

DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday March 5th, 2024

The regular meeting of the Downtown Redevelopment Board was held on Tuesday March 5th, 2024, 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. James Newman
Mr. John Kamchan
Ms. Sheryl Cook
Mr. Tibor Benke
Mr. Javier Benavente

Board Members Absent:

Mr. Jake Nicely
Mr. Pete Zahn, Vice Chair

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 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 December 5th 2023 by Ms. Cook, but there was no second.

5. Police Report

None.

6. Historic Preservation Grant- Wendi Wien

Ms. Fuqua shares that Ms. Wien has received \$41,916.13 from the Historic Preservation Grant, with the possibility of getting up to \$75,000. Pending board approval, she could receive an extra \$33,083.87.

Ms. Wien and her husband purchased a building at 230 S Beach Street in downtown Daytona, where they've renovated a gallery called Galerie Elan. Their goal is to revitalize the cultural scene in downtown Daytona, and they recently held a grand opening. Currently, they're focused on modernizing the building for safety, starting with the elevator. They applied for a grant to address safety concerns and are seeking extra funds because they've already spent around \$100,000 from their budget. The additional money will be used for further elevator modernization.

Ms. Cook asks about the approved mural. Ms. Wien explains that while she owns the building, the responsibility for the mural lies with the gallery owner, Gregory Graham.

Mr. Thomas mentions the significant costs for the elevator and picture windows facing Beach Street, highlighting the substantial investment beyond what the grant covers.

Mr. Kamchan asks about any contractual obligations tied to the property after improvements. Ms. Wien assures that she has no plans to sell due to the substantial investment already made and foresees a promising future with increasing foot traffic. She mentions collaborating with a local breakfast spot to enhance the gallery's ambiance.

Mr. Hunt expresses gratitude to Ms. Wien for her transformative contributions to the downtown area.

A motion was made to approve the additional funds for Ms. Wien by Ms. Cook, seconded by Mr. Kamchan. The motion was carried 6-0.

7. Staff Reports

7.A. Public Works 2024-02-27- Downtown Redevelopment Area

Ms. Fuqua presented a rack card, designed for simple distribution, to inform both business owners and citizens about departmental activities. One side focuses on Neighborhood Services, while the other covers Redevelopment, with outlined redevelopment areas. A QR code offers direct access to the department website, and the card will be updated as the department grows.

7.B. Redevelopment Project Manager Report

Ms. Fuqua outlined the Beach Street security plan, noting an 80/20 funding split between the city and business owners. They aim to implement a security company for a 2-3 month trial, following the lead of Brown & Brown and The Esplanade by switching to First Coast Security. This trial will commence in March and run until May, during which feedback will be provided to the board. The company's app will allow for activity monitoring and the provision of reports on a daily, weekly, or monthly basis. They will deploy two officers in the CRA district, working in two shifts from 6am to 10pm, with the first shift ending at 2pm. Security officers will patrol on foot.

Mr. Benavente inquires about the patrol area for security, focusing on the CRA district. Ms. Fuqua explains the current areas of concern, spanning from Orange Avenue to International Speedway and from Beach Street to Palmetto. Regarding the departure of CVS, Mr. Thomas mentions the national company downsizing stores, including Daytona Beach. Mr. Benavente expresses concerns about safety along Ridgewood and ISB, emphasizing the need for a security presence. Ms. Fuqua acknowledges similar concerns from other downtown businesses but highlights funding challenges. They plan to start with immediate concerns and expand gradually as funding allows.

Ms. Cook queries about communication tools for security officers. Ms. Fuqua assures that they will replicate procedures followed by Brown & Brown and the Esplanade, including app access and reports. Ms. Cook requests weekly updates on the app's performance for the first two months, which Ms. Fuqua agrees to provide.

Mr. Newman seeks clarity on costs, with Mr. Thomas citing an hourly rate of \$25, yet costs are still being determined regarding the 80/20 funding split.

Ms. Cook asks about direct contact with security, to which Ms. Fuqua agrees to inquire and update the board accordingly.

Ms. Fuqua provided updates on the ongoing beautification project, highlighting road development as a continuous effort. She mentioned the review of a traffic light at Bay and Palmetto and pledged to keep the board informed. Another focus is the sidewalk café project, aimed at improving accessibility for restaurants and pedestrians. The ordinance is under review, with plans to present it to the board soon. Mr. Thomas mentioned considering input from local property owners to ensure a uniform look for sidewalk cafes. They plan to offer examples for property owners to choose from and provide financial support for implementation. Ms. Fuqua assured that the board's role would be minimal at this stage.

Mr. Benavente asks about the impact of outdoor seating on business operations and logistical concerns. Ms. Fuqua notes this hasn't been fully discussed but will be addressed in staff reviews. They're exploring options for using side alleys, considering costs and logistics. Ms. Fuqua agrees to address capacity and overflow issues during staff reviews.

Ms. Fuqua discussed the successful Accelerate business summit, featuring vendors, food, and sessions on starting businesses, marketing, and networking. Attendees received prizes donated by local businesses and had access to a computer lab. Additionally, a business development program is being launched as an extension of the summit.

Ms. Fuqua shared the public works report detailing projects in the downtown Ballough road area. She encouraged the board to review it and reach out with any questions.

Ms. Cook expressed concern about the Bayou Bridge, suggesting it needs repairs before the Esplanade enters phase 3. Mr. Yarbrough states that phase 3 is aiming to improve pedestrian connectivity between phases 1 and 2. Mr. Hyatt Brown offered to fund the bridge repair if reimbursed. Mr. Yarbrough urged the board to support the proposal, aiming for completion by summer.

A motion was made for the staff to review all options and prioritize the repair of the Bayou Bridge, seconded by Mr. Benavente. The motion was carried 6-0.

8. Public Comments

Ms. Fuqua discussed new developments in the downtown and Ballough road area, noting increased interest from investors and businesses. She also reminded everyone about Bike Week and encouraged safety.

Mr. Thomas mentioned that eight properties downtown, including those on Beach Street, ISB, and Ridgewood, are currently for sale due to rising property values. He believes property owners are capitalizing on this trend and it helps to avoid leaving buildings empty. Ms. Fuqua added that this creates opportunities for investors looking to improve the community. Regarding the 400 North apartment project, Mr. Thomas stated ongoing discussions with the owner and progress on the site plan. He mentioned the owners' commitment to maintaining the property to prevent code enforcement issues.

Ms. Cook brought up the graffiti downtown, calling it an eyesore, and asked who addresses it. Mr. Thomas explained that public works deals with graffiti. Ms. Fuqua mentioned a new system they're developing called "See It and Click It." This system will allow people to report graffiti by taking a picture and submitting it through an app on the city website.

Board Comments

None.

9. Adjournment

The meeting was adjourned at 1:00 p.m.


for Mr. Kenneth Hunt, Chair


Mrs. Chernecia Campbell, Board Secretary