BEACHSIDE REDEVELOPMENT COMMITTEE
MONDAY OCTOBER 16, 2017

In Attendance
Rodney Cruise, Member
Dave LaMotte, Member
Charles Lichtigman, Member
Troy Kent, Member
Paul Zimmerman, Member
Chris Bowler, Member (arrived during RMA presentation)
Maryam Ghyabi, Member
Derrick Henry, Member (arrived during RMA presentation)
Kent Sharples, Member
Paul Zimmerman, Member

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

Member Albright called meeting to order at 5:34 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.
Member Albright called for discussion and/or a motion on the September 18, 2017, meeting minutes.
Member Cruise motioned to approve the September 18, 2017, meeting minutes as written.
Member LaMotte seconded the motion.
Motion passed unanimously (8-0).
Member Albright introduced the firm Redevelopment Management Associates (RMA).
Member Ghyabi took a moment to introduce and thank George Anderson for his redevelopment and investment efforts on the beachside.

Chris Brown, Principal, RMA, gave an overview of the branches of the company and introduced his staff present. He then turned the presentation over to Kevin Crowder, Director of Economic Development, RMA.

Mr. Crowder gave an introduction of the first project they would present, Delray Beach, and turned the presentation back over to Chris Brown.
Mr. Brown spoke to the Delray Beach project and highlighted the major changes they made; including decertifying the road from FDOT, bringing in residential, focusing on one thing and doing it great, and other ideas he thought could benefit our area.

Member Albright summarized their process, and asked Mr. Brown why they chose to remove the lane.

Mr. Brown stated it was a part of the beautification process and that you have to have the infrastructure to support the growth. He continued on to say that the beautification does not change things over night but people will begin to notice and come.

Member Zimmerman asked if Mr. Brown was referring to the businesses or residential.

Mr. Brown stated the consumers.

Member Zimmerman asked about the residential area that existed at the time of redevelopment.

Mr. Brown stated there was an older residential demographic and they wanted to appeal to a young demographic, which came in and gentrified the area.

Member Zimmerman reiterated that there was an existing residential area before they started the redevelopment.

Mr. Brown responded yes but followed up by stating that the existing residents were an older demographic that did not consume as much as the proposed target demographic for the area.

Member Ghyabi asked who paid for the improvements when the road was decertified.

Mr. Brown answered, the City.

Member Ghyabi asked how.

Mr. Brown stated with a general obligation bond issue.

Mr. Crowder explained how Pompano Beach handled the roads and made changes that would ultimately make the City responsible, but that initial funding came from FDOT.

Member Ghyabi asked about obtaining money allocated in a future budget, if the recertification occurred before that time.

Mr. Crowder responded that it may be possible, but in their experience, the money was for that current year.
Mr. Brown followed up and said the DOT wants to decertify roads.

Member Albright asked about funding options for underground utilities.

Mr. Brown responded that due to the hurricanes, there might be federal grants coming for that purpose.

Member Ghyabi added the partnership is called local agency partnership (LAP). She also noted that with the seven million dollars the city received, she believed funding may have been available to pay to bury the utilities.

Mr. Crowder discussed funding options used in Miami and Miami Beach, noting that they used a special assessment.

Member Ghyabi inquired about fair share and how impact fees and mobility fees work.

Mr. Crowder responded there is a countywide road impact fee, and that is a dispute on how that is divided. He also stated some cities have a local concurrency fee and noted other options.

Member Ghyabi asked Mr. Crowder if he agreed that there is no fair share anymore.

Mr. Crowder agreed. He then continued on to discuss the poor state of Miami in 1982 and what was done to redevelop the area.

Member Cruise asked if code enforcement played a role in the redevelopment.

Mr. Crowder responded in the affirmative. He continued with how they achieved the redevelopment, including a moratorium on building repairs. He stated there are five questions they ask cities before they begin;

1. What is the most important thing to preserve?
2. What is the most important thing to enhance?
3. What is the most important thing to expose?
4. What is the most important thing to invest in?
5. What is the most important thing to capitalize on?

He then discussed improvements, including the widening of the sidewalk, updates to the land development regulations, and other ideas.

Member Albright spoke to the idea of making Main Street in Daytona Beach pedestrian only.

Mr. Crowder stated that the big events are huge, but the everyday flow of residents and visitors is what keeps it going. He also spoke to the importance of private sector investments.
Member Kent asked what was done to address the unsavory characters.

Mr. Crowder responded that Miami Beach and Delray Beach have not solved the issue, but have addressed it. It still exists, but there are more visitors and activity that make it look like the homeless are declining. He then discussed the creation of an aggressive outreach program to help the homeless who wanted help.

Member Albright asked what was done to incentivize repopulation.

Mr. Crowder stated that it takes private sector money to make that happen. You have to make them want to invest in your area over anywhere else.

Member Zimmerman asked Mr. Crowder if he was referring to image.

Mr. Crowder responded in the affirmative.

Member Bowler asked if residential or the business came first.

Mr. Crowder responded he has seen it work both ways.

Mr. Bowler asked which is more typical.

Mr. Crowder said he feels the businesses and destinations need to be in place to bring in the residents.

Mr. Bowler inquired how much of the consumption needs to come from the residents.

Mr. Crowder responded that the number of visitors is often dependent upon what is around the redevelopment area. The targeted redevelopment area needs to compliment the surrounding areas and should be connected to each other to encourage travel between them.

Member Lichtigman asked what incentives or steps were used to encourage residents to move to the downtown.

Mr. Crowder responded that Miami already had the housing stock, but the entertainment and destinations encouraged the desired residents to move in. Having the businesses will encourage residents to be there.

Mr. Brown spoke to the residential area of Delray Beach and reiterated the importance of making the area as beautiful as possible, to encourage residential investments.

Member Albright thanked Mr. Brown and RMA for their time and presentation. He then moved on to the special event vendors and turned it over to Clay Ervin, Director of Growth and Resource Management.
Mr. Ervin gave a brief overview of the handout provided regarding temporary vending and guidelines within the cities and county.

Member Albright called for questions and hearing none, moved on to the summary of the News Journal forum.

Mr. Ervin spoke briefly on the article that was in the News Journal regarding the forum. He noted this was done at the request of Member Jennings as the people who attended the forum were people who had not previously attended the meetings of this committee.

Member Zimmerman asked Mr. Ervin if he thought Daytona Beach was more lenient than the other cities.

Mr. Ervin stated it was not his place to form an opinion on that but did state that Daytona Beach has a greater demand for temporary vendors.

Member Zimmerman spoke to the importance of a residential base and the negative impact the temporary vendors have on the residents.

Member Albright spoke to the mixed use documents he provided on Siesta Key and the benefits they are seeing from nightly/weekly/monthly rentals being allowed in specific areas. He also provided an architectural rendering of the City of Daytona property located near the Peabody.

The floor was then opened for committee comment and discussion.

Member Kent expressed his disagreement with the statement that seniors do not consume. He also stated he agrees that there is a need for the nightly/weekly/monthly rentals but does not agree with them in residential areas.

Member Bowler provided data from a survey regarding events within the City of Daytona Beach and passed it out to the committee.

Member Ghyabi agreed with Member Kent’s opinion of nightly/weekly/monthly rentals in residential areas. She also stated that she felt that closing Main Street was not a feasible option. She feels the infrastructure is most important priority. She suggested prioritizing and eliminating ideas, narrowing the scope, in order for the committee to move forward.

Member Albright asked Member Bowler for a summary on the survey.

Member Bowler summarized the information from the survey. The survey indicated that a majority residents had a favorable opinions of speed weeks and bike week. Based on the survey, most people would vote to keep bike events.
Member Zimmerman clarified that he agrees that Bike Week may have great favorability but that itinerant vending is what causes the issues that impact the residents negatively.

Member Albright summarized the itinerant vendors on Main Street as preventing the change the committee wants to see.

Member LaMotte stated that doing nothing will not improve anything. Improving Main Street is what needs to be looked at.

Member Henry feels that the residents have a positive feeling about the events that take place but does not think the events and itinerant vendors have been reviewed separately. The policy may need to be reviewed and updated to make improvements necessary to help Main Street.

Mr. Ervin discussed the rough draft of the layout and design of the recommendation list and the recommendations that have been identified. He asked the committee to review the recommendations and bring back their thoughts.

Member Albright asked everyone to review the list and send comments to staff prior to the next committee meeting.

Mr. Ervin agreed that would be the most efficient way to review everyone’s opinions and notes.

Member Ghyabi clarified Sunshine rules about everyone not discussing it amongst themselves.

Member Cruise asked who will ensure these actions get put into place and the ideas don’t get put on a shelf.

Mr. Ervin stated the County Council is not looking to tell the cities how to carry out redevelopment within their city. Mr. Ervin clarified that the County Council wanted the Committee to identify funding opportunities that are consistent with the cities’ redevelopment efforts.

Member Albright went through the next meeting dates and the wrap up of the meeting prior to public comment.

Member Ghyabi stated she feels the recommendations list is great, but there are more ideas that will come from the funding discussion.

Mr. Ervin explained Member Grippa’s intent to get through the funding discussion in order to meet the deadlines of the short legislative session.

Discussion ensued.
Member Albright opened the floor to public comment.

Robert Stolpmann, 400 E. International Speedway Blvd., Daytona Beach, FL 32118, spoke to renewable energy. He asked the committee to consider wave energy as a recommendation.

Member Ghyabi asked Mr. Stolpmann to send her the information on wave energy directly.

Rick Knutor, 637 Riverside Dr., Ormond Beach, FL 32126, stated that he wants Main Street to be more inviting to bring people in. The area has to make people want to come. He also suggested having golf carts that bring people downtown from the hotels and back at the end of the night to prevent drunk driving and encourage the visitors to come out.

Member Ghyabi asked Mr. Knutor what type of business he operated.

Mr. Knutor responded a restaurant. He also stated that the homeless issue needs to be addressed.

Inessa Hansen, 506 Main St., Daytona Beach, FL 32118, discussed the vendors and improvements needed on Main Street.

Member Albright asked what her concerns were.

Ms. Hansen responded from a real estate aspect the homeless people scare customers away. The lack of lighting at night is an issue as well as the garbage on the streets. She suggested the area needs to be cleaned up and made inviting.

Mike Dennis, 625 Lenox Ave., Daytona Beach, FL 32118, discussed beach driving and short term rentals benefits and disadvantages.

Member Henry asked Mr. Dennis where he would recommend the short term rentals be allowed.

Mr. Dennis responded that was something that would need to be discussed. If neighborhoods want to allow it, they should be able to allow it.

Amy Pyle, 136 S. Grandview Ave., Daytona Beach, FL 32118, stated she felt the CRA being managed by an outside company was a great idea. She agreed with the idea of beautifying the area to encourage residential growth. She suggested advertising for residential growth not just tourism, improving the schools to help with residential growth, not closing Main Street but possibly the smaller streets close by and building up the area, and free parking and beach access.

Anne Ruby, 137 Park Ave., Daytona Beach, FL 32118, agreed that closing Main Street is a good idea. She stated she felt there is a lack of leadership within the City of
Daytona Beach and feels the redevelopment department needs to be looked at in order to be more productive. She also suggested that the CRA board should not be made up of commissioners and should meet more often.

Member Ghyabi asked for the information on the CRA.

Member Albright informed her it is available on the committee’s website.

William Bittorf, 400 E. International Speedway Blvd., Daytona Beach, FL 32118, asked for leadership and suggestions for his property and the entrance to Daytona.

Member Ghyabi stated there will hopefully be big news coming in one month.

Maxwell Van Noppen, 1142 Meditation Loop, Port Orange, FL 32129, spoke about the positives of the beachside area for real estate, short term rentals, infrastructure, schools, and selling points for the area. He posed the question what is the one thing that can be done to help invigorate the redevelopment process.

Inessa Hansen, 506 Main St., Daytona Beach, FL 32118, spoke to the redevelopment and bike week discussion.

Member Zimmerman clarified the difference between bike week and management of bike week and the itinerant vendor issues.

Member Bowler clarified that he just provided statistics.

Ms. Hansen spoke to the empty lots on Main Street and making the vendors year round vendors. She spoke to short term rentals and stated people who chose to live around the downtown are not the ones who will complain about the noise.

Member LaMotte stated that he has spoken to some of the business owners and stated that more vendors on Main Street are wanting the year around business versus event vendors. Those vendors also want to invest in Main Street and help make it grow.

Member Bowler echoed Member LaMotte’s comment and agreed they want the 365 day a year business.

Member Ghyabi asked Ms. Hansen how she will grow her business on Main Street.

Ms. Hansen described her vision for the future of her business.

Member Kent stated he feels the cost of wave energy to turn salt water into drinkable water is too expensive, especially when we have spring water available. He reiterated that the short term rentals do not belong in residential areas. He also stated that Ormond Beach approaches should be opened in order to help redevelopment within their area.
Member Ghyabi requested that Member Kent send her the information on the availability of drinking water from St. John’s River Water Management District.

Member Albright said he agrees short term rentals don’t belong everywhere but recommended putting them in one area to see how it goes and how it is received.

Member Ghyabi agreed with Member Albright’s idea.

The meeting was adjourned at 7:37 p.m.