

**MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE REGULAR MEETING
Tuesday, July 9, 2024**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, July 9, 2024, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Board Members Present

Ms. Renee Richardson, Chair
Ms. Davita Bonner, Vice Chair
Ms. Joan Sheppard
Ms. Cathy Washington (Ex-Officio)
Mr. Lynn Thompson
Mrs. Tangela Hardy
Pastor Eddie Lake

Staff Members Present

Ms. Michele Toliver, Redevelopment Project Manager
Mr. David Russell, Assistant City Attorney
Sergeant Booth, Daytona Beach Police Department
Mrs. Mandana Carry, Office Specialist III

1. Call to Order

Ms. Richardson called the meeting to order at 6:00 p.m.

2. Roll Call

Mrs. Carry called roll and listed members as present above.

3. Invocation

Pastor Lake gave the invocation.

4. Pledge of Allegiance

The Pledge of Allegiance was stated.

5. Approval of Agenda

A motion was made to approve the agenda by Mr. Thompson, Seconded by Ms. Sheppard.
The motion carried 6-0.

6. Approval of Minutes

A motion was made to approve the minutes from May 14, 2024, by Mr. Thompson, seconded by Ms. Sheppard. The motion carried 6-0.

7. MIDTOWN PLAZA PLANNED DISTRICT-PLANNED DEVELOPMENT-REDEVELOPMENT DEV2022-164(QUASI-JUDICIAL HEARING)

Ms. Toliver presented a request by Robert A. Merrell of Cobb Cole on behalf of QM Investments, LLC, the property owner, to rezone approximately 0.27 ± acres of land located at 534, 536, 538, 540, 542 and 544 Dr. Mary Mcleod Bethune Boulevard. The applicant requested to change the zoning from Redevelopment Midtown-Neighborhood Center Mixed Use to Planned Development-Redevelopment to allow additional uses and site improvements.

Ms. Sheppard inquired about the permit review, expressing her belief that all permits should be reviewed to ensure they comply with regulations.

Ms. Toliver responded that staff would review the permits, but they won't undergo the regular review process.

Mr. Thompson raised concerns about a business located near this property that occasionally causes problems and attracts large crowds. He is concerned that approving this request might set a precedent, potentially leading to more live entertainment and similar issues in the area. He emphasized the need for controls to prevent these problems as they aim to improve the neighborhood.

Ms. Toliver explained that any property owner in the area, or elsewhere in the city, can apply for a planned development to add live entertainment, but it must go through staff review and be presented to the Board.

Pastor Lake asked if there were any unresolved questions from property owners at neighborhood meetings and whether the 20 attendees reflect decent engagement.

Ms. Toliver confirmed that this is considered a good engagement for the area.

Mr. Russell explained that special events currently require a permit and are limited to 14 days. However, the applicant wants to hold events for up to 10 days each without needing a formal special event permit every time. These events would still undergo a safety review by the police and fire departments.

Ms. Sheppard inquired if the law department conducted an impact study and provided their input.

Ms. Toliver responded that a special review was done, particularly due to the request for hookah use, and the police department has reviewed it.

Ms. Sheppard then asked if there are plans to increase police presence.

Jessica Gow expressed support for the property's mission, noting their dedication to improving the property and engaging with the community. She explained that the

modifications aim to fit the existing structures into compliance, like a previous project with U-Haul, as older buildings often don't meet current code requirements.

Ms. Gow highlighted the rear area behind the two buildings and the modifications to allow year-round temporary events and specific operating hours. She added that for large events with tents or tables, a layout must be provided to the city staff, fire, and police departments for review 30 days in advance.

Ms. Gow emphasized the importance of public benefit in planned developments, highlighting community engagement and space upgrades. She noted that the neighborhood meeting was well-attended. Another exciting aspect is the transition of Midtown Café to a catering approach over the summer, with plans for a "ghost kitchen," a restaurant incubator space similar to what Dahlia's restaurant offered under a Planned Development agreement.

Ms. Richardson asked if Midtown Café would remain in the same area.

Ms. Gow confirmed it would occupy one of the buildings in the adjacent space. She added that the property owner has no guaranteed redevelopment plans. However, past discussions included potential retail or restaurant space with a dwelling unit above.

Ms. Toliver added that the property owner has applied for a grant to replacing the roof, windows, and doors.

Ms. Hardy inquired about measures to prevent 18-year-olds from purchasing from the outside bar at events.

Ms. Gow clarified that the outside bar will be an extension of the restaurant, requiring a caterer with the appropriate liability. Otherwise, the licensed restaurant area would extend to include the event space, ensuring compliance and liability coverage for alcohol service.

PUBLIC COMMENTS

Pierre Louis, 130 S Franklin Street, commented in favor of the request and commended the property owner.

John Nicholson, 413 N Grandview Avenue, stated that he doesn't want to oppose the request but is concerned about restrictions on the property. He supported more entertainment and wanted the operating hours to extend to 2 a.m.

Ms. Hardy asked whether the time of operations was requested by the owners or mandated by the city.

Ms. Toliver stated that it was requested by the property owner. While staff provides feedback on safety and other issues, the operating hours are set by the owners.

Ms. Richardson asked about the current closing time for businesses that host night events.

Ms. Toliver responded that the standard closing time is midnight, but specific businesses can apply for extended hours permits, allowing them to stay open until 2 a.m.

Amaya Albury, 538 Dr. Mary McLeod Bethune, stated support for the request and she will open her business at the property. She shared her excitement, her professional background and her goals for improving the area.

BOARD ACTION

A motion was made to recommend approval to the planning board by Mr. Thompson, seconded by Ms. Sheppard. The motion carried 6-0.

8. Staff Reports

8a. Police Department- Captain Conde

Sergeant Booth presented crime statistics from May 14 to the present. He highlighted their traffic initiative for July to focus on the Dunn Ave corridor to increase police presence and reduce crime in the city's center.

Ms. Sheppard inquired about statistics on breaking and entering.

Sergeant Booth stated that he would gather the information and relay it to Captain Conde.

8b. Code Compliance – Ms. Kirk

Not in attendance.

8c. Redevelopment Projects- Ms. Toliver

Ms. Toliver mentioned the upcoming Army Corps of Engineers community meeting for the flood study meeting on July 16, the Choice Neighborhood Grant public meeting on July 23, the mobile food drop event on July 11, and the summer food program from June 3 to August 9, 2024.

Ms. Toliver reported that on June 17th, the City, supported by CRA funds through Midtown, successfully closed on the acquisition of the former Shiloh church and surrounding properties.

She noted ongoing negotiations for other properties in Midtown. She also mentioned that other plans include developing a streetscape and kiosk on Dr. Mary McLeod Bethune Blvd., which will require an RFP process. Ms. Toliver stressed that these efforts are aimed at enhancing the areas and making a lasting impact, underscoring that meaningful change takes time.

9. Presentation- Spotlight on Midtown

9. A. Mr. Ben Spiller

Benny's Smoke and Vape, 519 W. International Speedway Blvd, Daytona Beach FL

Mr. Spiller recently opened his tobacco and accessories business just a month ago, located across from Spanos. At 22 years old, this is his first business venture, based on skills he learned and his familiarity with the industry. His business is promoted by word of mouth and flyers, operating daily from 9 a.m. to 11 p.m.

He earned his AA degree from Daytona State, Mr. Spiller was introduced to the business by a former coworker who highlighted its flexibility and the opportunity to work on his homework. He built connections with customers, many of whom are now regulars, he eventually took on store management roles for the person who initially introduced him to the industry.

9.B. Mr. Zach Franckhauser, Business Developer

Ms. Kim Rivers, CEO Trulieve, Inc, 812 W. International Speedway Blvd, Daytona Beach FL

Mr. Franckhauser discussed Trulieve's as Florida's largest medical marijuana company with 140 dispensaries statewide. He joined in 2016 at their Tallahassee location and quickly advanced to business development. Trulieve expanded into Volusia County in 2019 and opened their 50th dispensary in Daytona Beach in May 2020. They employ 80 people across their four local locations, with over 20 at the Daytona Beach store.

Mr. Thompson asked about his expectations for Amendment 3.

Mr. Franckhauser mentioned they are optimistic about its passage.

Ms. Hardy asked about the target demographic for their current location.

Mr. Franckhauser explained that their demographic is medical cannabis patients.

10. Old Business

None.

11. New Business

None.

12. Public Comments

Anita Pologa, City Clerk's Office, she introduced herself as a new employee and highlighted a recruitment campaign for board members. The campaign aims to fill vacancies across various boards and encourages citizens to apply.

Pierre Louis, 130 S Franklin Street, inquired about updates regarding Transform 386 for underground utilities and the status of digital signage.

Pastor Lake asked about the expansion of fiber optic cables in Midtown.

Ms. Toliver explained that discussions have occurred under Mr. Thomas's tenure, and they are actively urging Public Works to work with Florida Power and Light to move this forward.

John Nicholson, 413 N Grandview Avenue, urged the board to compile a list detailing the funds allocated and actions taken by the city in Midtown.

Schemetta Wilson, 225 S Franklin Street, expressed frustration about abandoned cars and trash in yards within her neighborhood.

Ms. Sheppard offered to work with Ms. Wilson to facilitate assistance.

Ms. Toliver recommended using the See, Click, Fix app to report these issues and pledged to follow up on.

Pierre Louis suggested that some residents need funding assistance for some code violations.

13. Board Comments

Several Board members commented on a good meeting and thanked City staff.

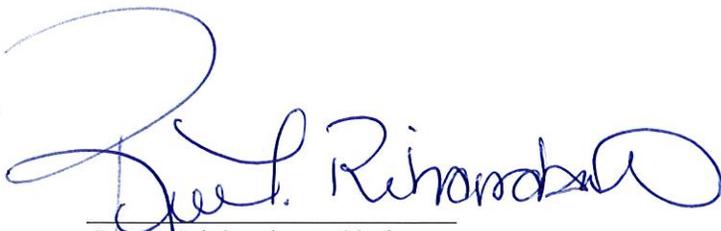
Mr. Thompson thanked the Board and City staff for support of the play, "A Chance for Redemption". Following the play's success, they conducted workshops to refine the concept and renamed it "The Golden Midtown." Recently, they were honored to be selected for the prestigious International Black Theater Festival in Winston Salem, where they will present a featured reading in late July.

14. Meeting Recap/Follow-Ups For the Next Board Meeting

None.

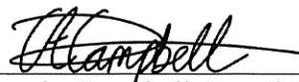
15. Adjournment

The meeting was adjourned at 7:49 p.m.



A large, stylized handwritten signature in blue ink, appearing to read "Renee Richardson".

Renee Richardson, Chair



A handwritten signature in blue ink, appearing to read "Chernelia Campbell".

Chernelia Campbell, Board Secretary