



THE CITY OF DAYTONA BEACH

Redevelopment & Neighborhood Services Division

P.O. Box 2451

Daytona Beach, FL 32115-2451

PHONE: 386-971-8180

AGENDA

Midtown Redevelopment Board Meeting

6:00 PM - Tuesday, December 10, 2024

City Commission Chambers

1. CALL TO ORDER
2. ROLL CALL
3. INVOCATION
4. PLEDGE OF ALLEGIANCE TO THE FLAG
5. APPROVAL OF AGENDA
6. APPROVAL OF MINUTES
 - 6.A. November 12, 2024 Meeting Minutes
[MRB Minutes 11122024 Final](#)
7. COMMERCIAL PROPERTY IMPROVMENT GRAND FUNDING REQUEST
 - 7.A. QM Investments LLC - 540 Dr Mary McLeod Bethune Blvd
[Memo 540 MLK Commer Grant](#)
 - 7.B. QM Investments LLC - 542 Dr Mary McLeod Bethune Blvd
[Memo 542 MLK Commer Grant](#)
 - 7.C. QM Investment LLC - 544 Dr Mary McLeod Bethune Blvd
[Memo 544 MLK Commer Grant](#)
8. STAFF REPORTS
 - 8.A. Police Department - Captain Conde
 - 8.B. Code Compliance - Ms. Sara Kirk
 - 8.C. Redevelopment Projects - Ms. Michele Toliver
9. PRESENTATION - SPOTLIGHT ON MIDTOWN
 - 9.A. LaTanya Oglesby
Conceited Customs, LLC
569 Dr. Mary McLeod Bethune Blvd, Daytona Beach, FL 32114
 - 9.B. Usama Tia
Family Technology Group
986 Orange Ave, Daytona Beach, FL 32114
 - 9.C. Amin Odeh

Hip Hop Seafood & Chicken
988 Orange Ave, Daytona Beach, FL 32114

10. OLD BUSINESS
11. NEW BUSINESS
12. PUBLIC COMMENTS
13. BOARD COMMENTS
14. MEETING RECAP/FOLLOW-UPS FOR THE NEXT BOARD MEETING
15. ADJOURNMENT

NOTICES - Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by the City Commission at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The city does not prepare or provide such a record. For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023 Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.



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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the City Commission meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Telephone: 386-671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 7-1-1 or 1-800-955-8771.

**MIDTOWN REDEVELOPMENT BOARD
MINUTES OF THE REGULAR MEETING
Tuesday, November 12, 2024**

The regular meeting of the Midtown Redevelopment Board was held Tuesday, November 12, 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
Mrs. Tangela Hardy
Mr. Lynn Thompson

Staff Members Absent

Pastor Eddie Lake (Excused)
Ms. Joan Sheppard (Excused)
Ms. Cathy Washington (Ex-Officio)

Staff Members Present

Mr. Ken Thomas, Redevelopment & Neighborhood Services Director
Mr. David Russell, Assistant City Attorney
Ms. Michele Toliver, Redevelopment Project Manager
Mrs. Angela Armstrong, Redevelopment Project Manager
Ms. Phebe Fuqua, Redevelopment Project Manager
Lieutenant Richard Maher, 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

Mr. Thompson 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 Ms. Hardy, seconded by Ms. Bonner. The motion was carried 4-0.

6. Approval of Minutes

A motion was made to approve the minutes by Mr. Thompson, seconded by Ms. Hardy. The motion was carried 4-0.

7. Staff Reports

7a. Police Department

Lieutenant Richard Maher provided an update on district activity from October 14 to November 11.

Mr. Thompson raised concerns about disruptive activity at a convenience store located at 879 Mary McLeod Bethune Blvd., stating it negatively impacts nearby businesses, including his business at 901 Mary McLeod Bethune Blvd.

Lieutenant Maher stated that the issue would be communicated to the command staff for a patrol operation to address this concern.

Ms. Hardy asked whether the crime statistics are for local suspects or from other areas.

Lieutenant Maher responded that he didn't have those statistics on hand but would compile them and share them with Captain Conde to provide answers at the next meeting.

7b. Code Compliance

Ms. Kirk presented the code compliance cases for September and October 2024.

7c. Redevelopment Projects

Ms. Toliver shared that the October 16th City Commission meeting approval to purchase the former Campbell Hotel and parking lot, along a vacant lot owned by the Lloyd family. She stated that current plans are to demolish the building and construct a mixed-use development with a 3 or 4 floor structure with an open courtyard, the middle floors as apartments, and the first floor designated for retail space. Also approved the purchase four parcels at the corner of Dr. Mary McLeod Bethune Blvd. and Desoto Street owned by Irvin White.

Ms. Toliver stated that the 2024 Florida Redevelopment Association (FRA) conference was in Tampa. She and Mr. Thomas toured transformative projects in West and East Tampa. In West Tampa, they observed extensive multi-family developments, while in East Tampa, they visited a state-of-the-art community center. Ms. Toliver and Ms. Fuqua earned their Redevelopment Administrator certifications. Ms. Fuqua also delivered a presentation at the event.

Ms. Toliver stated that on November 4 the City Commission approved a Hurricane Milton Grant Program to assist homeowners, renters, and business owners impacted by the hurricane. Homeowners and renters are eligible for grants of up to \$9,000 and small business owners can receive up to \$5,000.

She also discussed the Choice Neighborhood Design Charette, which will take place at the Mickel Brown Activity Room. The event will focus on planned improvements to Palmetto Park, Caroline Village, and Walnut Oak Apartments. It will provide an opportunity for the community to share their ideas and help shape the design of these developments and the surrounding neighborhoods.

Ms. Toliver shared the mural unveiling September 28 at the Total Entertainment Music Store and she attended the Harold V. Lucas Jr. Foundation Gala on November 9. Ms. Toliver informed the Board that Midtown accomplishments will be provided and provide the 2025 Board meeting schedule.

She noted that Ms. Richardson's term as Chair ends on December 31st, and she will no longer be eligible to serve after that date. Ms. Toliver encouraged the board to propose nominees for the positions of Chair and vice chair. Once suggestions are made, she will contact the nominees to confirm their interest in serving.

8. Presentation- Spotlight on Midtown

8. A. Mr. Richard Ly, Owner

MAACO Bodyshop, 511 W. International Speedway Blvd, Daytona Beach, FL

Mr. Richard Ly introduced himself and shared his history of giving back to the community. Their ribbon-cutting ceremony was held on October 31.

9. Old Business

None.

10. New Business

Ms. Richardson announced that pre-registration for DSNAP food stamps through the Department of Children and Families started November 11 until November 15th, Residents can pre-registration by calling 1-888-348-0408.

11. Public Comments

John Nicholson, 413 North Grandview Avenue, shared several concerns and suggestions.

Pierre Louis, 130 South Franklin Street, shared concerns about fencing regulations for a fence permit at his property. Mr. Louis is requesting fairness in the application of rules and for decisions to be consistent with the LDC.

12. Board Comments

Ms. Bonner expressed gratitude for the information shared.

Mr. Thompson inquired about the timeline for seeing progress on the recent property acquisitions and their impact.

Ms. Toliver explained that she could not provide a definitive answer at the moment, as some processes are still ongoing. She assured the board that progress would be made as soon as possible.

Mr. Thompson remarked that it would be great to see Midtown "rising out of the ashes."

Ms. Richardson added that it had been a wonderful meeting and shared her enthusiasm for the upcoming changes.

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

None.

14. Adjournment

The meeting was adjourned at 6:52 p.m.

Renee Richardson, Chair

Chernecia Stuart, Board Secretary



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MEMORANDUM

DATE: December 4, 2024

TO: Midtown Redevelopment Board

FROM: Michele Toliver, Redevelopment Project Manager

SUBJECT: Commercial Improvement Incentive Grant Program – 540 Dr. MMB Blvd

PROJECT REQUEST

Mr. Sydney Qualis, applicant and property owner of QM Investment, LLC is requesting the Redevelopment Board to recommend approval for the funding through the 0% interest loan for the Commercial Improvement Incentive Program Grant. The application is to renovate the interior of the building to include the electrical, plumbing and HVAC improvements at the property located at 540 Dr. Mary McLeod Bethune Blvd.

PROJECT LOCATION

The property is located at 540 Dr. Mary McLeod Bethune Blvd., Daytona Beach, FL 32114.



BACKGROUND

The property was purchased in May 2019 and the building is currently vacant. Mr. Qualis submitted a grant application to renovate the interior of the building at 540 Dr. Mary McLeod Bethune Blvd.

According to the price quotes attached to the grant application, the renovations to the interior of the building for an estimated cost at \$63,400.00. Therefore, based on the criteria of the grant program, QM Investment, LLC is eligible to receive \$50,000.00. This amount is 80% of the total project cost.

The Commercial Improvement program was created to provide incentives that will encourage the renovation and rehabilitation of any building located in the Daytona Beach Redevelopment areas. This program is in the form of a 0% interest rate loan and is forgivable after two years so long as a licensed business is at the location. This project meets all eligibility to qualify for funding.

FISCAL IMPACT

Grant award of \$50,000.00

PROJECT ANALYSIS

Review of and the decision on the Commercial Incentive Application shall be based on the following preconditions:

Is it a conforming use?

The subject property was recently rezoned as a Midtown Plaza Planned Development – Redevelopment (PD-RD) which has identified specific principal and temporary uses.

Does the property have any delinquent ad valorem taxes, or municipal or county liens?

Staff has not found any delinquent ad valorem taxes, municipal or county liens on the subject property.

How the project will contribute to the elimination or prevention of slum and blight.

This subject property has been on Dr. Mary McLeod Bethune Blvd. for many years and recently the building has been vacant. Exterior improvements to replace the windows and doors are near completion and the applicant plans to have a business to operate in the space when all the improvement are finalized.

Staff has reviewed the proposed project and meets all required pre-conditions.

RECOMMENDATIONS

Staff recommend that the Board consider approval of the Commercial Improvement Grant for the QM Investment, LLC project in the amount of \$50,000.00

A majority vote by the Midtown Redevelopment Board members present and voting is required to recommend approval to the City Commission



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PROJECT LOCATION

The property is located at 542 Dr. Mary McLeod Bethune Blvd., Daytona Beach, FL 32114.



BACKGROUND

The property was purchased in May 2019 and the building is currently vacant. Mr. Qualis submitted a grant application to renovate the interior of the building at 542 Dr. Mary McLeod Bethune Blvd.

According to the price quotes attached to the grant application, the renovations to the interior of the building for an estimated cost at \$63,400.00. Therefore, based on the criteria of the grant program, QM Investment, LLC is eligible to receive \$50,000.00. This amount is 80% of the total project cost.

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PROJECT LOCATION

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BACKGROUND

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Midtown Redevelopment Area

Public Works Projects

Division Street Improvements

- Commission District/Description:
 - Zone 3, Midtown Redevelopment Area.
 - Design, permit and construct roadway improvements along Division Street between Orange Ave and Live Oak.
- Schedule
 - 100% Design – March 2021
 - SJRWMD Pre-application meeting April, 2024.
 - Solicit Bids (dependent on available funding) – TBD
- Project Cost
 - Cost for surveying, geotechnical, and design services is \$42,637.51.
- Summary
 - 100% submittal received, SJRWMD did not grant the City an exemption, so a permit is required.
 - Consultant was asked to submit a SJRWMD permit application on June 21st, so if funding becomes available the project can move forward. Consultant is working on the submittal.
 - Requested supplemental work proposal from consultant to complete required permitting through SJRWMD, anticipated in January 2024. An amendment to Work Authorization No 4 has been approved by the City Manager. Purchase order sent to the Consultant on Sept 14th
 - Reached out to the Redevelopment Director on March 8th for potential funding of the project, currently awaiting a meeting invite to discuss further. Redevelopment is also checking on funding availability. After permitting is complete, the Redevelopment Dept will be approached for funding. If no funding is available, the project will be shovel ready and shelved for a later date.
 - March 14, 2024 Consultant advised they are trying to get a pre-application meeting scheduled, SJRWMD has not confirmed availability
 - Consultant completed a preapplication meeting with SJRWMD and received a SJRWMD permit exemption determination on May 15th. Advised the Public Works Director the project is ready to advertise for bids, once funding is available.
 - On May 8th sent Utility Dept the AutoCAD files for the project.
 - Project will be on hold pending funding.

Electric Vehicle Chargers

- Commission District/Description:
 - Various City Locations
 - Purchase and install a new EV Chargers at 5 city facilities.
- Progress

- Reviews completed with several suppliers and utility programs.
 - Locations identified at Breakers Park, Beach St. (Magnolia), City Hall, Mid-Town (Cypress Park/Midtown Center) , and Florida Tennis Center.
 - City will direct buy EV Chargers from SemaConnect as a Source Well partner.
 - City's Property maintenance will provide power and install chargers.
 - Contract issues are being addressed with SemaConnect.
 - SemaConnect was acquired by Blink Charging Co. and an updated contract and quote have been received. The City Purchasing staff is working on the final contract revisions.
 - TEAMS call with CODB Legal, Purchasing and Blink staff held. Contract in final negotiations.
 - Contract executed by City Manager, Purchase Order to Blink for five (5) chargers is pending final contract revisions.
 - Charging Station at all locations installed, Breakers Park location is not operational, electric meter billing discrepancy being resolved before it can be activated.
- Project Costs
 - \$90,000.00 estimated
 - Summary
 - Public Works evaluated the request from the City Manager to install EV Chargers at 5 City facilities. Several vender options were reviewed. SemaConnect was selected to provide the chargers and software that will give the City a return on investment opportunity.

523.525 Magnolia Ave. – Generator Installation

- Commission District/Description:
 - Zone 3
 - Midtown CRA
 - Install a generator system at the Utilities facilities.
- Progress
 - Proposals received from ACF Standby for the generator, and from Economy Electric for the installation.
 - Request made to TECO Gas for service, availability has been confirmed.
 - Project on March 20, 2024 City Commission Agenda for approval.
 - Project Completed November 2024.
 - **Will be removed from report next month.**
- Project Costs
 - \$80,000.00
- Summary
 - Utilities requested a new generator to be installed that will supply emergency power to 523 and 525 Magnolia Ave. Public Works received proposals through Piggy-Back and Continuing Services Contracts with our vendors. A single generator will provide power to two transfer switches, one on each building. Expected completion will be July/Aug. of 2024.

Former Police Station-990 Orange Avenue

- Commission District/Description:
 - Zone 6
 - Midtown Redevelopment Area
 - Remediate site for redevelopment purposes.
- Schedule
 - Baseline Groundwater Sampling – December 2023
 - Excavate Contaminate Soils (Remediation) – February 2024

- Install monitoring wells – March 2024
- 4th Quarterly Groundwater Sampling – December 2024
- 4th Quarterly Groundwater Reporting – January 2025
- Project Cost
 - Cost for sampling, remediation activities, and four quarters of groundwater sampling and monitoring \$153,000.
- Summary
 - This underutilized former Police Station parcel is in a key location for redevelopment. The Redevelopment Department has been diligently working to get private partnerships to invest in the property. This parcel is in a prime location within the Midtown CRA with lots of potential. To get the best return on investment and remove any FDEP constraints associated with redevelopment, City staff believes remediating the site is the best option in moving forward.
 - Prepare agenda item for the approval of the remediation, sampling, and reporting work authorization. CRA provided necessary funding.
 - City Commission approved the work on November 1st. The Purchase Order was issued on Nov 14, 2023 for the Consultant to complete a groundwater sampling event and based on those results will begin the remedial action activities at the site. Groundwater sampling tentatively scheduled for the week of December 18th.
 - Contractor and Consultant on site completing the soil excavation activities and collecting samples. Excavation completed the week of January 12th, and site restoration should be completed the week of January 19th. Note, due to encountering hot spots during the excavation, additional materials were removed.
 - Monitoring well installation and first quarterly groundwater sampling event completed the week of March 4th. If all four quarters have analytical results below FDEP Cleanup Target Levels, the site will be considered for a Site Rehabilitation Completion Order.
 - Note, an additional well had to be installed, so a change order is needed to address the additional cost. Change Order (CO) No 2 is within City Manager authorization. Prepared the CO for City Manager authorization on May 21st, this is being routed for approvals.
 - Brownfield Site Rehabilitation Agreement (BSRA) was finalized and went before the Economic Development Advisory Board on April 22, 2024, and was approved during the May 15th Commission meeting. FDEP signed and returned the BSRA on May 28th
 - Consultant completed second quarterly groundwater sampling in June 2024 and the FDEP report was submitted on August 8th. Currently awaiting FDEP review.
 - Groundwater sampling completed on September 24th, preliminary results are below cleanup target levels. Environmental Consultant finished the 3rd Quarterly Status Report and submitted it to the FDEP on October 23rd.
 - Purchase Order issued for Consultant to assist with our Voluntary Cleanup Tax Credit application to recoup some of the City's remediation and groundwater sampling cost.
 - The project is in the monitoring phase with the goal of receiving a Site Rehabilitation Completion Order from the FDEP prior to potential grant award.

Road Resurfacing Program

Current/upcoming phase outside of CRA this month.