In Attendance
Kent Sharples, Member
Rodney Cruise, Member
Charles Lichtigman, Member
Paul Zimmerman, Member
Tony Grippa, Member
Dave LaMotte, Member
Troy Kent, Member (arrived at 5:39 p.m.)
Harry Jennings, Member
Derrick Henry, Member (arrived at 5:45 p.m.)
Frank Molnar, Member

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 5:36 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.

Member Grippa called for discussion and/or a motion on the October 16, 2017, meeting minutes.

Member LaMotte motioned to approve the October 16, 2017, meeting minutes as written.
Member Lichtigman seconded the motion.

Motion passed unanimously (8-0).

Mr. Ervin introduced Arlene Smith, Legislative Affairs, County of Volusia.

Ms. Smith gave a brief presentation on the State of Florida's financial outlook. She stated that legislative requests were due November 13, 2017. She also stated that legislative leaders clearly quantified that requests for education and hurricane related items were going to take priority for the upcoming year, and the County has made their requests accordingly.

Member Grippa stated there were only two requests from the County of Volusia for last budget year and questioned why they had the least amount of requests.
Ms. Smith responded there were more requests that were not funded, but some requests were done through partnerships with other agencies.
Member Grippa asked if there is more opportunity for the County of Volusia, similar to other counties and cities, to receive funding from the state for redevelopment. He also asked if the County of Volusia had a lobbying firm.

Ms. Smith responded in the affirmative.

Member Grippa asked who the firm was.

Ms. Smith informed him that the firm was GrayRobinson.

Member Grippa asked how much money they have brought back to the County in the last five years.

Ms. Smith stated that a 3 million and a 2.95 million project passed the house that were vetoed by the Governor. She then provided some examples of projects that were approved over the last few years in Volusia County. She also stated that the County of Volusia gears their requests towards projects that are likely to be approved. She then stated that shovel ready projects had a much better chance at approval.

Member Grippa agreed with the shovel ready idea and suggested the committee look at that as an option.

Member Cruise stated that Member Grippa’s list was not all inclusive of projects in the County of Volusia. He stated that if the agencies all work together on a project, it would likely have more success.

Member Grippa agreed with Member Cruise’s suggestion and then clarified that he narrowed down his result based on appropriation units, which excluded school related requests.

Member Sharples asked how a projects gets on the capital improvement list (CIP) and how the different agency list correlate.

Ms. Smith explained how the CIP list is created and that the DOT and TPO also have a similar list.

Member Sharples asked how those three lists come together.

Mr. Ervin stated that we have provided the lists from the different agencies.

Member Sharples restated his question.

Ms. Smith replied that the reason the Williamson Boulevard item was vetoed was because a different list had the same project.
Member Sharples stated we need to make the list more cohesive among jurisdictions to ensure the governor doesn’t have a reason to say no.

Ms. Smith stated that the reason we did not go through the DOT CIP list was because it is a long process. It takes 5 years just to get on the list. She also stated that getting support from the surrounding areas and not having opposition is a crucial aspect to getting passed the house.

Member Sharples stated that any time you are asking for money they are always looking for a reason to say no, you can’t give them one.

Ms. Smith stated that if there is not a standard that the project doesn’t meet, you have a better chance to get it through the system.

Member Grippa suggested getting the lobbyist for the cities and the county together to create a better strategy.

Member Cruise stated there are different pots of money for different types of projects. He agreed that the groups should come together and go after the appropriate funds for each projects.

Member Jennings added that they need to look at the personalities of the people making the decisions and if there are connections in legislature they should be utilized.

Member Grippa asked if there are delegation meetings and if they go through the projects.

Member Jennings stated yes, there was one recently.

Discussion ensued.

Member Grippa asked how successful the process being used has been.

Mr. Ervin gave some examples of successes that the County of Volusia has recently had, how the process works, and the coordinated efforts are handled.

Member Grippa stated the numbers should be pulled from all the counties to see if Volusia County is getting their fair share. He also stated that Volusia County has a representative in line to be speaker of the house, and it could put Volusia County in a better position to receive funding.

Member Cruise stated that the different types of projects need to be prioritized on the appropriate lists and need to get the agencies to hunt together.

Member Grippa asked to have information brought to the committee on how other areas achieved projects and got them funded.
Ms. Smith stated the data being requested is not readily available to her knowledge.

Mr. Ervin stated that he and Ms. Smith would reach out to their contacts and see what information can be gathered for the committee.

Member Grippa suggested asking the lobbyist to pull redevelopment and economic development appropriations that have been approved as well as various other funding mechanisms that have been used. He also asked staff to gather grant information and provided some examples he had seen used in Ormond Beach.

Joyce Shanahan, City Manager, Ormond Beach clarified that the examples provided were not funded.

Member Molnar suggested looking at the New Market Tax Credit that is funded on a federal level.

Member Grippa stated that there are ideas out there that have been done and this is not the first area to look at this. He then introduced Jim Morris, Deputy City Manager, City of Daytona Beach, to speak to the letter he submitted to the committee regarding capital improvements.

Mr. Morris reviewed the projects that were in his letter and spoke to them briefly. The listed included, but was not limited to, ideas on lighting, pedestrian crossing, cleanup of planters and pavers, code enforcement, façade grants, and East International Speedway Boulevard.

Member Grippa commended Mr. Morris on the list, but added that the committee cannot fund any requests. He then added that the requests would be considered as possible recommendations.

Member LaMotte suggested adding funding for graffiti cleanup.

Mr. Morris stated that it is a code violation and that while the property owner is not at fault, it is their responsibility to have it removed.

Member Lichtigman stated that Seabreeze needs to be improved, as well as Silver Beach, before the committee gets to the level of Main Street.

Mr. Morris concurred that Seabreeze is not getting the needed attention, but added the traffic pattern is an issue, and the city can possibly work with the merchants on that. As for Silver Beach, he stated that it may appear static, however, there residential improvements happening.

Member Cruise complimented the City and everyone involved on the coordination and the efforts to work together with County, DOT, TPO and others.
Mr. Morris recognized Member Cruise’s efforts as well.

Member Molnar asked if florescent paint was a code violation.

Mr. Morris responded it is a code violation that has not been addressed.

Member LaMotte stated that there are restrictions on colors in the CRA area and paint schemes have to be approved based on his past experiences.

Mr. Morris stated that yes, in the CRA area, paint samples have to be brought to the redevelopment officer for review and approval.

Member Grippa asked if the City of Daytona Beach has looked at privatizing or incentivizing code enforcement.

Mr. Morris stated that they previously had two law firms doing that, but it was not successful. They now have one lawyer that looks at foreclosures as well as injunctive remedy. He also added that homesteaded properties are protected and financing takes priority, making the foreclosures process often unsuccessful.

Member Grippa moved on to the CIP list provided.

Mr. Ervin spoke to the CIP list provided to the committee. He gave a brief overview of the items on the list and how it was created.

Member Grippa asked when FEMA reimbursements were expected to be received.

Mr. Ervin stated that the County of Volusia has roughly 25 million dollars outstanding, and there are still reimbursements outstanding from Hurricane Matthew as well.

Discussion ensued regarding the low probability to receive reimbursement from FEMA that would cover all of the expenses associated with hurricane recovery. It was a consensus of the local government representatives that it unlikely that they will receive 1005 reimbursement from FEMA and that their respective reserves would be impacted by the hurricane recovery for hurricanes Matthew and Irma.

Member Grippa asked what the total reserves were for the County of Volusia.

Mr. Ervin stated he does not have the exact figure, but it is below the recommended the 15%.

Member Grippa stated we have already discussed the funding opportunities.

Mr. Ervin discussed what was presented and what the next steps should be.
Member Grippa reiterated that there is additional information on the various mechanisms that have been used around the state of Florida that the committee can look at.

Member Molnar discussed the Wynwood Art District and suggested the committee look at possibility of bringing something like that to Main Street to attract visitors.

Member Grippa stated they would wait to discuss the ½ cent sales tax.

Mr. Ervin provided a brief update, stating that it is in the County Manager’s office and being reviewed by all the cities.

Member Jennings stated there will be a presentation on the ½ cent sales tax at the Mayor’s meeting in January.

Member Grippa opened the floor for committee discussion regarding how to get to a final recommendation list. He made a recommendation of making the County of Volusia parking lot area a residential area using a national RFP. He showed the group an enlarged copy of the architectural rendering that Member Albright had previously provided.

Member Lichtigman reminded that there are also areas in Ormond Beach and Daytona Beach Shores that should also be considered.

Member Kent spoke to the underutilization of the Ocean Center and also agreed with Member Cruise’s statement regarding focusing on one major project. He added the focus should be on making the area wholesome and safe. He also requested that there be a recommendation to open all beach ramps in the Ormond Beach area.

Member Grippa stated he remembered there being crosswalks that were needed.

Member Kent said yes but they are working on those.

Member Molnar stated focusing on the East International Speedway Boulevard project needs to be a top priority since it is the first impression of the beachside area for many first time visitors.

Member Zimmerman stated that stabilizing the neighborhoods needs to be the first priority.

Member Grippa asked for specific recommendations to achieve the neighbor stabilization.

Member Zimmerman stated the infrastructure; sidewalks, roadways, bare utility poles, and other things that make the area look run down.

Member Grippa stated bringing in permanent residents is important.
Member LaMotte suggested making Main Street the main focus and then growing from there.

Member Cruise agreed that the idea of having one main project is the right idea, and this group needs to pick the next big project. The laundry list of issues need to have detail follow up done.

Member Grippa agreed and stated having a meaningful recommendation is important. He asked if there are any other processes in place in the Main Street area.

Mr. Morris stated there is a small substation coming in on the west side of A1A, and there is currently a full station on Harvey Street. They also have started utilizing bicycles on Main Street as well.

Member Grippa asked if Volusia County Sheriff’s Office patrolled inside the city. He responded yes, they have beach patrol.

Member Grippa stated the presence of an officer makes people feel safer.

Mr. Ervin clarified that there are response agreements between Volusia County Sheriff’s Office and the cities in Volusia County for backup assistance, if needed.

Member Grippa suggested a recommendation of an increase in policing.

Mr. Morris stated that would deal with budget constraints. He said he could set up a meeting with the police chief.

Discussion ensued.

Member Jennings stated that there might be a recommendation but the committee should not get in the weeds and tell the Chief how to run his department.

Discussion ensued.

Member Molnar offered that one area of focus should be the west side of A1A with parking spots, residential, and other ideas.

Member Grippa indicated that additional efforts for a residential project in the Main Street area is critical at this point and additional research is needed to see what is needed to make that happen.

Member Lichtigman stated that the issue is with the return on investments and it was experience that he couldn’t realize the minimum return on investments for
apartments even if the property was given to him. He stated that looking at the return on investment is crucial. Other things need to take place to get the demand to where it needs to be.

Member Grippa asked what the first step should be.

Member Lichtigman suggested determining what will provide the greatest return, with lowest cost.

Member Grippa asked how to get people living in the area.

Member Molnar suggested look at Ormond Beach and how much more they are willing to pay to live there.

Member Zimmerman stated Daytona has incentivized vacant lots, and that needs to be reversed.

Member Kent stated that the City of Ormond Beach recently approved a new project on the beachside consisting of 12 town homes. The projected asking price for the individual units was report to be in the $400,000 range.

Member Cruise suggested looking at downtown DeLand, noting that the store fronts are full of appropriate stores. He also suggested taking it street by street to determine the needs of the area.

Member Lichtigman stated he wanted to emphasize the importance of selecting the right area.

Member Grippa asked Mr. Ervin to find a model city and research what methods were used to bring in the full time residents.

Mr. Ervin summarized what he will work on based the committee requests. He will take the recommendations and categorize by short term, mid-term, and long term goals. He also stated that he will research how redevelopment projects have been paid for and will work through the areas discussed so that an area can be selected.

Member Cruise stated it is not necessarily one area as some ideas can be implemented in multiple area such as safety suggestions.

Member Molnar suggested also looking into how New Smyrna Beach funded Flagler Avenue.

Member Grippa asked if incentives were given.

Mr. Morris stated that no, only incentive is from the Orlando area having a place to go.
Member Grippa noted the architectural standards.

Member LaMotte suggested dis-incentivizing the demolition of buildings.

Member Grippa opened the floor to public comment.

Sandy Murphy, 136 Park Ave., Daytona Beach, FL, agreed with the discussion of finding the resources to provide the best way to accomplish the goals. She also stated the area is low income, and the housing needs to be affordable but in a creative way to be attractive as well. She emphasized creative thinking and including the arts.

Amy Pyle, 136 S. Grandview Ave., Daytona Beach, FL, agreed with the idea of starting with the neighborhoods. She suggested code enforcement needs to go after the large offenders first. She recommended safety, buried utility lines, and schools being major focuses. She stated that restaurants, grocery stores, hardwood stores, and laundry mats are all businesses that are needed in the area.

Member Cruise asked why it is so hard to start a business in Daytona Beach.

Ms. Murphy said the City does not have someone to assist people to start businesses.

Member Cruise stated the local colleges have incubators to help people.

Ms. Murphy said that the mom and pop shops need legal assistance as well.

Member Grippa asked Mr. Ervin to bring information on the New Market Tax program.

Anne Ruby, 137 Park Ave., Daytona Beach, FL, stated that the Brown and Brown average income will not allow for higher income living. She suggested immediately opening up parking lots during nonevent times. She also suggested looking into tiny houses and bike share programs. In closing, she noted the new window art displays on Main Street.

William Bittorf, 400 E. International Speedway Blvd., Daytona Beach, FL, stated that there needs to be a good foundation. He feels the main problem is the corridor coming into town. He thanked everyone for their time and stated he is excited about the great ideas.

Meeting was adjourned at 7:46 p.m.

Member Cruise asked to recall the meeting to order.

Meeting called back to order at 7:50 p.m.

Member Cruise made a motion to nominate a small working committee to assist staff with the recommendations.
The motion was seconded by Member Jennings.

Member Grippa asked for volunteers.

Members Jennings, Molnar, LaMotte, Zimmerman, and Grippa volunteered.

Member Cruise motioned to appoint Members Jennings, Molnar, LaMotte, Zimmerman, and Grippa to a working subcommittee.

The motion was seconded by Member Henry.

Motion passed unanimously (10-0).

Meeting was adjourned at 7:52 p.m.