BEACHSIDE REDEVELOPMENT COMMITTEE
MONDAY, MARCH 22, 2018

In Attendance
Charles Lichtigman, Member
Chris Bowler, Member
Paul Zimmerman, Member
Tony Grippa, Member
Dave LaMotte, Member
Troy Kent, Member
Harry Jennings, Member
Frank Molnar, Member (arrived at 5:44 p.m.)

Staff Members Present
Clay Ervin, Director, Growth and Resource Management
Briana Peterson, Special Projects Coordinator
Sarah Presley, Staff Assistant II

Member Grippa called meeting to order at 5:35 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.
Member Grippa called for discussion and/or a motion on the February 19, 2018, meeting minutes.
Member Jennings motioned to approve the February 19, 2018, meeting minutes as written.
Member Kent seconded the motion.
Motion passed unanimously (7-0).
Member Grippa opened the floor to public comment.
Amy Pyle, 136 S. Grandview Ave., Daytona Beach, FL, spoke briefly to the email that she sent to the committee and asked that if it came up she would be allowed to speak to the committee further. She spoke to ideas of managing the bike events. She suggested renaming a section of East ISB back to Broadway when it is redone.
Member LaMotte stated he spoke to Ms. Pyle privately and asked for the committee to give her a few minutes to discuss her ideas.
Member Grippa agreed but asked her to wait a few minutes.
Kristin Span, 1455 N. Grandview, Daytona Beach, FL, spoke to the property appraiser process of adding to taxes for code enforcement. Ms. Span indicated that she wanted
the Property Appraiser to place all code enforcement liens on properties with violations. She expressed her disdain for the property owners that do not maintain their properties. She also stated that the code enforcement issues are pushing the good property owners out.

Member Grippa requested that staff investigate and identify the top 10 property owners with the highest liens.

Discussion of property appraiser legal rights for the tax assessments.

The committee members discussed methods of publicizing the list of top code enforcement violators and using that as a way to dissuade further code violations.

John Nichols, 413 N. Granada Ave., Daytona Beach, FL, stated he feels there are three obstacles to redevelopment in the Daytona Beach area, Jim Chisolm, the city and county owned parking lots, the churches bring the homeless in to the area, and the News Journal’s reporting incorrect facts. He feels the beachside CRA needs a manager, and the drainage ditches should have a plaza instead. He stated that the churches bring in homeless to stand for a few hours and then feed them. He stated that the News Journal article regarding empty blocks were not labeled accurately.

Vern Weatherholtz, 3 Grandville Cir., Daytona Beach, FL, stated that the names of code enforcement offenders have been published, and it doesn’t do anything. He thinks that the beachside area needs more code enforcement. If buildings were up to code it would reduce blight. He feels the enforcement of the current code would help the area. He spoke to itinerant vendors and management of it.

Member Molnar asked Mr. Weatherholtz if the code enforcement board makes recommendations to the city commission and if the board follows up.

Mr. Weatherholtz stated the board does make recommendations, however, it is up to the commission. Sometimes the fines are over-ruled by the commission. He stated the code needs to be enforced.

Member Zimmerman stated the owner occupancy is around 40% in Daytona Beach and that is part of the code issues.

Member Grippa stated there used to be a neighborhood preservation zoning in the state of Florida that did not allow rentals. He asked if it still was available.

Mr. Ervin stated he would look into it.

Member LaMotte asked if the committee could hear from Ms. Pyle at this time.

Member Grippa opened the floor to Ms. Pyle. She stated that she feels the management of Bike Week is what encourages blight by making vacant property more
valuable than a year around business. She believes that incremental changes to the
master plan would begin the change. She stated that there needs to be a few demands
to go somewhere. Previous talks have fallen flat. Her suggestion was looking into
putting the itinerant vendors on the side streets on public property. The money could be
put back in the area as grants, business loans, or something of that nature. These ideas
could be phased in and out of the current way itinerant vending is done.

Member LaMotte liked the idea of phasing out itinerant vending on private property and
using public property as alternative site for itinerant vending during special events.

Member Grippa turned the meeting over to Mr. Ervin.

Mr. Ervin began the review of the final recommendations. The first items identified were
the changes to the cover letter to be signed by all of the committee members. The
changes to the letter included a listing of the speakers and topics presented to the
Beachside Redevelopment Committee, as well as the number of meetings held by the
committee.

Member Jennings stated he was pleased with the changes Mr. Ervin had made to the
cover letter.

Mr. Ervin continued his review.

Member Bowler stated that there needs to be a note added that states the costs on the
slides are an estimate and where the estimates came from. He also asked that “west
side of…” verbiage be removed from all the slides, due to the bridge recommendation
by the committee.

Mr. Ervin continued on to the Granada Community, he noted Food Lion as a targeted
area.

Discussion ensued on the inclusion of the cost estimates in the recommendation.

Member Grippa stated the committee should come back to the estimates discussion
and decide if that are to remain on the slides or be removed.

Mr. Ervin continued his review with the Seabreeze Community.

Member Lichtigman asked what time frame the estimated costs covered and if ongoing
costs were included.

Mr. Ervin stated that ongoing costs were not included in the estimates.

Mr. Ervin continued his review with the Oakridge Community. He asked if the policy
changes should be the same as Seabreeze.
Member Lichtigman stated if you are going to do one, you should do both.

The committee agreed.

Mr. Ervin continued his review with the Main Street Community.

Member LaMotte asked for a 20 year estimate to maintain the Main Street bridge.

Mr. Ervin estimated the cost to be 20 million dollars.

Member Lichtigman stated that the numbers should possibly be broken out.

Mr. Ervin clarified again where the numbers came from and how FDOT comes up with them.

Member Lichtigman asked if the estimate includes inflation.

Member Bowler stated that the new bridge is probably out of the committee’s scope and should not be a part of this recommendation, but rather, suggested the discussion be had by those that are responsible for maintaining this bridge.

Member Grippa stated that the bridge is very important. He suggested looking for federal funding for the bridge replacement. If the bridge stays in the recommendation, make sure to note that federal funding should be sought.

Member Jennings suggested an addendum including the Main Street bridge discussion.

Mr. Ervin summarized the discussion, that the replacement and repair of the Main Street bridge needs to be a priority.

Member Molnar suggested breaking out the numbers.

Mr. Ervin continued his review with the International Speedway Community.

Member Bowler stated it should be noted the items that are already funded.

Mr. Ervin continued his review with the Silver Beach Community. No changes were suggested. Mr. Ervin continued his review with the Dunlawton Community.

Member Grippa stated that this is the example.

Member Molnar stated there was one boarded up business.

Member Jennings asked to go back to Silver Beach and asked if it should be noted the bridge is under construction.
Member Lichtigman stated that the Dunlawton Community slide should have the lighting cost for the bridge, as well as the signs and other items for the branding of the bridges.

Member Bowler stated that a countywide unified lighting plan would be great to see.

Member Molnar noted what Daytona Beach Shores has done.

Member Jennings stated it should be looked into.

Mr. Ervin stated he would add the lighting estimate and a note that Dunlawton is an example of what the committee would like to see even though there are a few vacancies.

Member Molnar stated the façade grant box should be checked.

Mr. Ervin continued his review with the A1A sections.

Member LaMotte asked for clarification on signalization.

Mr. Ervin listed the signals at Granada, Cardinal, and Harvard.

Member LaMotte noted that pedestrians are hard to see at the Andy Romano pedestrian crossing. He would like to see that improved.

Member Kent asked for additional crossings between Cardinal and Granada.

Member Grippa asked if FDOT will reimburse the city, if the city paid for things to be done.

Mr. Ervin stated that the FDOT will reimburse a local government for funding an improvement only if the project is on the River to Sea (R2C) Transportation Planning Organization (TPO) Transportation Improvement Plan. Mr. Ervin clarified that this is a list of various projects to be completed in the next 5 years.

Member Grippa asked how to get it on the list.

Mr. Ervin explained the process through the TPO to get on the list.

Discussion of sales tax list.

Mr. Ervin went into more detail of getting on the TPO list through the call for project process. He then recapped the discussion of this segment of street, stating that pedestrian safety is the priority with pedestrian crossings at all parks.

Mr. Ervin continued his review of A1A from Harvard through University.
Member Kent stated that Daytona Beach needs pedestrian crossings as well.

Member Zimmerman stated traffic calming is needed in this area.

Mr. Ervin continued his review of A1A from University through Seabreeze. He asked if the pedestrian crossings should be carried over to this segment as well.

Committee responded in the affirmative.

Mr. Ervin continued his review with A1A from Seabreeze to Silver Beach.

Member Molnar stated that the cross walks and traffic calming should be addressed there as well.

Member Kent stated that Volusia County’s entire stretch of A1A needs to address pedestrian safety.

Member Bowler suggested temporary parking for unloading items on the east side.

Member Molnar suggested that the entire County of Volusia stretch of A1A should look at parking to also clean up blight.

Mr. Ervin continued his review with A1A from Silver Beach or Oceans West.

Discussion to add medians to recommendations and all policy recommendations.

Member Grippa noted that Beach Patrol should be available to help police A1A.

Mr. Ervin stated there are agreements in place already.

Mr. Ervin continued his review from Oceans West to Dunlawton. He stated it was discussed that this is the example for the other segments.

Member Molnar suggested adding façade grants for that section.

Mr. Ervin continued his review of A1A corridor wide recommendations including, unified looks and signage.

Member Grippa gave the example of South Walton County, where these ideas have worked to improve areas.

Mr. Ervin continued his review with the setback requirements.

Member Grippa stated that this investment would pay for itself by increasing the tax base. He suggested changing the picture to a place in Florida.
Member Zimmerman asked South Atlantic Avenue be changed to A1A.

Mr. Ervin continued his review with traffic calming.

Member Grippa asked this slide be moved to the beginning of the A1A corridor slides.

Mr. Ervin continued his review with loading times.

Member Lichtigman asked about identifying who was in charge.

Member Grippa asked to wait until the end of the presentation.

Member Bowler stated limiting loading times needs to be really investigated. Member Bowler indicated that the draft recommendation creates a major issue with the operations of the beachside businesses. He also pointed out that many of the beachside properties do not have sufficient loading spaces in close proximity to the businesses that need the deliveries.

Discussion of loading zones and times ensued.

Mr. Ervin gave new verbiage, that loading and unloading of commercial deliveries cause potential travel problems and needs to be addressed to improve travel along A1A.

Member Lichtigman brought up street sanitation.

Discussion ensued.

There was a discussion where it was identified that the Salvation Army has provided workers who clean the roadways in the Daytona Beach beachside area. A suggestion was made to look into this program and to determine if Salvation Army can perform similar services on the main land.

Mr. Ervin continued his review of the redevelopment projects.

Member Grippa asked for a picture of the parking lots be added to the slide, he then discussed ideas for the 3P project in the Main Street area that incorporated the public parking spaces owned by the city and county. He clarified that it does not have to be a 3P project, but the city and the county need to work on a Request for Proposals that will incorporate the development of new residential, commercial and hospitality uses in the Main Street area.

Member Molnar agreed.

Member Jennings asked “the core area has to be addressed first” to “needs”. He also asked that the parking authority be added to the document.
Member Molnar discussed the art district idea.

Member Grippa agreed.

Member Kent supported the idea of the art district. He also stressed the underutilization of the Ocean Center.

Member Grippa asked Mr. Ervin for more information and to capture the underutilization of the Ocean Center. He feels the reason the acts don’t come to the area is because there is nothing to do around here.

Member Kent said it is a chicken and egg situation.

Member Lichtigman stated that subsidized concerts would get things started.

Discussion of ideas used in other areas ensued.

Mr. Ervin clarified that some of the bed tax money may not be eligible for a private venture to make money.

Member Grippa respectfully disagreed and indicated that he would do additional research in order to get an answer.

Discussion of legalities ensued.

Mr. Ervin clarified that the issue needed to be reviewed by county legal staff, and he would report to the committee at the next meeting.

Member Bowler suggested the recommendation be for more cultural items in the core area and to amplify what is already happening.

Member Molnar mentioned the vacant lot between The Ocean Center and Main Street as a potential place for the cultural idea.

Mr. Ervin moved on to the East ISB area.

Member Grippa suggested putting a park in, to greet people, rather than the businesses currently there.

Discussion ensued.

Member Molnar stated that the East ISB project is not on the 5 year FDOT list, and added that it is happening and funded.

Mr. Ervin asked if the committee was in support of the idea to obtain the land south of ISB and west of A1A.
Member Bowler suggested just supporting the East ISB project and encouraging a welcoming gateway.

Discussion ensued.

Mr. Ervin summarized discussions and changes to be made; remove the requirement that the project on Main Street be 3P; for Seabreeze and Oakridge update and improve street scape, enhance code enforcement, as well as, incentives for residential development. He then continued on to the operational recommendation review.

Member Zimmerman suggested changing line one to say presence and "enforcement."

Discussion ensued on how other jurisdictions are handling code enforcement differently.

Mr. Ervin reminded the committee of the process the cities and county have to follow regarding code enforcement. He also noted that the committee would like to emphasize code enforcement as a major issue. He will add: The committee would like to instill a sense of strict and enforceable code enforcement activity in the core area of the Daytona Beach.

Member Zimmerman identified a program where local government sell the code enforcement liens to private parties. This provides revenue to the local government and gives the private owners of the lien an incentive to foreclose on the property in order to recoup their expenses. Member Zimmerman identified this is what the city of Delray Beach did in order to expedite the code enforcement process. Member Grippa asked Member Zimmerman to bring the Delray information to the next meeting.

Member Bowler asked about the statement that the city of Daytona Beach suspends code enforcement during special events. He is not aware that this occurring and questioned why this was part of the recommendations.

Mr. Ervin noted this was a discussion from back in October and has been carried forward since then.

Member Bowler stated he is unaware of a directive from the City to suspend code enforcement. He feels that should not be included.

Mr. Ervin stated based on this discussion, he will remove the first and last bullets and replace with a new bulletNoting the committee feels code enforcement is a number one priority, they would like to see a decrease in the amount of time for processing, improve efficiency in processing, ensure cases are treated consistently, and fines and liens are pursued to the fullest extent possible.

Member Grippa asked for the total amount of fines levied in Daytona Beach, how much has been paid, and how much has been waived.
Mr. Ervin stated he would look into that.

Member Jennings stated there are extenuating circumstances that could make the data not as clear as you are asking for.

Member Bowler stated the past is the past, we need to move forward. The data is not needed, we need to make improvements.

Mr. Ervin summarized again what was discussed, including; adding incentives to collect fines and liens and looking at best practices from other cities.

Member Molnar asked about including a recommendation to have a representative at all neighborhood meetings.

Member Kent stated that he does not agree with waiving or reducing fines.

Member Grippa thanked Member Kent for his thoughts and turned the meeting back over to Mr. Ervin.

Mr. Ervin continued on to the summary of public safety. He noted that there would be clarification on the increased law enforcement presence to include coordination with the county in the Daytona Beach core area.

Member Zimmerman asked if homeless would be mentioned.

Discussion ensued regarding homelessness.

Member Grippa suggested the verbiage, “Support a comprehensive homeless program.”

Mr. Ervin stated he would add the verbiage. He then reviewed the new language on the slide.

Member Grippa asked for any objection to the new language, hearing none they moved on to the next slide.

Mr. Ervin reviewed the “others” slide, stating he will rewrite the first bullet.

Discussion ensued on slide content.

Member Molnar asked that bullets three, four, and five be put on a stabilization category.
Mr. Ervin summarized the change to the transit systems to be less specific and include all of beachside. He also noted that he will change South Atlantic to A1A to be consistent. He then moved on to the next slide review.

Member Zimmerman asked if the verbiage was only for commercial.

Discussion ensued, with everyone agreeing this should be only commercial.

Mr. Ervin reviewed the critical points of the verbiage, noting that this recommendation would allow changes to be made at a staff level. He then reviewed the verbiage for the rooftop maintenance.

Member Grippa asked if it should include architectural standards.

Mr. Ervin stated there are architectural standards in place in all the cities.

Member Grippa noted the parking authority for all of beachside.

Mr. Ervin stated he would add the parking authority, as well as, the arts area.

Member Grippa also asked for the number of hours the committee has met to be added to the document.

Mr. Ervin stated it would be added to the letter.

Discussion of next meeting.

Member Kent asked to remove landscaping and hardscaping be removed from the Granada Community slide.

Discussion ensued on inclusion of the cost estimates.

Consensus was to remove the estimates.

Member Grippa suggested comparing property value increase and decrease to five other counties.

Discussion ensued.

Consensus was to not include the comparison.

Member Grippa brought up the sales tax lists and asked if there should be something included that the projects be considered for that funding.

Discussion of including verbiage regarding the sales tax projects ensued.
Member Zimmerman suggested adding verbiage stating that any future funding considerations be concentrated in the beachside area.

Discussion continued.

Committee agreed to verbiage.

Mr. Ervin noted that all documents that have been provided to the committee will be included on a CD.

Member Grippa stated the committee needs to discuss who will be responsible to ensure implementation. He clarified that Sunshine Law will no longer be in effect, and the committee members can get together to give presentations of the recommendations.

Member Lichtigman asked if there should be someone within the County of Volusia to follow up on implementation, since this committee was created by the county council.

Member Bowler suggested a quarterly read out at the county council meetings.

Mr. Ervin clarified that the county could follow-up as the accounting agent, but the implementation of the recommendations were the responsibility of the individual cities. He pointed out that the County of Volusia does not have jurisdiction over the areas where most of these recommendations are for. He further clarified that the County Council did not want to tell the cities how to run their redevelopment efforts, and the county’s primary role was support and assistance.

Discussion of an accountability standard ensued.

Member Grippa suggested having a discussion at the next meeting about how other areas have done this.

Member Molnar mentioned funding mechanisms.

Member Grippa noted there are CRA dollars that should be used for these suggestions.

Discussion of CRAs in the area.

Mr. Ervin asked if the committee still felt the need for a workshop.

Member Grippa stated there should be one last meeting, and he would like the FDOT District Secretary there, if possible.

Mr. Ervin asked what council date the committee would like to be placed on.

Discussion of date options ensued.
Member Grippa asked staff to send out an email of dates to the committee to verify availability.

Meeting adjourned at 8:45