In Attendance
Charles Lichtigman, Member
Kent Sharples, Member
Chris Bowler, Member
Paul Zimmerman, Member
Maryam Ghyabi, Member
Tony Grippa, Member
Dave LaMotte, Member
Troy Kent, Member
Harry Jennings, Member
Aaron Delgado, Member
Frank Molnar, Member (arrived at 5:37 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 5:33 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.
Member Delgado made a motion to excuse the absent members.
Member Bowler seconded the motion.
Motion passed unanimously (10-0).
Member Grippa called for discussion and/or a motion on the December 18, 2017, meeting minutes.
Member Jennings motioned to approve the December 18, 2017, meeting minutes as written.
Member Sharples seconded the motion.
Motion passed unanimously (10-0).
Member Grippa opened the floor to public comment.
Otilia Gimenez, 432 Auburn Dr., #201, Daytona Beach, FL, suggested making Daytona Beach more family friendly.
Anne Ruby, 137 Park Ave., Daytona Beach, FL, stated there is not a need for a median strip on Seabreeze or Main Street, but rather, consideration should be given to widening the sidewalks to make it more walkable. She suggested adding a parking authority to the recommendations and not using the E-zone.

Mike Denis, 628 Lenox Ave., Daytona Beach, FL, stated he feels code enforcement needs “sharper teeth”. He suggested coordinating parking lots and having free parking during the week. He also noted that giving a few ideas is better than a laundry list of ideas.

Member Grippa turned the meeting over to Clay Ervin, Director, Growth and Resource Management.

Mr. Ervin gave an overview of the layout of the recommendations and the documents provided. He then began the discussion on Granada Boulevard.

Member Ghyabi thanked Mr. Ervin for the layout and documentation of her ideas, which they had discussed. She stated that the responsibility, specific to Granada Boulevard, will fall on the City of Ormond to work with the state and the County of Volusia to get the funding and work to bring about the ideas the committee recommends. Her thoughts on priorities for this area were; crosswalks, lighting, and to increase walkability.

Member Grippa requested clarification that priorities were specific to Granada Boulevard, east of the river.

Mr. Ervin responded in the affirmative.

Member Grippa thanked Mr. Ervin and summarized the ideas that were discussed for Granada Boulevard. He then turned the discussion over to Member Kent.

Member Kent thanked the committee for including Ormond Beach in the discussion. He stated the city is currently working with FDOT regarding lighting on the bridge. He also indicated he felt all the items would benefit the area.

Member Ghyabi suggested working with the River to Sea TPO to prioritize projects. She also mentioned someone suggested to her that lights be added under the bridge.

Member Kent discussed what the city has done to improve medians without using grass. He stated updated sidewalks would be welcomed.

Member Ghyabi agreed with Member Kent that everything on the list would be beneficial.

Mr. Ervin clarified that while he knows everything on the list could benefit every road, the idea is to suggest the priorities for each area.
Member Lichtigman asked how much time and detail will be spent on each intersection.

Member Grippa stated they need to pick the top three priorities for each intersection.

Member Lichtigman suggested making a unified entrance look for all the bridges that go to the peninsula. This would create an identity for the area.

Member Grippa asked for any objections to including the unified entrance concept in the final recommendations.

Member Ghyabi made a motion to include the lighting and unified entrance concept in the final recommendations.

Discussion ensued.

Member Kent stated that his priorities for Granada Boulevard are lighting, crosswalks, and hardscapes.

Member LaMotte stated signaled crosswalks are most important, in his opinion.

Member Grippa requested that code enforcement be looked at, at the Food Lion. He also inquired if the site is a potential brownfield.

Member Kent responded that the city can look at the code enforcement, but he does not believe it is a brownfield.

Member Lichtigman stated that Food Lion location is a viable location, but noted that if incentives were given such as façade grants or incentive financing, he believes it would benefit the area.

Member Grippa discussed emails that he had sent to staff regarding grants and added that the information will be sent out to the committee.

Member Ghyabi suggested sending the sheets to the corresponding cities to get their thoughts and ideas.

Staff reminded the chair of the motion on the table and requested a vote.

Member Delgado seconded the motion.

Motion passed unanimously (11-0).

Member Delgado spoke to the idea of the coordinated bridge entrances and suggested further coordination during the holidays and events in order to stay cohesive.
Member Kent agreed with Member Delgado’s ideas. He also referenced Member Albright’s notes regarding wrapping trees in lights during the holidays.

Mr. Ervin recapped priorities; lighting, crosswalks, hardscapes, pedestrian priority crossing signals, and façade grants.

Member Grippa asked if safety and crosswalks were still a priority for FDOT.

Member Ghyabi responded in the affirmative.

Member Grippa called for a motion on the priority list for Granada Boulevard.

Member Kent made a motion to move to approve the list as summarized by Mr. Ervin.

Member Ghyabi seconded the motion.

Motion passed unanimously (11-0).

Mr. Ervin reviewed Seabreeze Boulevard.

Member Grippa asked for comments from Member Delgado.

Member Delgado stated he is a property owner in the area and felt that it may be a conflict for him to make suggestions. He then turned it over to Member Lichtigman.

Member Lichtigman stated the neighborhood needs to be addressed, possibly with façade grants.

Member Grippa asked Mr. Ervin to discuss the neighborhood stabilization grants program.

Mr. Ervin referenced the presentation given by Corry Brown at a previous meeting and reiterated that the City of Daytona Beach handles their own program, while the Cities of Ormond Beach and Daytona Beach Shores fall under the County of Volusia’s program. At Member Grippa’s request, Mr. Ervin then read an excerpt from the information on Seminole County funding, which Mr. Grippa had provided.

Discussion ensued.

Member Jennings suggested changing the title on the presentation pages to include the word “community”.

Member Grippa asked for any objections regarding the use of community. Hearing none, he then continued to explain the funding examples he sent to staff.
Member Ghyabi expressed appreciation and stated the committee should follow up on it.

Member Bowler stated that the conversation was getting off topic, and that the committee should focus on finding the available dollars, and then allowing the cities and county to work together in order to maximize their efforts.

Member Delgado stated enhanced code enforcement in the Seabreeze area, as well as most of the Daytona areas, should be a top priority. He also mentioned façade improvements are important.

Member Zimmerman noted that the condition of the road surface on Seabreeze Boulevard is poor.

Member Ghyabi agreed with Member Jennings on changing the title of each area to include “community.”

Member Grippa asked for any objections, hearing none, discussion on Seabreeze Boulevard continued.

Member Lichtigman stated that hardscapes are important as well as the continued maintenance of the hardscapes.

Member Ghyabi suggested looking at private-public partnership.

Member Grippa asked for the priorities for Seabreeze Boulevard.

Discussion ended.

Mr. Ervin reviewed the top priorities; enhanced code enforcement, safety, building neighborhoods, roads, pedestrian crossings, and underground utilities.

Mr. Ervin gave the overview of Oakridge Boulevard.

Member Lichtigman noted that the road is the boundary for the CRA, and it leaves out one side of the road.

Member Delgado stated Oakridge Boulevard is a dangerous road.

Member Zimmerman suggested adding a traffic light.

Member Ghyabi stated Oakridge Boulevard needs a lot more work than Seabreeze.

Member Bowler stated he doesn’t think Oakridge Boulevard is bad, but noted it is not fantastic either. He added that it needs to be maintained, at the minimum, but agreed that it is a dangerous road.
Member Zimmerman stated it is a wide road, and people get going too fast.

Member Kent stated it needs traffic to be slowed down.

Mr. Ervin reviewed the priority list; landscaping, signals, lighting, walkability, traffic calming, and hardscape improvement.

Discussion ensued.

Member Lichtigman also suggested consideration be given to allowing retail on the first floor of parking structures.

Discussion ensued.

Member Ghyabi suggested a similar project to One Daytona between Oakridge and Seabreeze.

Member Zimmerman stated the buildings are on top of the sidewalks and suggested having minimum setbacks for future buildings.

Discussion ensued.

Mr. Ervin reviewed the priority list again as being; signals, lighting, walkability, landscaping, and hardscapes, as well as providing codes and incentives so that parking garages also include retail/office uses on the first floor, fronting roadways.

Mr. Ervin reviewed Main Street.

Member Grippa discussed his conversation with Mr. Dinneen regarding the Ocean Center parking lots. He added that the One Daytona type project that Member Ghyabi mentioned would be good in this location. He indicated that the County was open to the idea of a project, but there needed to be support and buy-in by the City of Daytona Beach. He also discussed the proposed sales tax for infrastructure.

Member LaMotte requested clarification on whether he was speaking of current or proposed sales tax.

Member Grippa stated proposed. He continued to say that having projects that are shovel-ready, with matching funds proposed, will allow the projects to jump to the top of the list.

Member Lichtigman asked if the city’s ideas would be supported by the County.

Member Grippa stated if the project is on a city’s priority list for the proposed sales tax revenue, then the County would look more favorably upon it.
Member LaMotte asked if the committee is recommending the ½ cent sales tax.

Member Grippa responded no.

Mr. Ervin clarified that the County Council and management are not telling the cities what to recommend, but will work with the cities once they have finalized how they want to proceed.

Discussion ensued.

Member Grippa wrapped up his discussion and complimented the County Manager on his process.

Member Ghyabi stated this project should be one project that the committee should focus on.

Member Grippa emphasized the property is off the tax roll, and the project has a lot of potential benefits.

Member Molnar asked if the proposal he is referring to will go all the way to SR A1A.

Member Grippa responded yes, and gave additional information on the properties being looked at.

Mr. Ervin used the E-zone map for the Ocean Center and Main in order to identify the area. He stated the proposed site may encompass parking lot B and then gave the boundaries of the other parcels.

Member Ghyabi suggested including the public, private, media, CEO alliance, and News Journal editorial board to get cohesive support.

Member Grippa stated that the decision will rest in the hands of the elected officials but noted that it could be a transformational area.

Member Lichtigman raised concern with referring to this area as the E-zone. He stated that it has the reputation of it as being a failed idea due to being too specific.

Member Bowler feels that East International Speedway Boulevard (ISB) needs to stay the main focus as it is the main road used to come into Daytona Beach. He wants to see the greatest return on investment.

Member Grippa stated a lot of visitors come to the Ocean Center.

Discussion ensued regarding whether Main Street or East ISB should the primary focus.
Member Ghyabi stated the business community pushed to make East ISB happen. The project was unanimously supported.

Member LaMotte agreed the project is a good idea and will help clean up Main Street.

Member Bowler clarified that he is supportive of the idea, but questioned if it was the most important.

Member Grippa responded that he would like the concept to be included in the recommendations in order for it to be explored further.

Member Kent suggested the County should have an independent beachside redevelopment committee that meets once a month, as there are a lot of things to be done. He agrees the beach is the biggest draw for the area. He added that while he appreciates the idea of the project on Main Street, his constituents would have an issue if that land was given to a developer for free.

Member Grippa moved on to East ISB. He noted he would like to include coordinated police efforts in the recommendations.

Member Jennings stated there already are law enforcement interlocal agreements for this area, further explaining that the city is the first responder, and the County then provides back up if needed.

Member Grippa stressed the need for increased law enforcement around the Ocean Center and in the surrounding neighborhoods.

Member LaMotte agreed there is a need for better coordination.

Member Delgado explained that many agencies have mutual aid agreements. Volusia County may have a higher crime rate, but that is probably attributed to a man power issue.

Member Lichtigman suggested making the police visible in the area.

Discussion ensued.

Member Molnar stated he believes working with the neighborhoods is important.

Member Grippa stated there are federal funding opportunities for a task force.

Mr. Ervin reviewed Main Street findings; important project, East ISB to remain the first priority, and a request for proposals (RFP) be issued for city and county owned properties, which should be publicly advertised.

Discussion on Main Street.
Member Grippa stated they will come back to Main Street at the next meeting.

Member LaMotte would like to incorporate Member Albright’s idea number 3 from his email, which recommended hiring a CRA manager to coordinate marketing strategies, neighborhood groups, and other central ideas to make things more cohesive.

Member Ghyabi does not want to focus on the little items, but rather look at the big picture. The neighborhoods can help with the details.

Member Grippa moved on to East ISB.

Member Ghyabi gave an update, stating that they are going for underground utilities. She suggested at looking at the use of roundabouts on East ISB.

Member Grippa thanked those members involved in the East ISB project. He then suggested including parks on East ISB.

Member Ghyabi agreed with the addition of parks to East ISB, and noted there are pieces of land available for that type of use, which she will suggest.

Member LaMotte asked about the timeline for design.

Member Ghyabi responded that a design-build process is being proposed to speed up the process.

Member Grippa moved the discussion on to Silver Beach Avenue.

Mr. Ervin gave the overview of Silver Beach Avenue.

Member LaMotte asked where the bridge will land on the east side.

Mr. Ervin clarified that there will not be any changes at the intersection of Peninsula Drive and Silver Beach Avenue, but the landing of the bridge will be further east of the current landing.

Member Grippa suggested extending the landscaping from the bridge down the street.

Member Ghyabi gave overview of plan.

Member Grippa asked Mr. Ervin to find out if it is an evacuation route, and if the city has included Silver Beach Avenue on their list of projects, and if the County will support it.

Discussion ensued.
Member Bowler suggested recommending the County and City work together to continue the aesthetics from the new bridge.

Member Ghyabi reminded the committee that the Main Street Bridge needs major attention and should be a priority because of the safety issues.

Discussion ensued on the bridge.

Mr. Ervin stated the TPO has a separate list specifically for bridges, and the county has been making requests for that bridge.

Discussion continued.

Mr. Ervin reviewed Silver Beach Avenue priority, coordinated efforts between City and County to continue the aesthetics from the new bridge. He then gave the review of Dunlawton.

Member LaMotte stated that Dunlawton Boulevard is beautiful and the model causeway.

Discussion ensued with everyone agreeing.

Member Grippa moved to scheduling the next meeting.

Discussion ensued.

The committee agreed to maintain the February 19, 2018, date for the next meeting and to extend the committee into March.

Meeting adjourned at 8:01 p.m.