Good afternoon Clay,

I just wanted to clarify a few points on the final recommendations, most importantly that the redevelopment and completion of the East ISB corridor, and the redevelopment of the Main Street area between the Ocean Center and Main Street, are the top priorities when looking at the commercial improvements to beachside.

During our last meeting, we discussed the West side of Atlantic Ave. I would suggest that our final recommendations need to include suggestions on what to do with the extensive amount of blighted properties on that side of Atlantic, especially in the core area between University and Silver Beach. These properties need to be considered for purchase by the City of Daytona Beach and the County for additional parking, and parks to create green space. These parcels could also be used for public/private partnerships.

The creation of an Arts District between University and Silver Beach is another recommendation that needs to be included in our final report. The designation of an Arts District could create new opportunities to bring in businesses centered around the arts and food, drink and entertainment--galleries, wine bars, craft breweries and bistros--businesses that are a year round draw for not only residents but for visitors to the core beachside area.

As previously discussed, I would like to include the recommendation of establishing a Racing Museum in the core beachside area between University and Silver Beach, capitalizing on the area’s rich racing history to create yet another draw to the area.

These recommendations as a whole could be the huge catalyst in the redevelopment and revitalization of the core beachside that we are all looking for. Again, I greatly appreciate all of the hard work you have done for the beachside redevelopment committee.

Sincerely,

Frank Molnar