In Attendance
John Albright, Member
Rodney Cruise, Member via skype (call was dropped prior to the end of the meeting)
Tony Grippa, Member
Aaron Delgado, Member, entered after roll call
Maryam Ghyabi, Member
Mayor Harry Jennings, Member
Dave LaMotte, Member
Charles Lichtigman, Member
Troy Kent, Member
Kent Sharples, Member
Paul Zimmerman, Member
Chris Bowler, Member

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

Chairman Grippa called meeting to order at 5:31 p.m.
Sarah Presley, Staff Assistant II, performed roll call.

Chairman Grippa confirmed there was a quorum. He also thanked the two members who were not present at the last meeting for their service to the committee. He then called for discussion and/or a motion on the June 19, 2017, meeting minutes.

Member Jennings made a motion to approve minutes as written.
Member Ghyabi seconded the motion.
Motion passed unanimously (11-0).

Clay Ervin, Director, Growth and Resource Management, gave an overview of the meeting agenda, provided the website information for all documents, and then gave overview of the maps created by the County of Volusia, at the request of the board.

Member Ghyabi asked if the maps were online and printable.
Mr. Ervin, responded that they were.
Ric Goss, City of Ormond Beach, gave an overview of existing redevelopment efforts within the City of Ormond Beach. He discussed the Downtown Plan, Mobility Plan, and Mobility Fee, as well as, the recent FDOT safety study.

Member Ghyabi inquired about the difference between road impact and mobility fees. Mr. Goss gave a more detailed explanation of the differences. He explained that a mobility fee provided opportunities to spend capital on multi-modal forms of travel, such as sidewalks, bike lanes and transit that are not allowed with road impact fees.

Member Jennings asked how many crosswalks are in Ormond Beach on A1A. Mr. Goss responded only one on A1A, which does not have a flashing light.

Member Kent discussed the blight issue in Ormond Beach and his hope for the recommendations for this committee.

Member Lichtigman responded that the County owned parcel in Ormond Beach has a site plan submitted.

Member Zimmerman asked if the committee was permitted to discuss beach access. Mr. Ervin responded that per the May 18, 2017, County Council meeting, this committee was not to discuss beach management.

Discussion ensued regarding beach access being pertinent to redevelopment. Member Grippa reiterated that beach management and driving were not within the committee’s purview.

There was additional discussion on this issue.

Member Grippa asked Mr. Goss about the Food Lion building in Ormond Beach that has been vacant for many years. Mr. Goss discussed the progress of a comp plan change.

Joyce Shanahan, City Manager, Ormond Beach, further responded that the owner of Food Lion building would like to renovate it, and they are engaging in talks with an architect.

Reed Berger, City of Daytona Beach, gave a presentation on the past, current, and future redevelopment efforts in Daytona Beach.

Member Albright asked Mr. Berger about the RFP process and suggested that it be advertised to people outside the state.
Mr. Berger continued his presentation.

Member Ghyabi questioned having a Lotus Hotel in Ormond and Daytona Beach.

Mr. Berger stated he wasn’t sure of any name change.

Member Jennings asked about the future of the Main Street Bridge.

Member Ghyabi responded that there is currently no funding for it at this time, but they are looking into possible funding from FDOT.

Mr. Ervin further explained that it is a County of Volusia road, and the county is working with FDOT to get funding.

Member LaMotte asked if the economic impact of the truck event and other events like it have been looked at.

Mr. Berger stated there has been some generalized information but nothing recently.

Member Grippa stated the idea is to not to have an event driven economy but rather a 365 day a year economy to raise the tax base.

Member LaMotte discussed that the City provided a lot of money upfront for the event but had not seen a return.

Member Bowler suggested having an unbiased survey.

Member LaMotte concurred with having a 365 economy and phasing out the event economy would benefit the redevelopment.

Mr. Berger stated the City is looking at the guidelines and getting a better result of a year around economy.

Member Grippa noted the convention center and the need to provide the amenities around it. He added that successful cities cater to their locals, as well as a larger range of tourism.

Member Ghyabi asked about the project at the Marina and how to avoid the problems of changing ownership.

Member Grippa responded that if there are incentives, there should be a deadline.

Mr. Berger stated there were not any incentives that he was aware of and that the economics of real estate may have an effect.
Member Zimmerman stated the deadline was extended.

Member Albright discussed the handout he provided from Sarasota that discusses their projects and suggested that similar handout be developed for the beach side area.

Member Delgado asked what is being done to generate feedback from visitors to the area. He also addressed the need for better data.

Mr. Berger stated the city tries to get all the information they can when they make an investment like the Shiner’s event.

Member Lichtigman noted there have been various studies done by Evelyn Fine. He added that the committee needs to know what went right and what went wrong during events. He then noted that the speedway does surveys about every aspect of a visitor’s trip.

Member Grippa asked who could look into the data from the aforementioned groups.

Mr. Ervin stated he would research this.

Mr. Berger stated the CVB is the one who brought the Shiners here and would be the primary resource.

Member Bowlers stated Evelyn Fine was hired to do surveys.

Member Lichtigman suggested having Evelyn Fine come speak to the group.

Member Grippa agreed that Ms. Fine would be a good resource to speak to the committee on the economic impacts and the data behind it.

Member Delgado asked if Ms. Fine gathered data from residences.

Member Bowler replied that she does not.

Member Lichtigman stated that is not what she is hired to do.

Member Grippa agreed that knowing the impact on the neighborhoods would be beneficial.

Member LaMotte stated Ms. Fine has never interviewed his business.

Member Zimmerman asked to establish a problem with the event driven economy.

Member Grippa stated the community should have the data to see if something is helping or hurting and that could be a recommendation of this committee.
Mr. Ervin stated that the area we are focusing on is mostly city owned lands.

Member Delgado suggested having a baseline study would be helpful.

Member Grippa reviewed a few options that could be looked at with surveys of people or of the business owners.

Member Lichtigman asked if the funding is available.

Member Ghyabi stated many of these studies have been done, and the committee should get an inventory to determine what is available.

Fred Hiatt, Daytona Beach Shores, gave a presentation on the efforts of the city for redevelopment.

Member Zimmerman asked Mr. Hiatt if FDOT instructed the city where to put in crosswalks.

Mr. Hiatt replied that the city chooses and had to apply for permits.

Member Jennings explained that crosswalks do not fix all the issues as people choose not to use them.

Member Bowles complimented the underground wire project and asked where they are on removing the 12 story height limit.

Mr. Hiatt responded that it was in between reading and hearing process.

Member Albright asked where Daytona was on underground utilities.

Mr. Berger stated he was unsure, but would research and follow up.

Member Grippa posed questions regarding committee focus, actions, implementation, and grant funding for neighborhoods.

Member Bowles suggested that blighted properties should be a priority and that allowing the demolition of structures, while allowing the structural footprint to stay intact would be beneficial.

Member Ghyabi stated that safety is her main concern. She added that the lack of crosswalks is a major issue and noted that funding could be available.

Member Grippa asked Member Ghyabi if there is a better chance of getting FDOT funding would be by focusing on safety.

Member Ghyabi stated yes.
Member Kent agreed that safety and cross walks should be a priority.

Member Grippa asked if anyone opposed safety being a number one issue. He suggested having each city come with a recommendation based on their need for crosswalks, lighting, and sidewalks.

Member Albright suggested that code enforcement should also be included.

Member Lichtigman stated the location of the crosswalks need to be placed in areas that are attractive to cross onto the west side of A1A.

Mr. Ervin stated he would have the River to Sea analysis placed on the website.

Member LaMotte began to discuss beach management.

Member Grippa reiterated that beach management was not the charge of this committee and stated the committee should focus on the things that can be agreed upon.

Member Bowles suggested having universal communication system of wins to bring together all the cities and County of Volusia projects.

Member Grippa stated that could be a recommendation of the committee.

Member Sharples agreed that having consistency and communication is vital. He also noted the need for a mechanism to allow for better public policy communication.

Member Grippa suggested monthly meetings or comprehensive plan amendment meetings among the jurisdictions.

Member Zimmerman stated stable neighborhood rooftops is a challenge to the Ocean Center. Having a pleasant surrounding neighborhood is needed to help support the convention centers.

Member Grippa suggested consideration be given to a recommendation on how permit requests are handled in order to encourage redevelopment, rather than hindering it.

Member Lichtigman suggested improving and increasing the housing stock and stressed the importance of attractive properties.

Member Albright discussed a handout he provided from DPZ and stated they offered to do a presentation for the committee.

Member Bowler made a motion request a presentation by DPZ.
Member Delgado seconded the motion.

Motion passed unanimously (11-0).

Discussion ensued.

Member Grippa reviewed the schedule and content outline for each meeting.

Mr. Ervin clarified direction to staff regarding the meeting schedules and desired content.

Member Grippa asked for a recommendation for public safety.

Member Jennings asked for research on public policy for safety.

Amy Pyle, resident advocate, spoke to the importance of neighborhoods, safety, and making their area nicer for tourists. She also mentioned code enforcement issues.

Jim Cameron, Daytona Beach Chamber of Commerce, discussed the importance of walkability, enhancing the area for tourists as well as residents. He also noted that East ISB is the first impression of the area and stressed its important.

Member Lichtigman asked Mr. Cameron if a coordinated list of events exists.

Mr. Cameron stated that there is a list on the website, and they add some events but not all of them. He then offered to explore that as a possibility.

Member Ghyabi suggested that the recommendation include the appointment of someone to oversee the beachside redevelopment as a whole.

Member Grippa congratulated Mr. Cameron on his work on the homeless project.

Member Ghyabi stated she is glad she is a part of this committee and believes they can make a difference.

Member Grippa thanked Member Ghyabi for her work on the East ISB meeting.

The meeting was adjourned at 8:01 p.m.