

**MIDTOWN REDEVELOPMENT BOARD**

**MINUTES OF THE**

**REGULAR MEETING**

**TUESDAY, January 10, 2023**

The regular meeting of the Midtown Redevelopment Board was held Tuesday January 10, 2023, 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. Tangela Hardy, Vice Chairman  
Ms. Cathy Washington  
Ms. Davita Bonner  
Mr. Lynn Thompson  
Mr. Nathan Mugala

**Board Members Absent**

Ms. Renee Richardson  
Ms. Joan Sheppard

**Staff Members Present**

Mr. Ken Thomas, Redevelopment Director  
Ms. Michele Toliver, Redevelopment Project Manager  
Ms. Angela Armstrong, Redevelopment Project Manager  
Mr. Ben Gross, Deputy City Attorney  
Captain Leonardo Conte, Daytona Beach Police Department  
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. Mugala 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 November 8, 2022 as present, by Mr. Thompson, seconded by Mr. Magala. Motion was carried (6-0).

**6. Staff Reports**

- 6a.** Captain Leonardo Conte, Police Department, provided a summary of the CompStat Report.

Captain Conte explained crimes that are classified as property crimes and person crimes under Total Part One Crimes and the % increase in those crimes.

Board members and Captain Conte discussed the zones that covers the Midtown area and a report that only encompass those zones. Captain Conte agreed to provide the report to the board members.

Ms. Washington inquired about when the public can start attending the monthly CompStat meetings. Captain Conte stated that the Chief is currently enacting some security measures and protocols for the present health concerns in preparation to resume those meetings.

- 6b.** Ms. Sara Kirk, Code Compliance Officer, no report provided due to her absence.

- 6c.** Ms. Michele Toliver, Project Manager, stated there are no new reports to provide for the Midtown projects. She reminded board members of the upcoming MLK events, and explained that the streetlights along Dr. MLK Blvd. are purple due to a defect and FPL is aware, according to Public Works Director, David Waller. She stated that the City obtained a foreclosed property located on the corner of Dr. Bethune Blvd and Keech Street.

Mr. Thomas stated the plans are to clear the lot and possibly build either multi-family homes or a retail use. He discussed other vacant lots and properties for future projects being discussed in the Technical Review Team (TRT) meetings.

**7. Presentation – Spotlight on Midtown**

Mr. Collins was informed by Mr. Pierre Louis, Spotlight Coordinator, that Mr. Curtis Vreen, would not be in attendance.

- 7a.** Mr. Curtis Vreen – Vreen Catering, 240 S. Dr. Martin Luther King Jr. Blvd.

- 7b.** Mr. Rufus Johnson – Geico Insurance, located at 921 West International Speedway Blvd since May 2019, provided a brief history of his 22 years of specialized personal lines of insurance and the services that he offers the community and his involvement on various boards and his fraternity.

Mr. Thompson provided a brief history of the business known as Commercial Finance that operated in the same building of Mr. Johnson business. He stated

this company approved loans for businesses in Midtown because no other banks would approve their loans.

Mr. Johnson asked what he could do to improve the area.

Mr. Collins stated the presentation to the board tonight discussing the services his business provides, continuing to be active in the community and if the residents trust him then they will patronize his business.

Mr. Thompson asked Mr. Johnson what percentage of his business are from the Midtown area.

Mr. Johnson stated that because of the location and visibility his business has increased but could not provide an actual percentage.

Mr. Magula asked what are the marketing strategies that him have for the community, other than where the building is located.

Mr. Johnson stated that his marketing strategies consist of newspaper ads, billboards, involvement with the Chamber of Commerce, networking groups, and he has a walking representative that goes to car dealerships and apartment complexes promoting his business.

Ms. Anne Ruby, 137 Park Avenue, inquired if Mr. Johnsons the only GEICO broker in town and how does GEICO still write homeowners insurance.

Mr. Johnson stated that he is the only GEICO agent in Volusia/Flagler Counties. He stated that they write the homeowners insurance through a company called Homestead but the house must be built from 2002 or newer.

Board members thanked Mr. Johnson for an excellent presentation and the informative information provided.

**8. Old Business**

There were no comments

**9. New Business**

**9a. Discussion on the Board's 2023 Calendar of Events**

Mr. Collins stated that he added this item on this month's agenda. He stated the purpose of this item is for the board and staff members to discuss events that maybe in the works, yearly budget and the required election of officers to be on the same fiscal year calendar as the City's as well as to establish the monthly agenda for the year.

Ms. Toliver explained the election of officers process and the election of officers will be added on February's agenda.

Mr. Collins asked could the board members have more involvement in the budget to recommend what should be moved up on the list based on the Strategic Plan and Master Plan because of the generic language currently written for projects in the Midtown area and making some recommendations of how the grant funds should be allocated.

Mr. Thompson stated he would like to ask Mr. Collins question in another way. He asked is there anything that this board could do with staff to add some impacts to work. The board can maybe leverage some of the plans, dreams and aspirations that they may have to some things in Midtown.

Mr. Thomas responded that Mr. Collins and Mr. Thompson made excellent points regarding input from this board about the budget and the budget should be discussed in the earlier months of the year. He stated there are some long-term projects that the board can discuss, even though the funding is not available, but put in the budget for the following year. He stated that the board could discuss developments that are consistent with the board's redevelopment plan when the City has entered into a contract with a company to locate potential sites. He mentioned that the board members have previously discussed underground powerlines, speeding on Dr. MLK Blvd, and the board members completing a prioritized wish list for future budgets.

Mr. Collins stated that he looks forward in having a one-on-one meeting with the staff to work on a calendar template to discuss with the board members at the next meeting.

Mr. Thomas introduced Ms. Angela Armstrong as the new Beachside Project Manager and she has a degree in Hotel Management but she will be assisting with the Downtown Redevelopment area until a Project Manager is hired for that area.

Ms. Angela Armstrong provided a brief history of her work experience, education, and expressed her eagerness to work with the board members.

## **10. Public Comments**

Mr. Rufus Johnson, 921 West International Speedway Blvd, asked how are the projects that the board is working on disseminated out to the business community in Midtown or is this private information.

Mr. Toliver provided Mr. Johnson with a 2023 Midtown Redevelopment Board schedule. She stated the only way most of the businesses know about the projects information for Midtown is by attending the board meetings, because there are no other marketing tools available.

Mr. Thomas discussed the idea of hiring a marketing firm that could regularly provide a database of all the businesses located on Dr. King Blvd and Dr. Bethune Blvd to the community.

Mr. Pierre Louis, 130 S. Franklin Street, asked why the CompStat reports no longer just generate the reports for the Midtown area. He discussed a new event called the Wine &

Wings planned at the Midtown Café but no tentative start date yet. He discussed the Framework apartment project on Beach Street.

Ms. Toliver explained that the FDLE required software used by DBPD is causing them some difficulty generating the Midtown only zone reports.

**11. Board Comments**

Mr. Thompson stated Mr. Thomas suggestion of hiring a marketing firm would immediately make business owners in the Midtown area feel a part of something that is vibrant and enticing them to actively involved with bringing back the synergy.

Mr. Collins stated that the marketing firm suggestion is actual in the Master Plan that was supposed to be implemented between 2012-2015.

Ms. Anne Ruby, 137 Park Avenue, requested that the staff provide a cost analysis for the marketing firm for the Midtown area. She stated that the City has a new app-DB City Connect that provides information on events in the city through City Hall with contact information and a link to signup for developer initiated meetings.

Staff members agreed to provide this information per Ms. Ruby's request.

Board members and staff agreed that the nomination of the Chair and Vice Chair and discussion of board members needs and priorities should be the agenda items for February meeting.

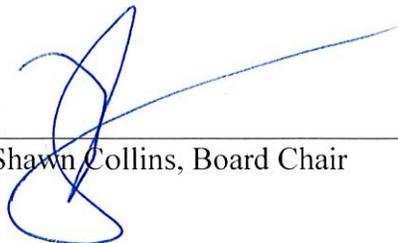
A motion was made by Mr. Magula to have February agenda item to be a discussion of the needs plan for Midtown, seconded by Ms. Washington. Motion carried by (6-0).

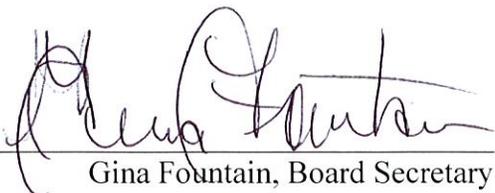
Mr. Collins stated that the agenda items for February meeting would be approval of minutes, spotlight on midtown, and discussion of needs plan.

Board members explained this was a very informative meeting, excellent presentation by Mr. Rufus Johnson, and welcome aboard to Ms. Armstrong.

**12. Adjournment**

Mr. Collins called adjournment at 7:02 p.m.

  
Shawn Collins, Board Chair

  
Gina Fountain, Board Secretary