeting via zoom.

Mr. Collins asked when action is taken for board members to attend meeting via zoom.

Mr. Gross stated action is taken at the beginning of the meeting while Mr. Thompson is present via zoom.

3. Invocation

Mr. Mugala gave the invocation

4. Pledge of Allegiance to the Flag

The Pledge of Allegiance was stated by the board.

Mr. Collins asked if Ms. Washington could be added to the list to obtain board information. He also asked IT to inform the board of Mr. Thompson presence via zoom.

5. Approval of Minutes

A motion was made to approve the minutes from April 12, 2022, by Mr. Mugala, seconded Ms. Richardson. Motion was carried 5-0.

Mr. Collins stated that board member's photos has been postponed until the availability of Mr. Thompson.

6. Staff Reports

6a. Captain Leonardo Conde, Police Department, briefly introduced himself and provided a summary of the CompStat Report.

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

6c. Mr. Ken Thomas, Newly Appointed Redevelopment Director, introduced himself and explained of future plans to speak with each board member individually.

6d. Ms. Michele Toliver, Project Manager, provided a summary of capital improvement projects throughout Midtown on the Public Works Project list. She also stated the benches were removed from the MMB Streetscape project and the funds returned to Midtown account.

Mr. Mugala asked about any future anticipated projects in Midtown area

Ms. Toliver stated there is nothing coming in the near future.

Mr. Collins stated the Orange Avenue Project and Grant Projects for training should be added to the list.

Mr. Richardson asked about the current opportunity to build houses or affordable housing. She also explained Home Florida program through Department of Children & families and the ending of Our Florida program.

Mr. Gross stated development permit fee waivers and density bonuses are available, substandard lots can be built on, and all of those can be done administratively. He also explained the Planning Board presenting an amendment of the LDC provision to include impact fee waivers at an administrative level to the City Commission.

Mr. Collins asked about the follow through on the abatements for the developers.

Mr. Gross explained the restrictive covenant placed on new homes when first built for programs referred to as affordable housing in the state SHIP and Federal programs and annual reporting requirements.

Mr. Collins asked to explain the annual reporting requirements for renters.

Mr. Gross explained the Federal Tax program requires reporting and monitoring through the Florida Housing Finance Corporation (FHFC). He also explained the City obtains the same reporting and monitoring as FHFC and any false reporting results in the loss of their tax exemption status.

Mr. Collins expressed his concerns of the liquidated damages of the fine for every house or apartment not rented.

Mr. Gross stated the City does not have enforcement leverage for this administrative program. He also stated that various kinds of affordable housing programs and local governments have a difficult time enforcing compliance.

Mr. Collins explained to resolve this problem would be to hire a third party to do random sampling.

Ms. Washington explained the need to work on projects that were approved four years ago for Midtown agreed upon by the people of Daytona Beach.

Mr. Thomas explained the City have several plans already in the works. He also stated the reason for the meeting with board members individually are so the plans are not staff driven and to prioritize those projects with board members input.

Mr. Mugala welcomed Mr. Thomas to the Daytona Beach Metropolis and explained the Good Faith Organization. He asked what the incentives are given to existing businesses to encourage them to do business in the area.

Mr. Thomas stated we are recruiting developers that are already doing projects on a smaller scale or even building houses on small scale within the area. He also stated we prefer dealing with the local nonprofits and for-profits to incentivize them to do work in this community.

7. **Presentation – Spotlight on Midtown**

Mr. Collins stated that Mr. Pierre Louis will introduce business owners to highlight their business or organization. He also asked if Mr. Thomas and/or Mr. Gross could reach out to Mr. Louis on a monthly basis to obtain a list of businesses to add on agenda.

Mr. Thomas stated he would reach out to Mr. Louis to obtain the list of proprietors. He also stated he would speak with those proprietors on the list.

Mr. Louis stated he currently has a list of the businesses in or provide a service in the Midtown Area. He also stated that he has spoken with some personally to obtain their schedules for future meetings to add to his calendar.

- 7a. Mr. Miles Garey, owner of Showcase Jewelry located at 131 S. Nova Road. Mr. Garey provided a brief history of the 26 years in business and the opportunities that he offers the community. He also stated the need of a major draw to the areas that includes Orange Avenue and MLK Blvd would help to thrive.

Mr. Collins mentioned he has the envisions of having events in Midtown on a regular basis with revenues made through vendor sales.

Board members thanked Mr. Garey for his presentation and informative information.

Mr. Mugala asked about his form of advertising his business.

Mr. Carey stated that his preferred advertisement is word of mouth.

8. **Old Business**

None

9. **New Business**

10. **Public Comments**

Pierre Louis, 137 Franklin Street Daytona Beach stated police department can run a community awareness project to send out Midtown informational cards or enclose on water bill to the residents informing them of the importance to lock your car doors to reduce car burglaries. He also expressed concerns about an abandon trailer located near Daisy Stock Park and Harlem Park that he has addressed with city employees.

Ms. Toliver stated she has spoken with the Deputy Public Works Director and there is a plan to remove it permanently.

Mr. Louis asked about the possibility of signage in a creative motif in the Midtown area in front of the businesses. He also briefly summarized the details of signage, universal design, and crime prevention through environmental design in the Midtown Master Plan, Strategic Plan, and Area Plan.

Mr. Gross explained the rules of the street banners regarding the violation of the First Amendment and being a censor with speech. He also stated promoting the street banners for a public purpose as opposed to promoting specific businesses would be a way for approval.

Mr. Louis explained the Master Plan mentions promoting the Midtown itself. He stated the set up of Midtown motif to promote the businesses in the area under that umbrella.

Mr. Gross stated that would be consistent with the regulations under Chapter 82.

11. Board Comments

Mr. Mugala asked about the board members attending the annual Florida Association Conference.

Mr. Collins stated the possibility of doing a lottery to pick two board members to attend the annual Florida Association Conference.

Ms. Richardson asked about the status of Pine Haven Apartment Complex.

Ms. Washington stated the project ended because of a protective eagle nest and the money for the project is now gone for any more development.

Ms. Richardson stated there is still an opportunity to figure out a way to be able to use that land without damaging the eagle nest through a shared venture.

Mr. Collins asked if the property was owned by the Housing Authority.

Mr. Toliver stated there has been discussions with Community Development, Redevelopment, and the City Manager's office about that issue with the Housing Authority and they plan to approach the Federal Government to get a waiver.

Ms. Washington stated there is a Master Plan for that property and the eagles caused it to come to a screeching halt.

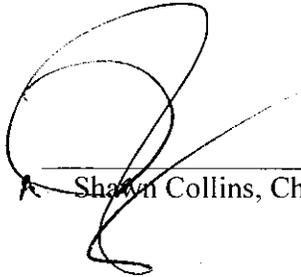
Mr. Collins asked to add the Housing Authority to the agenda to discuss the progress of the property.

Ms. Toliver stated they can be added on the agenda based on their availability.

Board members thanked Mr. Berger for his years of service to the board.
Mr. Thompson did not join the meeting by zoom.

12. Adjournment

Mr. Collins called adjournment at 7:40 p.m.



Shawn Collins, Chair



Gina Fountain, Board Secretary