In Attendance
Paul Zimmerman, Member
Tony Grippa, Member (via phone)
Dave LaMotte, Member
Harry Jennings, Member
Frank Molnar, Member (arrived at 6:11 p.m.)

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

Member Jennings called the meeting to order at 6:07 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.

Clay Ervin, Director of Growth and Resource Management, reviewed the funding research that staff had completed at the direction of the committee. He noted that appropriations have primarily focused on infrastructure and not private sector redevelopment.

Member Zimmerman asked if that information was primarily based on commercial or residential.

Mr. Ervin stated all.

Member Grippa requested clarification regarding projects that had been funded in the past.

Mr. Ervin stated that other things, besides infrastructure, had been funded previously but not under the current methodology.

Member Grippa asked if one of the committee members could contact the County lobbyists.

Mr. Ervin suggested making that part of the recommendations as the window has closed for this year’s legislative session.

Member Grippa suggested including the chamber and local private sector leaders in the process.

Member Jennings stated that Tom Leek should be included as well. He then asked if all the cities involved support tax increment funding (TIF).
Mr. Ervin stated that Ormond Beach and Daytona Beach have TIF districts, but Daytona Beach Shores currently does not.

Member Jennings stated that Daytona Beach Shores does not have any infrastructure needs at this time.

Mr. Ervin clarified that the different cities use the tax increment districts for different purposes.

Member Molnar asked how much was in Main Street CRA currently.

Mr. Ervin stated he did not have the information readily available, however, it is online. He then continued with the review of the funding research, stating that a lot of cities utilized TIF. He added that finding the project then locating the funding was definitely identified as the better option. He also explained what a brownfield is and the benefits that the designation offers.

Member Zimmerman requested clarification on possible issues that would allow for brownfield designation.

Mr. Ervin provided examples of gas stations and other possible pollution issues. He stated that he had spoken with Mike Sznapstajler, with Cobb Cole, and will ask him to give a presentation on brownfields at the December 18, 2017, committee meeting.

Member Jennings asked if Mr. Sznapstajler could look at the properties in Daytona Beach to identify potential brownfields.

Discussion on brownfields ensued.

Mr. Ervin stated that projects tied to resiliency, stormwater improvements, and coastal improvements it will have a higher chance of being approved.

Discussion ensued.

Mr. Ervin summarized funding. Once a project has been identified, then the committee should utilize private sector and state funding, where appropriate, to complete the project.

Member Zimmerman stated that a point person needs to be designated.

Member LaMotte asked when the deadline will be for next legislative session.

Mr. Ervin responded that it was in September last year.
Member LaMotte agreed there needs to be a point person and that the committee should identify potential projects and present the proposal to the county before the September deadline.

Member Molnar stated the Daytona Beach E zone plan has plans for parking, which is not funded and could possibly be the catalyst to get things going.

Member Zimmerman suggested selecting a specific area, rather than a specific project.

Mr. Ervin moved into the review of the staff assumptions and findings.

Member Jennings asked who was going to be reading the list, because not everyone has the background.

Mr. Ervin stated it will have the details when published.

Discussion of item number one, find a focus project as a catalyst for redevelopment.

Discussion of item number two, using one voice and coming together.

Discussion of item number three, identify project first then find funding.

Member Grippa stated that East ISB should stay the number one priority as it is already moving forward. He brought up the surface parking by the Ocean Center and stated he felt that should be the next focus area, including residential and mixed use being put there.

Mr. Ervin stated that he agrees and that is all included in the E Zone plan.

Member Grippa asked if there were any incentives for that land being offered.

Mr. Ervin stated no, that has not been done yet.

Discussion ensued as to bringing in residential and incentivizing enhancements to the area. The discussion also included the use of short term rentals as a method of encouraging revitalization of dilapidated residential homes.

Mr. Ervin stated there is a bill that has potential of passing that may prevent local governments from regulating and/or prohibiting short term rentals.

Discussion continued on incentivizing residential.

Discussion of item number five, neighborhood stabilization.

Member Jennings asked to spell out infrastructure, roads, sidewalks curbs, etc. to be as specific as possible. He asked who will read this.
Mr. Ervin stated that it will go to the County Council first, but most importantly, the County has made it clear that the County is not telling the Cities how to run their cities.

Member Jennings stated he doesn’t feel there needs to be any more studies.

Mr. Ervin stated that an RFP would require a feasibility study.

Member Molnar stated that the cities need to work with the neighborhood groups. They know the code violators, the issues, and can be a big help.

Code enforcement discussion ensued.

Discussion of item number six, specifically itinerant vending.

Discussion of item number seven, code enforcement.

Member Jennings suggested ensuring Daytona Beach agrees with what is presented to County Council.

Mr. Ervin stated it will be discussed at the December 18, 2017, as well as the January 8, 2018, meeting.

Member Grippa reiterated that he agreed there does not need to be another study. He posed the question of whether or not someone would be able to develop the surface parking land, if the land is given to them on a lease.

Discussion ensued.

Mr. Ervin stated that there was a bond issued and part of that bond requirement may be tied to the revenue from the parking lot.

Mr. Grippa stated he would look into that.

Mr. Ervin suggested Member Grippa contact the County Attorney, Jamie Seaman, to discuss the legality of the parking lot as it relates to the bond.

Discussion on homestead exemption fraud ensued.

Discussion of item number eight, public safety being a high priority of the committee. Then a discussion on the homeless situation ensued.

Member Jennings suggested taking the assumptions and findings document and embellishing it further to include the committee’s suggestions and other items, such as supporting the property appraiser’s initiative to change the wording of the law.
Member Molnar reiterated working with the neighborhood groups on the safety issues as well.

Mr. Ervin summarized the discussion and the requested additions to the document, which updated and then presented at the December 18th meeting. Those items include:

- Keeping East ISB as the main priority, and then identifying opportunities within the core Main Street area that will allow for residential and mixed use development.
- Code Enforcement needs to have a greater presence, be proactive, and work with the neighborhood groups. Also, it should be established that no grants will be issued if a property owner has any outstanding code violations.
- Raising the bar and sticking to our guns.
- Stabilization of the area, incentives for mom and pop shops, making sure people are aware of the programs that are available.
- No new studies.
- Projects identified are supported by all the cities involved when taken to the legislative.

Member Zimmerman added recouping the funds from homestead violations.

Discussion of cover letter ensued.

Member Molnar asked if A1A was included in the area.

Mr. Ervin stated he believed it was.

Member Jennings suggested including the number of meetings, topics discussed, and presenters to show the scope of the work in the final recommendation package.

Member Grippa added the brownfields, and then asked what a special district was.

Discussion ensued.

Member Grippa said he would look into it and bring it back to the committee. It would make up a board to oversee the implementation of the committee’s recommendations. He then asked if there was a board for the Main Street area.

Discussion of how other areas have achieved a downtown improvement authority.

Member Jennings asked for any other suggestions for Mr. Ervin and staff.

Member Molnar discussed the marketing component that needs to be done.

Member LaMotte suggested a brochure.

Discussion ensued on marketing ideas.
Mr. Ervin briefly reviewed the New Market Tax Credit research, noting that it is not being
done in our area.

Adjourned at 7:50 p.m.