

DOWNTOWN REDEVELOPMENT BOARD
MINUTES
Tuesday April 2nd, 2024

The regular meeting of the Downtown Redevelopment Board was held on Tuesday April 2nd, 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 (Zoom)
Mr. Pete Zahn, Vice Chair
Mr. James Newman
Mr. John Kamchan
Ms. Sheryl Cook
Mr. Javier Benavente

Board Members Absent:

Mr. Jake Nicely
Mr. Tibor Benke

Staff Members Present:

Mr. Ken Thomas, Redevelopment Director
Mr. Anthony Jackson, Deputy City Attorney
Ms. Angela Armstrong, Redevelopment Project Manager
Ms. Phebe Fuqua, Redevelopment Project Manager
Ms. Mandana Carry, Office Specialist III
Ms. Lucrecia Brito, Office Specialist II

1. Call to Order

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

2. Roll Call

Ms. Brito 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

Ms. Cook pointed out an error in the previous meeting minutes, noting that they inaccurately stated there was no second during the motion to approve the minutes, which she believes did not happen. Ms. Fuqua agreed to look into this and provide an update at the next meeting.

A motion was made to approve the minutes from December 5th, 2023, by Ms. Cook, seconded by Mr. Kamchan. The motion was carried 6-0.

A motion was made to approve the minutes from March 5th 2024, by Ms. Cook, seconded by Mr. Benavente. The motion was carried 6-0.

5. Police Report

None.

6. Staff Reports

6.A Public Works 2024-03-2026 Downtown Redevelopment Area

Ms. Fuqua discussed the public works report, highlighting a few key points. She mentions ongoing improvements to the Beach Street streetscape and other infrastructure projects planned for the year. She assures the board that as larger projects progress, she'll keep them informed. Regarding the Orange Ave trail on City Island, she notes it's moving towards a final review by the commission. Additionally, discussions about a foundation to support an underpass project are ongoing. She promises to update the board as developments unfold, with more details available in the report.

Ms. Fuqua mentions upcoming electric vehicle charger stations to be installed downtown, specifically at Magnolia and City Hall. She adds that more stations will be scattered throughout redevelopment areas and CRA zones.

Mr. Benavente raises a question about Sourcewell Partners and their approval as a vendor. Ms. Fuqua clarifies that all vendors must go through a bidding process, and Sourcewell Partners successfully won the bid for this specific project.

Mr. Newman inquiries about the Beach Street streetscape, specifically if it has been approved all the way up to Fairview. Ms. Fuqua confirms it's approved up to Fairview and mentions a collaboration with Holy Hill and the city regarding the borders in the Ballough CRA area.

Ms. Fuqua notes that many items in the report are pending but aims to keep the board informed about upcoming developments and negotiations.

Mr. Kamchan asks about the electric vehicle chargers, questioning if they are slow or high-speed chargers. Ms. Fuqua clarifies they are standard chargers and plugs, not high-speed, but highlights their strategic downtown locations to encourage foot traffic to local shops.

6.B Redevelopment Project Manager Report

Downtown Security Pilot Program:

Ms. Fuqua discusses the Beach Street security pilot program, which will now launch on April 15th instead of March 25th as originally planned. They refined the program to focus on specific areas and conducted a walkthrough with security officers. The patrols will cover Beach Street and extend from Orange Avenue to Bay Street, targeting restaurants in that area. The patrol will include both facing Beach Street and monitoring behind the buildings. The pilot program will run for 60 days.

She mentions using an app to collect data daily, weekly, and monthly. The police department's data integration is ongoing due to a software transition. Once data is received from both sources, it will be shared with the board, business owners, and citizens interested in downtown activity. Business owners will also have access to the app to report incidents.

After the initial 60 days, they aim to expand coverage to the entire CRA redevelopment area based on activity insights. They seek feedback from the board throughout the process to ensure a successful long-term outcome for the community.

Ms. Cook inquires about changes to the security perimeters. Ms. Fuqua confirms they've been adjusted to cover Beach Street from Orange Avenue to just past Bay Street, ensuring restaurants near the post office are included. Originally, they planned to extend the coverage deeper, but for the 60-day pilot program, they've narrowed the focus.

Ms. Cook asks about handling panhandlers near the post office. Mr. Jackson doesn't have a definitive answer but suggests there might be limited authority for security to intervene. He'll provide more clarity in the coming weeks.

Mr. Hunt expresses concern that half the board's businesses aren't on Beach Street, and the lack of extended security is worrying. Ms. Fuqua reassures them they're not neglecting other areas and are collaborating closely with the police to capture data beyond the trial area. She encourages reporting incidents outside the trial area to the police for inclusion in their broader security plan.

Ms. Cook suggests business owners and board members should have direct contact with security guards for immediate police communication. Ms. Fuqua agrees to explore this option with legal and the security company, emphasizing the need to stay within budgeted areas to avoid delays caused by commission approval. Ms. Cook clarifies that they don't want officers leaving target areas but want a way for them to relay information to the police when needed. Ms. Fuqua agrees to investigate this further.

Ms. Fuqua updates on the sidewalk café issue raised in the last meeting.

Currently, it's under staff review, and she'll provide an update to the board once that's complete, likely between next month and June. The process involves presenting tax amendment changes to the board, then to the planning board, and finally to the commission for approval.

Mr. Newman asks about table arrangements and pedestrian traffic. Ms. Fuqua confirms they're addressing this concern to ensure consistency and attractiveness in line with the strategic plan. She emphasizes the importance of avoiding inconsistencies that could lead to issues and assures that all departments are involved in the review. Feedback from the board will be sought in upcoming meetings to refine the plan further.

Mr. Benavente emphasizes the need for the city to understand proper capacity levels. He raises questions about safety and logistics and how they intersect. Ms. Fuqua acknowledges these concerns, noting the potential impact on safety during emergencies and confirms that all departments are considering these factors in their review.

Ms. Fuqua introduces a new software called "See it, Click it, Fix it," launching next month to enhance citizen engagement in Daytona Beach. This tool allows citizens to report community concerns directly through the city's website. The goal is to ensure comfort and satisfaction among residents, business owners, and tourists. Reports are sent to the relevant city departments, which have a set timeframe to address them. Users can track the progress of their submissions and check if issues have already been addressed to avoid duplicate reports. The tool can be used for various issues like potholes and drainage problems. There's also an "other" section for unique issues, which will be given attention based on demand. Ms. Fuqua encourages everyone to utilize this tool and offers her assistance in directing reports to the appropriate departments.

Mr. Newman brings up concerns about the vacant Golden Magnolia building, emphasizing its historical significance and current deterioration, including reports of open windows left unattended for weeks. Mr. Zahn suggests documenting these issues with photos for submission. He also recommends capturing success stories to showcase positive changes. Ms. Fuqua offers assistance in directing reports to the appropriate departments, suggesting contacting her directly if unsure. She's willing to facilitate communication with the responsible departments to address these concerns effectively.

Ms. Fuqua highlights the influx of new businesses in the area, making it exciting to approve Business Tax Receipts. She notes attending several ribbon-cutting events, along with businesses transitioning in and out. The directory, recently updated, reflects these changes and is accessible online at theriverfrontshopsofdaytona.com. This ongoing effort aims to maintain an up-to-date directory with a variety of businesses listed

Ms. Cook raises concerns about closed businesses still listed in the directory and asks about its funding. Ms. Fuqua explains it's part of the DDA budget and was approved by all members. She reassures that updates are ongoing and the latest version is available online. Mr. Keith Gold is working on a more updated brochure, expected in the summer to accommodate new businesses

and transitions. A more solid directory is anticipated by fall.

Ms. Cook asks for an update on the timeline for kiosk improvements. Ms. Fuqua explains that Public Works has cleaned them, improving their appearance, and updated the information. They plan to maintain them until digital kiosks are installed.

Ms. Fuqua discusses upcoming downtown and Ballough CRA developments aligned with the strategic plan for more residential and commercial spaces. She's particularly excited about the Accent project near the former First Baptist site, featuring 304 residential units, amenities, and additional parking, which will transform Palmetto and Bay Street. Another development, Framework, will add residential options on Beach Street. Project Accent, also known as Delta West, offers a mix of housing, parking, and retail opportunities. Ms. Fuqua anticipates more development interest in the Ballough area in the coming year, and she hopes to see interest aiming to enhance less appealing areas. She emphasizes that increased foot traffic from residents and businesses will boost downtown revenue.

Mr. Hunt inquiries about the timeline for breaking ground on Project Accent. Ms. Fuqua expects it to begin by the end of the year and promises to keep them updated on the exact date.

Mr. Benavente asks about potential development in the Ballough area. Ms. Fuqua explains that it's currently industrial but there's interest in residential development. While nothing concrete is planned yet, she personally favors a combination of residential and industrial to benefit the area.

Upcoming Events and Programs

Ms. Fuqua talks about the job fair and other upcoming events, encouraging the board to stay informed by checking the website for downtown activities. She praises the website's efficiency in providing information and suggests visiting either riverfrontshopsofdaytona.com or the city's website for event updates.

She then talks about the Business Development Program, an extension of the Accelerate Business Summit held in February. This program's first phase, referred to as the Triage, will assess 60 targeted businesses' needs to ensure their success in Daytona Beach.

Ms. Fuqua also mentions "Pitch Your Idea," another extension of the summit, where participants pitch ideas for prizes and resources to support sustainability in Daytona Beach. She notes upcoming programs, including the revamping of grant programs and resources for redevelopment areas.

Mr. Kamchan raises concerns about the electric vehicle chargers, specifically regarding negotiations with the company and potential costs for users. Ms. Fuqua assures she'll gather information on these matters for the next meeting.

7. **Public Comments**

None

8. **Board Comments**

Ms. Cook mentions a potential buyer's concern about flooding in a downtown building. She asks if recent work on Palmetto and Magnolia has improved the situation. Mr. Thomas agrees to connect her with the assistant city manager at public works, who oversees the project. Mr. Benavente suggests the city needs a long-term plan to address these ongoing issues. Ms. Fuqua advises the potential buyer to utilize the TRT for any questions he may have.

Ms. Fuqua mentions rescheduling a presentation with Embry Riddle students for their collaborative project. Three students are working with the city of Daytona, collecting data on businesses in CRA areas to improve long-term sustainability. This collaboration showcases job opportunities in local government for Embry Riddle students.

9. **Adjournment**

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



Mr. Kenneth Hunt, Chair



Mrs. Chernecia Campbell, Board Secretary