

**DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday December 5, 2023**

The regular meeting of the Downtown Redevelopment Board was held on Tuesday December 5, 2023, at 12:00 p.m. The meeting was held 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. Kenneth Hunt, Chair
Mr. Pete Zahn, Vice Chair
Mr. James Newman
Mr. John Kamchan
Ms. Sheryl Cook
Mr. Tibor Benke
Mr. Javier Benavente

Board Members Absent:

Mr. Jake Nicely

Staff Members Present:

Mr. Ken Thomas, Redevelopment Director
Mr. Anthony Jackson, Deputy City Attorney
Ms. Michele Toliver, Redevelopment Project Manager
Ms. Angela Armstrong, Redevelopment Project Manager
Ms. Phebe Fuqua, Redevelopment Project Manager
Mrs. Chernecia Campbell, Board Secretary

1. Call to Order

Mr. Hunt called the meeting to order at 12:00 p.m.

2. Roll Call

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

3. Pledge of Allegiance

The Pledge of Allegiance was stated by the board.

4. Approval of Minutes

A motion was made to approve the minutes from November 8th, 2023, by Mr. Zahn, seconded by Ms. Cook. Motion was carried 7-0.

5. Police Report- Captain Nikolow

No report was made.

6. Staff Reports

6a. Security Update

Ms. Fuqua discussed her conversation with the city manager and proposed an 80-20 cost-sharing arrangement for downtown security to the board. The idea is that the CRA would cover 80% of the expenses, with business owners contributing the remaining 20%. The discussion included the option of using police officers or unarmed security officers. Ms. Fuqua sought the board's opinion on the 80-20 offer and emphasized that the security would be for special details, not day-to-day policing. Businesses in the downtown area would collectively contribute to the cost.

She clarified that officers volunteering for this detail would cover the entire CRA area, and outlined pricing, with regular detailing at \$45 per hour, special events at \$65 per hour, and potentially other events at \$80 per hour. Unarmed security would cost \$20 per hour. Ms. Fuqua offered to provide the ordinance for large special events for the board's review. Designating a police officer for innovative policing in the downtown area, apart from special events, was considered a separate entity.

Mr. Newman inquires about the proposed hours of operation. Mr. Thomas, in response, shares that, following discussions with Captain Nikolow, the suggestion is to operate six days a week. The proposed routine involves having security personnel present early in the morning when stores open, leaving after lunch, returning before dinner, and staying until the stores close.

Addressing the process for businesses to contribute to security costs, Mr. Zahn seeks clarification. Mr. Thomas says they will share cost estimates after assessing expenses with property owners in the CRA.

Mr. Newman seeks further clarification on whether the 20% contribution would be a flat fee for each business or based on their income and business activities. Mr. Thomas responds, noting that the current CRA payments are determined by evaluating the property. He believes the same assessment process could be applied to determine the private security costs, acknowledging that obtaining this information might take some time.

Ms. Fuqua emphasized the need for the board to decide on the frequency of security presence to determine cost estimates. The board expressed a preference for unarmed security, suggesting operating hours from 7 am to 9 am, 11 am to 2 pm, and 9 pm to midnight on Monday through Saturday. These proposed times and dates would serve as a basis for assessing costs, allowing the board to later vote on the feasibility and implementation of the 80-20 proposal. Mr. Benavente requested staff to provide funding mechanism ideas and options for consideration.

6b. Traffic Flow Update

Ms. Fuqua talks about the beautification project and mentions her conversation with David Waller from public works. There are concerns about the proposed street improvements from Ridgewood to MMB, crossing over to Beach Street, as it would narrow the roads and remove public parking with widened sidewalks. The commission, after discussing that public parking might not be needed on that street, decided to focus on wider sidewalks to improve pedestrian flow. This choice aims to address traffic flow problems caused by people parking and lingering in the area.

The beautification project is set to reach Michigan Avenue, and there are potential future updates for Fairview, including the idea of adding a roundabout. A suggestion has been made to replace the traffic light at the Bay and Palmetto intersection with a four-way stop, similar to the setup at Magnolia and Palmetto. Ms. Fuqua notes that Mr. Waller will conduct a traffic flow study to figure out whether a four-way stop or a roundabout is the recommended solution.

Options for street signs in the downtown CRA area are presented, with choices such as placing them on every cross street, street Id areas, or within a designated boundary. The board is invited to help decide the preferred locations for these markers. The board expresses approval for the idea and prefers having signs throughout the area.

Ms. Fuqua also notes that Ms. Cook suggested making county parking available for the Esplanade holiday event. Discussions are ongoing with the city manager and the county to explore how this area can be utilized for parking during the event.

6c. End of Year Business Items

Ms. Fuqua mentions her conversation with the chair, emphasizing the importance of a closeout for business owners, reminding them to prepare their documents for the upcoming year, including annual filings, books, and any questions they may have for the city.

Ms. Fuqua also discusses her plan to host a meet-and-greet event to introduce herself as the new project manager for the downtown and Ballough Road areas. She believes it's crucial to engage with people face-to-face and discuss upcoming developments. The event will feature "taste of downtown" refreshments, showcasing local offerings. Several business owners are interested in participating. The meet-and-greet is scheduled for Thursday December 7, 2023, 6:00 p.m. at the Cinematique Theater.

The new board member, Javier Benavente, introduces himself, revealing his background as a systems engineer with an educational focus on the aerospace field. He expresses his interest in learning about municipal work and his desire to contribute to the growth of Daytona Beach.

7. **Public Comments**

No public comments.

8. **Board Comments**

Mr. Zahn inquires about the influence beachside has and its impact on Beach Street. Mr. Thomas adds that there must be a connection between the two areas, emphasizing ongoing marketing efforts to inform beach visitors about downtown events. He suggests transforming the appearance of businesses on Beach Street by supporting changes to their exteriors. To facilitate this, they plan to hire an architect or engineer to provide design ideas. The proposal involves businesses committing to altering their exteriors, after which CRA funds will contribute to the construction.

9. **Adjournment**

The meeting was adjourned at 1:05 p.m.



Mr. Kenneth Hunt, Chair



Mrs. Chernelia Campbell, Board Secretary