BEACHSIDE REDEVELOPMENT COMMITTEE
MONDAY AUGUST 21, 2017

In Attendance
John Albright, Member
Rodney Cruise, Member
Tony Grippa, Member
Harry Jennings, Member
Dave LaMotte, Member
Charles Lichtigman, Member
Troy Kent, Member
Paul Zimmerman, Member
Chris Bowler, 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 5:31 p.m.
Sarah Presley, Staff Assistant II, performed the roll call.
Member Grippa noted a quorum and called for discussion and/or a motion on the July 17, 2017, meeting minutes.
Member Kent motioned to approve the July 17, 2017, meeting minutes as written.
Member Cruise seconded the motion.
Motion passed unanimously (9-0).

Member Grippa introduced Jim Chisholm, City Manager of the City of Daytona Beach.
Mr. Chisholm gave a brief overview of his background. He gave a presentation on the E Zone, an overview of projects he has overseen, an update of ongoing projects, as well as an overview on the pier and the public/private partnership that made it possible.
Member Grippa opened the floor for committee questions.
Member LaMotte asked for an update on Joe’s Crab Shack.
Mr. Chisholm, responded that they will continue to operate and are healthy. The Landry group has taken it over.
Member Bowler added that the manager coming in has years of experience in the industry and is very familiar with the area as well.

Member Cruise stated he appreciated his efforts in moving things forward for Daytona Beach.

Member Zimmerman inquired about funding opportunities for commercial and residential properties.

Mr. Chisholm responded that the city invests in the infrastructure and encourages small and large investors to participation.

Member Zimmerman followed up by asking if there are any current prospects.

Mr. Chisholm responded that he was not aware of any at this time.

Member Zimmerman asked if the investment opportunities are being marketed at this time.

Mr. Chisholm stated not at this time.

Member Grippa stated that the city was waiting to see the recommendations of this committee and ideas they may have.

Member Albright asked about rules regarding vacation rentals.

Mr. Chisholm responded that the code does not currently allow for it, but there could be amendments to that. He gave the example of Fort Walton Beach and how they have the rentals and residential areas separated.

Member Albright encouraged improvements in the neighborhoods by allowing rentals.

Member Grippa asked if homestead exemption is allowed on the properties that are rented.

Mr. Chisholm explained there are exemptions to the homestead rules.

Member Grippa asked staff to provide more information on exemptions and homestead.

Clay Ervin, Director of Growth and Resource Management, responded that staff would gather information from the Property Appraiser, and then he gave a brief explanation regarding foreclosure on homestead property.

Member Grippa inquired if there had been a feasibility study on parking. He then noted the large amount of surface parking area versus parking structures.
Mr. Chisholm stated he was not aware of a feasibility study being done.

Member Grippa expressed that a request for a study might be a good recommendation for the committee.

Mr. Chisholm gave a few closing remarks regarding projects on the Mainland side of the City of Daytona Beach.

Member Lichtigman offered that the development of the west side of the river could offer a major boom for the east side, noting that as employment opportunity increases, residential demands will also increase.

Member Grippa stated that Mayor Derrick Henry has a passion for Main Street and would like to recommend adding him as a committee member.

Member Lichtigman made a motion to add Mayor Derrick Henry to the committee.

Member Jennings seconded the motion.

Motion passed unanimously (9-0).

Mr. Ervin, stated he would bring the motion to the County Council for approval.

Member Grippa introduced Evelyn Fine, Fine Marketing and Research.

Ms. Fine gave an overview of her background and her company. She then gave an overview of the current public studies that have been done and might be of use to committee. She also noted some private studies she has done as well.

Member Grippa opened the floor to questions from the committee.

Member Albright asked about the peaks and lows between 1976 to the present.

Ms. Fine responded that our visitors are typically satisfied with Daytona Beach, however the downfall has been in bringing in new clients. She discussed the perception that Daytona Beach was primarily focused on, causing a downturn in the late 80’s and early 90’s. She then noted that the area is currently at the highest occupancy rate and highest daily rate in history.

Member Bowler inquired if there had been a poll to see if people are changing their thoughts regarding the spring break stigma.

Ms. Fine stated it doesn’t go away as quickly as we would like; it still lingers.

Member Cruise asked if the local increase is trending with the state’s overall increase.
Ms. Fine responded that Daytona Beach is trending in the middle of the pack.

Member Zimmerman asked how Daytona looked based on our past baseline.

Ms. Fine responded that Daytona Beach is not off by many rooms, based on its peak.

Member Lichtigman asked what about the percentage of hotels, timeshares, condos and Air B&B.

Ms. Fine stated the bed tax was reported by type, but not all of the Air B&B’s report their rooms.

Member Grippa requested that staff provide the bed tax report. He also asked Ms. Fine if there was a report that reflects the return on investment to the hotels in the last 12 months.

Ms. Fine replied that it had not been an assignment she had received, but she would be happy complete it, if asked.

Member Grippa stated that a request for the study could be a committee recommendation. He also offered the suggestion of speaking to the residents during different types of events to get their feedback. He then suggested researching subsidized events to determine which offer the greatest return on investment. This could provide information to the city and county and help to determine who they would like to bring back and subsidize in the future.

Ms. Fine stated the ability and information to do the study exists, but noted that she had not been retained to do so. Her firm has done studies on a few of the major events.

Member Grippa inquired if crime had been identified as a concern by respondents of the surveys.

Ms. Fine answered no.

Member Grippa asked if there had been any complaints regarding the amount of restaurants.

Ms. Fine responded yes.

Member Jennings asked if there had been any response regarding shopping.

Ms. Fine responded that there had not been any negative response to the shopping, based on the surveys.

Member Kent asked if the surveys specifically ask if visitors feel safe.
Ms. Fine responded that it is not a specific survey question, but visitors often volunteer that they feel safe. She also noted the reason people come is still for the beach.

Member Jennings reiterated that he speaks with visitors during his weekend walks on the beach, and they are not concerned about crime. Most complaints are regarding the lack of trash cans on the beach and the lack of restaurants.

Discussion ensued regarding safety along the Main Street area.

Member Grippa requested the crime statistics for the area be provided.

Member Jennings stated he would provide the Daytona Beach Shores crime statistics.

Mr. Ervin, responded that staff will gather the information for the three cities within the redevelopment area.

Member Lichtigman suggested that the crimes statistics should be compared to competing areas.

Ms. Fine cautioned to make sure the comparison is done with comparable populations. She also stated that based on Daytona Beach travel and tourist information there is a rise in occupancy and room rates.

Member LaMotte inquired if the surveys ask whether or not visitors tend to stay in the same city.

Ms. Fine responded that is not a question on the survey.

Member Bowler asked why someone would choose our competitor over us.

Ms. Fine responded that it is not that visitors are anti-Daytona Beach, but rather just choose a different place to visit.

Member Grippa asked who developed Margaritaville.

Member Albright responded that it was Minto.

Member Grippa posed the question why visitors choose Ormond Beach rather than Daytona Beach. He also restated that a recommendation should be to request a study on return on investment.

Member Bowler recommended setting a cap on the investment.

Member Grippa introduced Don Poor, Ocean Center Director.
Mr. Poor gave a brief overview of his background. He also gave a presentation on the history of the Ocean Center and an overview of the major events and the economic impact these events have on the area.

Member Grippa opened the floor to questions from the committee.

Member Kent asked why the Ocean Center does not have more music events, family events, and events to draw in the local community.

Mr. Poor responded that the Ocean Center had 20-25 concerts a year when it opened, but the concerts have been pulled away from our market by national marketing. He also added that the band shell offers free and low cost concerts during the summer.

Member Albright suggested that a national act would bring followers, and it would boost occupancy rate.

Mr. Poor responded that the demographics of the area would not support the higher ticket prices.

Member Albright commented that that may be true, however, people would come from other areas to see the bigger named acts and would pay the higher prices.

Member Kent echoed Mr. Albright’s comment; the bigger names will bring people.

Member Lichtigman asked if there is a mechanism to share the contact information for the groups that visit the area.

Mr. Poor stated he doesn’t have the funds.

Member Grippa clarified Mr. Lichtigman’s question.

Mr. Poor stated he does not have a list of the attendees, the promoter has that information.

Ms. Fine explained the process. The hotels market to the guests that stay with them and is information is proprietary.

Member Grippa, asked Mr. Poor, based on his time in Atlanta, were there more amenities on site.

Mr. Poor responded that the hotel had restaurants on site.

Member Grippa also inquired about the types of parking utilized in Atlanta.

Mr. Poor responded that it had both surface parking and parking garages.
Member Grippa asked what could be done to encourage return visitors.

Mr. Poor stated having additional restaurants within the vicinity of the hotels may be beneficial.

Member Grippa asked if a convention center with a hotel would also be beneficial.

Mr. Poor responded that there is one across the street, and a couple more in progress, that will offer the quality that is needed.

Member Grippa asked if the lack of restaurants and amenities hurt the Ocean Center.

Mr. Poor responded in the affirmative.

Member Grippa asked if there is an advisory board for the Ocean Center.

Mr. Poor responded there is a board for budgeting issues. The marketing staff handles recruiting, and then hands them over to the sales staff to take care of the event.

Member Zimmerman, stated the Mr. Poor had previously mentioned needing stable neighborhoods surrounding the area.

Mr. Poor responded yes, but also reiterated that the area does not have the demographics to support larger ticket prices.

Member Bowler stated that every group has a different economic impact to the community, and he suggested soliciting feedback from groups.

Member Jennings asked what the average ticket price the demographic in this area could handle.

Mr. Poor responded $50.00-$65.00.

Member Grippa asked Mr. Poor if he had any suggestions on development for the surrounding area.

Mr. Poor responded that gathering a list of private and public partnerships would be beneficial in determining what would work best in the area.

Member Grippa introduced John Cameron, Cultural Services Coordinator, City of Daytona Beach.

Mr. Cameron, gave an overview of events, groups, and venues offered by the City of Daytona Beach in the Beach side area.

Member Grippa asked what was available for seniors.
Mr. Cameron stated that many of the shows at the Peabody are geared towards the seniors, the Schnebly Center has many senior functions, and the Band Shell also has performers that are geared towards seniors.

Member Albright asked if the Jeep event and truck event are similar.

Mr. Cameron stated they are nothing alike.

Member Cruise expressed the need to bring in high paying, high quality jobs, and housing developments. This would, in turn, bring major events to attract industries to come in and see opportunities.

Member Grippa reiterated the need to move away from being an event driven economy and move towards the 365 economy.

Member Cruise agreed that there is a need to bring in the higher level employment opportunities.

Member Grippa introduced Jim Berkley, General Manager, Hilton Hotel.

Mr. Berkley gave an overview of rebranding and remodel of the Hilton Hotel. He also discussed their goals and process.

Member Grippa asked what should be done to change the infrastructure.

Mr. Berkley stated the blighted properties should be addressed and adding nice restaurants to reduce the wait time.

Member Grippa asked what other communities do to bring in the infrastructure and restaurants.

Mr. Berkley discussed Virginia Beach as a more modern family destination that utilizes private investors.

Member Lichtigman asked if it had been difficult attracting employees.

Mr. Berkley, responded that yes, but it is not unique to Daytona Beach or even to Florida. It is an issue everywhere. The hotel industry relies heavily on contract labor, currently approximately 30%.

Member Bowler asked if there is anything that the committee can recommend to attract appropriate staff. He noted that having flag hotels is a huge improvement. He also encouraged the committee to look into targeted grants to brand the windows.
Member Albright also posed the question what can be done to help generate the workforce. He also asked about the difference in code enforcement between the cities of Ormond Beach and Daytona Beach.

Member Kent stated Ormond Beach takes things seriously and works quickly to get violations resolved.

Member LaMotte agreed, stating that based on his experiences, Ormond Beach is quicker to respond to phone calls as well.

Member Grippa also asked about the differences in code enforcement between the cities.

Mr. Ervin explained the limitations the municipalities have based under Florida law. He also gave an overview of the main violations and the struggles of code enforcement.

Member Kent stated the Ormond Beach has a reactive code enforcement process. He also noted that Ormond Beach is not lenient with fines.

Member Grippa suggested a review of code enforcement policies and procedures of with the redevelopment areas, as well as a few outside our area, to explore possible recommendations from the committee.

Member Grippa suggested adding code enforcement to the September agenda.

Mr. Ervin stated that he would try and coordinate with the cities to have someone there.

Member Zimmerman added that the residents in Daytona Beach felt the code enforcement is being ignored there, but said it appears they have begun to start to take action.

Mr. Ervin reviewed the agenda items for September.

Member Lichtigman suggested researching the incentives with grants and loans to help encourage code compliance.

Member Grippa, Member, reviewed the schedule and agenda items. He stated he will be out of town for the October 16th meeting and it was agreed to swap topics for the November meeting but to keep the date the same. He also discussed how to coordinate the recommendations.

Mr. Ervin stated staff will provide a bullet point list of recommendations at the next meeting.

Ms. Presley asked for clarification on the November and January meeting dates due to holiday schedules.
Discussion ensued regarding scheduling.

Mr. Ervin confirmed November and January meetings will be held on the second Monday of those months.

Member Grippa opened the floor to public comment.

Amy Pyle, 136 S. Grandview Ave., Daytona Beach, FL 32118 discussed residents and the possibility of higher paying jobs. She also mentioned the lack of advertising and marketing to bring residents to town. She added that a 2005 parking study was done in Daytona Beach and is available on her website. Lastly, she recommended doing a walking tour with the committee.

Mr. Ervin discussed the Sunshine law logistics and that the tour would require recording and notice.

Member Grippa suggested the walking tour be part of a regularly scheduled meeting.

Discussion ensued.

Member Lichtigman noted that if tours are being done all of the arterial roads, such as Granada Blvd. and Dunlawton Ave., within the redevelopment area need to be toured.

Linda Smiley, 357 Manhattan Ave., Daytona Beach, FL 32118 asked how many committee members lived in Daytona Beach. She stated she is a lifelong resident of Daytona Beach, discussed the acoustics at the Ocean Center, and a group called Citizens for Responsible Development is working on putting art in the windows downtown. She also stated she believed the quality of schools prevents people from moving to the area.

Robert Scholpmann, 400 E. International Speedway Blvd., Daytona Beach, FL 32118 submitted a presentation on wave energy into the record and discussed its opportunity in Daytona Beach.

Hardy Smith, 301 S. Ridgewood, Daytona Beach, FL discussed crime and homelessness in the City of Daytona Beach and the legal restraints that surround homelessness. He also referenced Pottinger compliance.

Linda Smiley brought up the distinctions of Ormond Beach and The Shores down A1A. She suggested the panhandlers are only in Daytona Beach.

Anne Ruby, 137 Park Ave., Daytona Beach, FL 32118 suggested the committee look at the parking study. She also stated she would send CRA data to be distributed to the committee. She requested that C4RD give a presentation to the committee.
Member Grippa stated the committee would consider a presentation by C4RD on a future agenda. He suggested the committee do the tour.

Archie Dodani, 601 Main St., Daytona Beach, FL 32118 stated he is a property owner and wants to work with the County of Volusia on development.

Member Lichtigman stated having new and improved residential stock is something that is important.

The meeting was adjourned at 9:07 p.m.