BEACHSIDE REDEVELOPMENT COMMITTEE
ORIENTATION MEETING
WEDNESDAY, JUNE 28, 2017

In Attendance
John Albright, Member
Rodney Cruise, Member
Tony Grippa, Member
Aaron Delgado, Member
Maryam Ghyabi, Member
Mayor Derrick Henry, Daytona Beach
Mayor Harry Jennings, Member
Dave LaMott, Member
Charles Lichtigman, Member
Joyce Shanahan for Commissioner Troy Kent, Member
Kent Sharples, Member
Paul Zimmerman, Member

Staff Members Present
Russ Brown, Assistant County Attorney
Clay Ervin, Director, Growth and Resource Management
Briana Peterson, Special project Coordinator
Sarah Presley, Staff Assistant II

Clay Ervin, Director, Growth and Resource Management, welcomed those in attendance, asked everyone to introduce themselves, and introduced Russ Brown.

Tony Grippa, Member, thanked committee members, County staff, and City of Daytona staff for their time. He gave oversight of the committee. Mr. Grippa stated that the goal of the committee is to provide recommendations and direction that will facilitate and expedite the redevelopment efforts of the beachside communities. He also noted that the committee is not to look at beach operations or management. Mr. Grippa provided an overview of potential opportunities and identified funding options that may improve the redevelopment efforts of the local governments.

Russ Brown, Assistant County Attorney, provided handouts, including a Primer for the Sunshine Law, a power point presentation of the Sunshine Law, and Robert Rules of Order and went over them. He reviewed the Sunshine Law, noting that it applies to the Committee members. He stated committee members may not speak to one another by email or by any other form of communication regarding any items that have been discussed, or may be discussed, in the future. He added that any written notes or emails are considered public record. Public notice of the meeting will be done by staff. He stated, actions have to have a Motion made and a second, with a majority vote. Majority for this committee will be 6.
Clay Ervin, Director of Growth and Resource Management, stated the only member not present was Chris Bowler.

Russ Brown, Assistant County Attorney, asked for a volunteer for Chair and Vice Chair.

Charles Lichtigman, Member, nominated Tony Grippa and made a motion.

Maryam Ghyabi, Member, seconded the motion.

Motion passed 11-0

Mr. Brown stated Tony Grippa was now the Chairman of the Beachside Redevelopment Committee and turned the meeting over to him, reminding him there needs to be a Vice Chair.

Tony Grippa, Chair, asked for nominations for Vice Chair.

Member Ghyabi nominated John Albright as Vice Chair and made a motion.

Member Grippa asked for a second.

Rodney Cruise, Member, seconded the motion.

Member Grippa called for vote.

Motion carried unanimously, 11-0

Member Grippa turned it over to Clay Ervin for directive.

Mr. Ervin explained the focus for the board. He noted that the board is directed to look at private property and the ability for the private and public sector to come together and look at options for redevelopment. They are also tasked with looking for funding options.

Member Grippa suggested they go around the table and give each person 5 minutes to discuss their ideas and what they want to see this committee do.

Member Joyce Shanahan, representing Commissioner Kent, stated they care about the beachside and are willing to do what needs to be done. She deferred to Commissioner Kent at a later meeting to let him state his goals for this committee when he is able to be there.

Member John Albright, private company with Daytona based investments, would like to see the beachside reflect all the possibilities and assets that the community has. Having a viable beachside with full time residents and tourism is his goal.
Member Aaron Delgado, stated that Daytona is the central “T” for the beachside-the focus is on tourism, transportation all intersect right there at ISB and Atlantic Avenue, which needs to be redeveloped.

Member Paul Zimmerman, noted that past efforts were based on the beachside east of A1A. He added that until we make the beachside livable and focus on our infrastructure; it won’t matter what we do east of A1A. He then discussed the beachside events within the City of Daytona Beach and other possible hindrances.

Member Dave LaMott expressed his appreciation and added that he is looking forward to revitalizing the core tourist areas from Daytona to Granada.

Member Mayor Henry, City of Daytona Beach, concurs with Member Delgado regarding East ISB area as a pivotal point. He added that Main Street is a critical component of the community that needs to be changed. He suggested that the committee explore ways to inspire the businesses to stay open year around. He is willing to consider changes to how they allow things to be done to revitalize Main Street.

Member Jennings added that they cannot only be focused on Daytona Beach, we have to think from Ormond all the way down to Ponce inlet. We have to see the plans for all of the beachside cities.

Member Kent Sharples stated the perception of all of Daytona Beach is based on the perception of the beach. This reflects the peripheral issues that influence the perception of outside companies that do not differentiate between the different cities. He added there should be focus on infrastructure to accommodate redevelopment.

Member Grippa thanked Member Sharples for all he has done to bring in new businesses to the area.

Member Charles Lichtigman discussed the opportunity to take a holistic approach to the seaside economic growth. He also noted pragmatic availability of fund, resources and political will, will get things done. Once we know what the funding we have we can pick site specific projects.

Member Maryam Ghyabi noted infrastructure and whole neighborhood needs to develop. She added that as infrastructure gets developed, safety should be number one priority, then walkability, and then biggest obstacle will be funding. She expressed concerns with making the scope of the project too big since that will be an impossible task. She offered that it should be broken down into smaller, possible tasks, and that funding should be a major focus.

Member Rodney Cruise stated the University brings thousands of brilliant young minds to the area every year, but 99% leave after graduation due to lack of high paying jobs. He offered a platform for economic growth for the community, which has to be strategic.
He suggested lobbying companies to come to the area as, the lack of high paying jobs is a drain on this community.

Member Grippa expressed agreement with the ideas. He stressed the need to come to a consensus and to have the will to go after funding in order to achieve the items discussed. He encouraged members to go to Jacksonville Beach and see what they did, noting they had the willing and private and public cooperation to make things happen. He also explained Destin property values have gone up but our beachside property values have gone down. If we bring in conventions and groups to the Ocean Center, they do not have places to walk to, to eat, or shop. He then discussed homelessness in the area and thanked the mayor for his efforts. He mentioned that funding from legislature for homeless shelter is a real opportunity. He added that Main Street should be a year round place not a bike event driven place, make it family friendly. Private/public agreements that can be done.

Member Lichtigman raised a question regarding provisions for funding and the ability to commission studies, if needed.

Mr. Ervin replied that the City of Daytona Beach, Ormond Beach, and Daytona Beach Shores all have done redevelopment effort. Cities bring in their success and areas that need improvement. Suggested each city host a meeting.

Member Grippa replied that if there is a study outside of staff, the committee would have to take that to council to request funding.

Member Ghyabi requested the County present the CRA information, specifically, where it comes from and where it goes. She added the state would be a good partner.

Member Albright requested a map depicting the city and county owned parcels.

Member Grippa added that having a map of large property owners would be helpful. He also suggested to call one or various entities and ask how the public private partnership was done and where they got funding from, and contact the Redevelopment Association to request information. He also noted possible funding opportunity for sidewalks and parks from DEP.

Member Zimmerman requested a list of low hanging fruit and funding that is available to determine a good starting point.

Member Grippa also suggested looking at Jacksonville Beach and Vero Beach are good places to look at for that.

Member Delgado requested a list of blighted properties.

Member Cruise noted that the city has done great work on East ISB and requested an update on their current funding stage.
Member Grippa raised the question if it would be appropriate to allow staff to decide what we can fit into the next meeting and then the following?

Member Ghyabi noted that her firm has done some studies around SR A1A and she then requested that the East ISB discussion be added to the 2\textsuperscript{nd} or 3\textsuperscript{rd} meeting.

Member Sharples also requested a list of projects that are happening.

Member Grippa stated the next meeting should focus on everything that is going on, in order to get a better sense of what is happening. The 3\textsuperscript{rd} meeting should focus on funding. He added that Federal government will have funding for infrastructure.

Mr. Ervin summarized the list of things requested, pending projects, parcels owned by public entities, and CRA areas, he noted staff would need more time for CRA data. He stated that staff can provide the large property owners, the list of city and county parcels, and the list of pending projects by the next meeting.

Member Ghyabi clarified that the next meeting would focus on lands and what is available and the following meeting will be funding.

Member Grippa reiterated the need to discuss neighborhood and public safety funding available.

Member Ghyabi noted that the DOT budget is 11 billion dollar for next year, if you ask you generally get. We haven’t asked.

Member Grippa asked Member Ghyabi about her sense of the federal funding.

Member Ghyabi responded that because A1A is a state road, funding for resurfacing and landscaping from the state should be easier to get.

Member Grippa discussed infrastructure funding that was delegated to the states. He then noted the Governor’s comprise with the “Enterprise Florida” the 84 million, which has to be spent by local government for infrastructure.

Member Zimmerman requested a list of neighborhood and community grants to put some focus on the neighborhoods and community.

Member Grippa responded that DOT grants have been utilized for infrastructure; lighting, sidewalks, and things needed. He added that he has a list of a lot of grants available through the State of Florida, which Daytona should be eligible for.

Member Ghyabi added that if the committee can get the funding for A1A then the CRA’s could be focused on the neighborhoods.
Member Sharples asked septic tanks are a major issue and if they could be leverage to get the money in the neighborhoods.

Mr. Ervin responded that infrastructure is a critical element. He also noted the need for adequate water for vertical construction.

Member Grippa asked for any other thoughts and suggestions.

Member Lichtigman requested Department of Education information as well. Mr. Ervin responded that zones maps for schools should provide the information requested.

Member Grippa thanked staff and asked the Mayors for their staff cooperation.

Member Grippa suggested the next meeting be on July 17 and be located on the beachside.

Mr. Ervin stated the Beach Safety headquarters has limitations and would not be ideal for this.

Member Grippa suggested the Ocean Center.

Mr. Ervin agreed to work on securing a space.

Member Grippa suggested the meeting begin at 5:30 p.m.

Mr. Ervin confirmed July 17, at 5:30 at the Ocean Center.

Member Grippa thanked everyone.

Member Zimmerman discussed families and students leaving. He asked Member Sharples, for insight as to why they decide to go somewhere else.

Member Sharples responded that they don’t conceive this as a place to do high tech manufacturing. Salary is the biggest reason, one of the lowest per capita income county in the area.

Big John asked if there will be public participation.

Mr. Grippa, said yes and asked for his name and address.

Big John, Holly Hill, stated that Morgan Gilreath (former Property Appraiser) did a presentation of the vacant properties on the beachside. He added that Larry Bartlett, Property Appraiser, could share that and the CRA information comes from them. Focus on neighborhoods is important.
Ann Ruby, 137 Park Ave., Daytona Beach, formed a group that is focusing on Main Street. She offered that the members go to Leesburg their street is vibrant and lovely. She also added that full time residents need a grocery store and suggested the only way to get people to stay is raise the per capita per students.

David Lee Davis, 939 Sandleberry Court, Port Orange, FL, complimented the group and their focus on that area. He raised concerns with properties being removed from the tax rolls and the need for balance between the east and west. He also suggested law enforcement representation and a time limit for public participation.

Member Grippa asked if three minutes would be appropriate.

Member Albright motioned for three minute time limit on public participation.

Member Sharples seconded the motion.

Motion carried unanimously, 11-0

Mr. Ervin suggested a regular schedule of the 3rd Monday of each month.

Member Grippa requested that the meeting schedule be delayed until the next meeting.

Member Ghyabi requested name tags.

Member Grippa suggested having Ocean Center director come to speak at a future meeting.

Mr. Ervin stated the meeting should also include representatives from the City of Daytona Beach to speak on the Peabody Auditorium and the Band Shell.

Member Grippa concurred and suggested all attend one meeting.

The meeting was adjourned at 7:52 p.m.