



The CITY OF DAYTONA BEACH ORANGE AVENUE RECREATION COMMITTEE

City Hall
Room 149-B
Regular Meeting

301 South Ridgewood Avenue
Wednesday, July 13, 2022
6:00 PM

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.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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MINUTES

ORANGE AVENUE RECREATION CENTER COMMITTEE

July 13, 2022

Minutes of the Meeting of the Orange Avenue Recreation Center (OARC) Committee of The City of Daytona Beach, Florida, held on Thursday, July 13, 2022, at 6:30 p.m., in room 149, City Hall, 301 South Ridgewood Avenue, Daytona Beach, Florida.

1. Call to Order

Meeting was called to order at 6:30 p.m.

2. Roll Call

Kenneth Hunt (Vice Chair) Nor Present
William 'Bill' Chapin Present
Pierre Louis Present
Steven Pyle (Secretary) Present
Anne Ruby (Chair) Present
Nakeesha Harris Present
Evans Smith Arrived 6:35 p.m.

Also Present:

Deric C. Feacher, City Manager
Paula M. Long, Planner & OARC Staff Liaison
Dennis Mrozek, Planning Director
Vanessa Trimble, Planning Technician

3. Approval of the Agenda

Dr. Pyle motioned to approve the agenda. Mr. Louis seconded the motion. Motion carried without objection or roll call vote.

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4. Approval of the Minutes for the meeting of June 22, 2022

Mr. Louis motioned to approve the minutes with an amendment to Cycily Thomas' name. Dr. Pyle seconded the motion. Motion carried without objection or roll call vote.

5. Approval of the Minutes for the meeting of July 7, 2022

Ms. Ruby requested amending the minutes to eliminate a comment about virtual reality and to fix the name of the Allman Brothers Band. Mr. Louis motioned to approve the minutes as amended. Mr. Chapin seconded the motion. Motion carried without objection or roll call vote.

6. Discussion with the Manager regarding the draft report/presentation

Ms. Ruby conveyed the main points of each slide in the draft report/presentation.

Mr. Feacher noted that the entire report can be given to the commission, but a honed 4-5 slide presentation should be generated to be presented to the commission with himself and other members of the committee.

Mr. Feacher noted that staff has already decided to move forward with the historical designation of the building.

Mr. Feacher explain that he will bring the committee's recommendation to the commission and ask them to either endorse the recommendation or to make suggestions for the recommendation.

Mr. Feacher recommended against providing complete cost numbers because once that number gets put out into the public, it sticks.

Mr. Chapin noted that the cost to bring the building up to code is under \$300,000 and to replace the building would cost \$2.8 million. Even if the usage requires costs well beyond \$300,000, it would be a great deal in addition to the cultural value of the building.

There was a discussion between Mr. Feacher and Mr. Chapin about how to show the return on investment.

Mr. Chapin noted that, according to his draft plans, the building can seat around 200 in the event space, 80 inside the restaurant space, and 20 outside on the deck.

There was a discussion about competition with the potential uses of the old fire department building and how to tie it in.

Mr. Louis brought up a discussion of the public-private relationship being conducted with Joe's Crab Shack on the pier. Mr. Feacher noted that the owner put up \$5 million to renovate that location.

There was a discussion over how to present the report to the commission and what to focus on including costs, quality, uses, end goal, and which committee member(s) will present.

Mr. Louis noted that emphasizing the women in service theme, including military, police, first responders, etc., will help add a wow effect to the building because there's no other location that ties together that holistic theme.

Ms. Ruby inquired if the city could manage a small snack bar at the facility. Mr. Feacher responded in the affirmative.

Ms. Ruby inquired whether or not the city could manage rotating exhibits. Mr. Feacher recommended working with the universities or a historical society.

There was a discussion about the use of a private restaurant or a city-managed cafe. There was agreement to use the term “food-service”.

There was a discussion about highlighting Mr. Chapin’s plans to provide a vision to the commission of the potential of the facility.

Ms. Ruby inquired about whether or not more than one committee member can present to the commission. Mr. Feacher recommended just one but would allow two.

Mr. Feacher recommended focusing down on the components of the plan for the facility, the reasoning why, and the opportunity to make revenue.

Mr. Chapin inquired about the costs for rent. Mr. Feacher instructed Ms. Long to acquire those costs in addition to the costs of staff salary and bring to the next meeting.

7. Discussion on final Draft Report/Presentation for Grant/Funding Opportunities to provide to Planning Solutions

The committee was agreeable to providing the draft report as presented to Beth Gibson.

8. Strategic Planning

There was a discussion about what slides to include in the presentation to the commission. It was discussed to highlight potential funding sources, uses, Mr. Chapin’s plans, virtual reality, and recording booths.

There was a discussion about how to fit the virtual reality into the building with the other uses.

Mr. Chapin presented some slides about the building plan to the committee.

Ms. Ruby noted that making the facility a museum could bring additional commissioners on board, and perhaps highlighting the use of virtual reality to fill that role could be a benefit.

Mr. Chapin noted that the Veteran’s Museum could be a great resource to help put something together in the OARC.

It was decided for the committee to think about what slides we should include in the final presentation and bring those ideas to the next meeting on the 18th.

9. Public Comments

John Nicholson emphasized that the facility must be an event space. Also, highlighting World War II takes priority over WACs, etc.

Sue Odena mentioned not tying in another museum because the commission might say that we already have one.

Warren Traeger suggested an upstairs kitchen, a sightseeing helicopter, selling chartered fishing tickets, and to tell the commission that we want to get it up to code and go from there.

Sandy Murphy suggested not talking about bringing it up to code because that’s not where we can get grant money. Ms. Murphy also suggested making the commission see the vision with all the ideas. People understand that buildings cost money. The committee needs to focus on getting the commission excited about making the building something special.

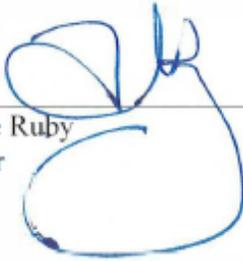
Steve Miller would love to see a pastry and coffee service at the facility, but most of all he just wants to save the building.

Norm Anderson wanted to know what was happening with the fire house and if that would cause competition for the OARC.

10. Adjournment

There being no further discussion or comments the meeting was adjourned at 8:17 p.m.

Anne Ruby
Chair



ATTEST:

Steven Pyle
Secretary

