

**DOWNTOWN REDEVELOPMENT BOARD**  
**MINUTES**  
**Tuesday June 4<sup>th</sup> 2024**

The regular meeting of the Downtown Redevelopment Board was held on Tuesday June 4<sup>th</sup>, 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. 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  
Ms. Kira Honse, Assistant City Attorney  
Ms. Michele Toliver, Redevelopment Project Manager  
Mrs. Angela Armstrong, Redevelopment Project Manager  
Ms. Phebe Fuqua, Redevelopment Project Manager  
Mrs. Mandana Carry, Office Specialist III

**1. Call to Order**

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

**2. Roll Call**

Mrs. Carry 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 April 2<sup>nd</sup>, 2024, by Ms. Cook, seconded by Mr. Zahn. The motion was carried 6-0.

5. **Police Report**

None.

6. **Staff Reports**

**6.A. Public Works**

Ms. Fuqua announced that there is no public works report for this month. She will email the report to everyone as soon as it is available.

**6.B Mural Approval**

Ms. Fuqua reported that the mural will cover the entire south-facing wall of the Daytona Magic Shop at 136 South Beach Street. This wall faces an alley she believes is called Myrtle Lane. With the business owner's permission, artist David Chettell designed a dynamic, detailed collage-style mural featuring various art, historical figures, and magic-themed elements. Ms. Fuqua asked the board to review and approve the art, mentioning a \$10,000 grant from the redevelopment department to cover the mural's cost and the artist's fee.

Mr. Newman inquired about the city's public arts approval board and whether this project has been submitted to them. Ms. Fuqua explained that this project is part of the redevelopment department's initiative to promote culture and arts in redevelopment areas. Mr. Newman also questioned the regulations on murals, noting that "Daytona Magic" is written in the design, potentially conflicting with signage regulations. Ms. Fuqua acknowledged this concern and said she would address it with the artist since the land development code restricts signage or words in murals.

Ms. Honse and Ms. Toliver explained that a recent text amendment to the land development code allows some verbiage in murals, as was done for the Daytona Aquarium. Ms. Toliver offered to provide this information to Ms. Fuqua for the board, clarifying that murals can count towards business signage if they comply with the code.

Mr. Zahn motioned to approve the mural, seconded by Mr. Kamchan. The motion was carried 6-0.

Building owner Mr. Dan Peterson clarified that the door depicted in the mural is an existing shipment door with an awning, not part of the mural itself.

**6.C. Grants- Commercial Property & Professional Design Incentive program**

Ms. Fuqua explained that the redevelopment team, led by Mrs. Armstrong, has restructured the grant process to enhance the area's appeal. The goal was to create an attractive environment for current and potential business owners. She detailed the transition from the Old Commercial Façade Grant to the New Commercial Incentive Program, which now covers up to 80% of the total cost for façade and interior improvements, with a maximum of \$50,000 for these improvements. Eligible interior renovations included HVAC systems, electrical systems, plumbing, grease traps, kitchen hoods, painting, and interior lighting.

Exterior renovations included brick or textured pavement, landscaping, painting, stucco repair, entryways, decorating, fencing, exterior lighting, roofing, impact-resistant windows, awnings, parking lot improvements, and flood remediation. The program also covers 50% of the total project cost for design assistance, up to \$20,000. To qualify, businesses had to have been in existence for at least two years. Ms. Fuqua noted that this is a loan program, and the loan amount would be refunded.

Ms. Cook asked about the City's total budget for each area. Ms. Fuqua replied that she didn't have the information but would look into it and provide it later.

Mr. Newman inquired whether the grant was for new or existing businesses. Ms. Fuqua confirmed it was for both. She also discussed the small projects grant and explained the lease subsidy. The lease subsidy is a grant for tenants struggling to pay their monthly lease. To apply, tenants have to submit an application, their lease, a letter from their landlord, and a W9. If approved, they could receive relief for up to three months.

#### **6.D. Redevelopment Project Manager Report**

Ms. Fuqua discussed the security pilot program, which launched on April 15<sup>th</sup> with First Coast Security. The program aims to match the security measures of Brown & Brown and the Esplanade for consistency in the downtown area, focusing on Beach Street from Orange Avenue to slightly past Bay Street. On the program's third day, a car burglary was stopped, leading to an arrest, showing early success.

Security personnel use black dots on buildings to scan and document activity, which provides data to assess the program's effectiveness. Currently, security operates from 6 a.m. to 10 p.m. in two shifts, six days a week, excluding Sundays. The 60-day program ends on June 15<sup>th</sup>. Ms. Fuqua will request an extension at a city commission meeting, aiming to extend the program for another year. She noted that the legal and redevelopment teams have worked closely with First Coast Security, which has agreed to continue collaborating with the city.

Ms. Fuqua mentioned that daily reports are available, and Mrs. Carry has detailed reports for review. Board members can request specific day reports from her, and going forward, they will receive a monthly report packet via email.

Mr. Newman asked if there is a way to contact security in case of an incident. Ms. Fuqua confirmed that contact information is available and shared with merchants, with markers placed throughout the area.

Mr. Hunt inquired about expanding security to Palmetto and Magnolia. Ms. Fuqua said this is still under discussion with the security company and the city team. The city manager has recommended extending the program for another year to gather more data and explore an ambassador program. This program would involve more than just foot patrols. The ambassador program will aim to provide assistance to the unhoused and answer questions about redevelopment activities.

It aims to offer a more comprehensive approach to security and community support. Ms. Fuqua noted that all officers are locals who know the area well.

Ms. Fuqua discussed the upcoming city commission meeting, where a text amendment for sidewalk cafés will be addressed. The proposal includes waiving fees and offering grant funding to individuals and business owners interested in setting up sidewalk cafés. To ensure consistency, they will provide design options. They have also widened ADA pathways to ensure a seamless flow around tables and potential barricades, aiming for both functionality and aesthetic appeal.

Ms. Fuqua discussed the triage program, which aims to assess the needs of business owners in the redevelopment area to help them thrive. The program is free and still accepting applications, with 60 seats available until September. It includes one-on-one sessions, workshops, and collaborative efforts to ensure business success. Interested business owners can apply through the City's website under the business tab.

Ms. Fuqua spoke about the board members appreciation event that honored all members. She thanks the board members for their efforts to improve the downtown area.

She announced that the 'See It, Click It, Fix It' app is now live. Reports submitted through the app go to a queue, and public works is notified. Mr. Newman adds that zooming into the map on the website shows the exact location, time, and date of reported issues. Ms. Fuqua emphasized that the app accommodates all age groups, with phone reporting also available.

Ms. Fuqua also mentioned a collaboration between the chamber and the city to provide business owners with information on legal aspects of their businesses. A flyer with details will be emailed to the board and is available on both the city and chamber websites.

**7. Public Comments**

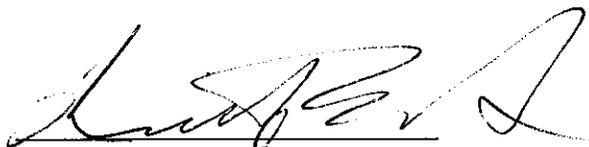
Dan Peterson, 136 S. Beach St, commented on the security program, describing it as phenomenal and extremely beneficial. He noted that on Saturdays, Beach Street sees more people and families enjoying the area, emphasizing the importance of continuing and supporting the program to maintain this positive trend.

**8. Board Comments**

Mr. Hunt expressed his appreciation for seeing the city moving in a positive direction and commends the efforts being made. He acknowledged the hard work put in by everyone involved.

**9. Adjournment**

The meeting was adjourned at 12:59 p.m.



Mr. Kenneth Hunt, Chair



Ms. Charnecia Campbell, Board Secretary