In Attendance
Rodney Cruise, Member
Tony Grippa, Member
Harry Jennings, Member
Dave LaMotte, Member
Charles Lichtigman, Member
Troy Kent, Member
Paul Zimmerman, Member (arrived after approval of minutes)
Chris Bowler, Member (left during code enforcement discussion)
Maryam Ghyabi, Member
Aaron Delgado, Member
Derrick Henry, 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
August 21, 2017, meeting minutes.
Member Bowler motioned to approve the August 21, 2017, meeting minutes as written.
Member Jennings seconded the motion.
Motion passed unanimously (10-0).
Member Grippa introduced Corry Brown, County of Volusia, Community Services
Department.
Ms. Brown gave a presentation on neighborhood grants and programs available. She
also discussed the eligibility requirements and eligible areas.
Member Grippa opened the floor for committee questions.
Member LaMotte asked Ms. Brown why Daytona Beach was not an eligible area for the
programs she discussed.
Ms. Brown stated that Daytona Beach is eligible but has to apply for the funds directly. The other cities of Ormond Beach and Daytona Beach do not independently qualify for these programs so they work with the County of Volusia.

Member Kent asked Ms. Brown if she was aware of how much money would be received in January 2018 from the CDBG-DR.

Ms. Brown stated the funds are distributed based upon a percentage determined by damage, but that amount has not been released yet.

Member Lichtigman asked if Daytona Beach is eligible for the other programs.

Mr. Ervin clarified yes, but directly from the source not through the County of Volusia.

Member Ghyabi asked Ms. Brown if there were spreadsheets available that showed where the money comes from and where it is distributed.

Ms. Brown responded that she would gather that information for the committee.

Member Grippa asked if there is a portion of sales tax for infrastructure.

Mr. Ervin stated that there is a gas tax dedicated to roads.

Member Grippa asked how the funds collected are divided.

Member Ghyabi stated is creates approximately two million per year for infrastructure.

Member Grippa asked how much a revenue a one cent sales tax would generate in a year.

Member Ghyabi responded 60 million a year.

Member Grippa asked how the projects would be identified.

Mr. Ervin stated there is already a program ongoing and would get information on it.

Discussion ensued regarding the process.

Mr. Ervin introduced Larry Bartlett, Property Appraiser for the County of Volusia.

Mr. Bartlett introduced his staff and gave a brief overview of homestead exemption and explained how the law removed wording in 1968 that created a loop hole for people not residing at the property. He also stated he submitted a request to the Florida Constitution Revision Committee to add the terms “and resides thereon” to the requirements for homestead exemption.
Member Grippa asked Mr. Bartlett would could be done under current the law in relation to the code enforcement issues.

Mr. Bartlett stated you are allowed to rent a homesteaded property for a certain amount of time each year.

Member Grippa asked if there was any program that if a property had code enforcement liens that property could be denied homestead exemption.

Mr. Bartlett stated the homestead is a constitutional right, liens are not a tax so there is nothing that can be done currently.

Member Cruise asked what would be the financial impact if the wording of the law is changed.

Mr. Bartlett stated the increase to the property tax values would increase by between 8 and 10 billion.

Member Kent asked if Mr. Bartlett’s office can go after individuals that are claiming fraudulent homestead exemptions.

Mr. Bartlett responded in the affirmative and introduced Tiffani Siegel from the Homestead Compliance Division of the Property Appraiser’s Office.

Ms. Siegel gave a brief overview of the homestead compliance division and how they operate. She stated that in 11 years, the division has collected approximately 12 million dollars.

Member Grippa asked if the collected funds are distributed back to the cities.

Ms. Siegel stated the funds are turned over to the tax collector and the funds are distributed to the municipalities.

Member Grippa asked Ms. Siegel if there was a formal mechanism for code enforcement to report potential fraud to the compliance division.

Ms. Siegel stated that is not a requirement, but some code enforcement agencies do report things they believe to be possible fraud to her division.

Member Grippa stated that having a formal mechanism could be a possible recommendation for the committee to make.

Member Kent agreed with the recommendation.

Member Lichtigman asked if the increase in tax value resulted in a zero sum and distribution of responsibility was shifted.
Member Grippa stated that it is actual dollars collected that go into the general fund.

Ms. Siegel clarified that the penalties and interest collected go into the general fund, and then the tax dollars are distributed to the taxing authorities.

Discussion ensued.

Member Grippa suggested making a recommendation of a use for the penalties and interest collected.

Member Bowler asked Mr. Bartlett if reducing the homestead exemption will increase blight due to lack of buy in from home owners.

Mr. Bartlett stated he has not taken a position on that, but stated an unfair distribution of responsibility is not a good thing.

Mr. Bowler asked about a use tax.

Mr. Bartlett stated that an ad valorem tax is similar, as it charges the people that receive the service for it, such as trash removal.

Member Zimmerman asked what percentage of fraud cases have come from code enforcement reports.

Ms. Siegel did not have a percentage and reiterated that not all agencies report to the compliance division, but most come from Holly Hill regarding rentals.

Member Zimmerman added that there is a secondary gain for the cities by increasing revenue and help clean up blight. He then asked if code enforcement is a source, is there anything on the front end that can be done.

Ms. Siegel stated that the wording of the law that does not include the term “resides thereon” has tied their hands in some cases.

Member Zimmerman asked how often cases are followed up on.

Ms. Siegel stated that there are currently two investigators, they do random audits, but she noted that tips are helpful.

Member Grippa stated that the incentive to the cities to report to the homestead compliance department would come from the tax funds being distributed back to their cities.
Member Delgado noted that it would also help with the foreclosure process. He also asked Ms. Siegel about the homestead verification postcards that are received every year.

Ms. Siegel answered that those are receipt cards that are sent to everyone who claimed homestead exemption last year and have not changed that status.

Member Delgado suggested if residents had to respond it would be a mechanism to help the compliance department.

Ms. Siegel state that the cards will not be forwarded, so if the card is returned, it triggers that property to be looked into.

Member LaMotte asked about the projected increase by 2021 and how that is figured.

Member Grippa asked if disasters are taken into consideration.

Mr. Bartlett stated that appraisals are done in January, and they are done in mass. The projection is based on the County of Volusia as a whole.

Member Cruise suggested recommendations of requiring code enforcement to report potential fraud and adding additional resources to the compliance division to handle the increase in cases.

Member Grippa thanked the Property Appraiser Department and introduced the code enforcement agenda item.

Mr. Ervin gave an overview of Chapter 162 that governs code enforcement rules and regulations including limiting fines and the process that must be followed.

Member Cruise asked what the difference was for homeowners versus business owners.

Mr. Ervin stated that the foreclosure process was easier due to the lack of homestead exemption. If the business is not allowed by zoning you proceed with that route.

Member LaMotte asked what is able to be done in Ormond Beach to renters with code violations.

Chris Mason, City of Ormond Beach Code Enforcement, stated that if a property that is zoned single family is occupied by more than four unrelated people, it can be addressed as a violation of land use.

Member LaMotte asked how unsafe structures are addressed.
Mr. Mason stated that there is a team of staff including Chief City Official, Fire Marshall, and other qualified staff that all go out at one time to inspect the structure to determine if it is unsafe.

Member Zimmerman asked if Daytona Beach had the same rule regarding four or more unrelated occupants.

Jim Morris, Assistant City Manager of the City of Daytona Beach spoke about foreclosure protection, with respect to homestead exemption. He stated that mortgage is superior to a code enforcement lien in the foreclosure process. He also stated that blight is more of an issue with homesteaded properties than the tax revenue. He stated Mike Garrett would have to answer the question of four or more occupants rule but added that is common practice.

Member Grippa asked Mr. Morris to address homestead fraud.

Mr. Morris stated that the mechanism is good, but an adequate staff would allow the homestead compliance division to be more aggressive.

Member Grippa asked if a formal reporting mechanism to report code enforcement would be helpful.

Mr. Morris stated that a formal mechanism is not necessary, but rather, it should be part of the protocol.

Member Grippa asked if removing homestead will assist in dealing with the code enforcement issues.

Mr. Morris stated yes, if the foreclosure process is what you are trying to do.

Member Delgado asked for a percentage of improperly claimed homestead exemption.

Mr. Morris responded that he did not have that information.

Member Delgado asked if fraudulent homestead is retroactive.

Mr. Morris responded in the affirmative.

Discussion ensued on fraudulent homestead cases.

Member Kent stated that Ormond Beach has stopped reducing fines to hold people accountable and encourage compliance.

Mr. Morris spoke to code enforcement liens and receiving payment, stating that Daytona Beach also does not reduce fines in code enforcement cases.
Member Grippa complimented The City of Daytona Beach on their progress in code enforcement.

Mr. Morris spoke to injunctive remedy, which can result in contempt of court and jail, but noted it is a lengthy process.

Member Grippa asked about the structures on the presentation on the screen.

Mr. Morris spoke to the process to determine structure stability.

Mr. Cruise asked if the City of Daytona Beach has a similar team to Ormond Beach.

Mr. Morris responded that they do not, however, the police department is willing to assist if necessary. He then introduced Mike Garrett, Chief Building Official for the City of Daytona Beach.

Mr. Garrett presented an interactive map that the City of Daytona Beach recently created for code enforcement violations.

Member Grippa stated he has used it and complimented the city staff for developing the map. He then offered the other cities an opportunity to speak.

Fred Hiatt, City of Daytona Beach Shores, spoke to the issue of hotels turned condos that are claiming homestead exemption on properties that don’t allow for permanent residency.

Member Zimmerman asked Mr. Morris about relaxed codes during special events.

Mr. Morris spoke to the Bike Week Master Plan that allows for TPA. He stated revisions are being done to the master plan, and the city is looking at the infrastructure of Main Street and working to improve the look of Main Street.

Member Grippa stated he disagreed with Mr. Morris as to being selective of businesses that are brought into the area. He referenced a Facebook event he received common to the area.

Discussion ensued.

Member Zimmerman discussed Temporary Promotional Activity (TPA) versus itinerant vendors. Mr. Zimmerman voiced concern that itinerant vendors allowed under the TPA process are undermining efforts to recruit permanent businesses in the Main Street area.

Mr. Morris stated the City of Daytona Beach is looking at standards of the Master Plan and encouraging long term businesses.
Member Ghyabi asked what the City of Ormond Beach did to bring in the businesses on the East and West side of the bridge.

Joyce Shanahan, City Manager of Ormond Beach introduced Julia Truilo, the Executive Director of Mainstreet Ormond Beach.

Ms. Truilo responded saying that Ormond Mainstreet success comes from a willing city government and helping the businesses you want to be there move in.

Member Ghyabi asked Ms. Truilo what is takes to become a part of the Mainstreet Program and does it help financially.

Ms. Truilo gave an overview of the requirement of being a part of the Mainstreet Program and stated it does not give financial support.

Member Ghyabi stated that the zoning has to be in place to allow things to change and happen.

Ms. Truilo stated there is a Mainstreet Master Plan for Ormond Beach.

Member Kent stated that they offered property improvement grants that helped make it look better and brought in the businesses.

Member Ghyabi gave two recommendations to the group; one was implementing a Mainstreet Master Plan in Daytona Beach, and the other was offering property improvement grants.

Member Grippa asked Ms. Truilo if other Mainstreets are for profit.

Ms. Truilo stated that, whether a Mainstreet is for profit or not, they are volunteer supported and having a concerned group of citizens, helps to build a volunteer base.

Member Cruise asked if there a single point of contact for Mainstreet Daytona Beach.

Mr. Ervin stated Reed Berger is the redevelopment director for the City of Daytona Beach.

Member Grippa stated that they would hold the question until the City of Daytona Beach officials were back in the room.

Member Lichtigman stated that the Ormond Mainstreet is perceived as being operated by businesses for businesses and brings in the clientele the businesses need. It has the support of the businesses in the area. He also stated Ormond has a restaurant district as an anchor.

Ms. Truilo stated that restaurant district was created intentionally.
Member Ghyabi stated that having the Mainstreet up to par brings in new business. She complimented the city officials on their support and stated the infrastructure is an incentive to the businesses.

Member Grippa stated that the City of New Smyrna Beach also had a metamorphosis and that is part of the reason this committee was established to see if they could help the other cities.

Member LaMotte noted a contradiction in the article from Mid Florida Marketing handout regarding Bike week becoming a kinder event and stated that the events that happen during Bike Week really do hurt the area.

Member Grippa asked if the Mayor would like to speak to that but pointed out that Commissioner Delgado and Mayor Henry both are leaders in helping make the change.

Mayor Henry stated that all the ideas mentioned are things that have been discussed in workshops and stated that the Bike Week Master Plan is being reviewed. Grants to improve Mainstreet have also been discussed.

Member Grippa asked Member Delgado if he would like to add anything.

Member Delgado added that there are many facets to special events and the City must take their time to develop long term solutions. The critical point is that the City is looking for real solutions for the problems that everyone sees.

Member Grippa stated that one of the reasons this committee was created is because funding is there and to help identify it. This is really about the community coming together. There needs to be a vision.

Member Cruise recommended having a single person in charge of making sure the lights are on in the downtown district.

Mr. Morris responded stating that they are looking at Downtown DeLand and the energy it has. They don't have a person that plays that role currently but is something that he thinks they should look at. He clarified his earlier statement regarding bringing business in and stated that it is about evolution, and growth is important.

Member Ghyabi stated that she doesn't think that the City of Daytona Beach has gotten the funding they could from the state. She believes that having the infrastructure in place would compel businesses to come.

Mr. Morris stated they are working on the Master Plan but agreed the City has not done what it needs to do. He also stated that the Brown’s announcement and the relocation of the courthouse are catalytic events that will help the redevelopment.
Member Zimmerman asked if there were plans to eliminate the itinerant vending.

Mr. Morris stated that is up to the law makers.

Mayor Henry stated that he told the committee from the beginning he would look at all the options and suggestions.

Discussion ensued.

Member Ghyabi asked about the differences between Ormond Beach and Daytona Beach Bike Week.

Mayor Henry responded that there are different zonings and different permitted events that take place.

Discussion ensued.

Member Ghyabi stated that she doesn’t want this committee’s recommendations to be made and not acted upon.

Mayor Henry replied that he is not the only policy maker, but the area being discussed has been identified as needing to have changes made.

Member Grippa agreed with Member Ghyabi in regards to wanting to see change and not have the recommendations ignored. He also stated that there are a lot of things happening and believes that Main Street would be better served having businesses all year rather than event driven.

Member Ghyabi identified a recommendation to change the perception of Main Street in Daytona Beach from a motorcycle-driven event to an area that is open to all tourist throughout the year Mayor Henry stated that these broad statements are helpful and the City will use these as they develop specific changes to their regulations.

Member Grippa moved to the old business items on the agenda.

Mr. Ervin mentioned the CRA data and the maps of the major land owners that had been provided.

Member Grippa stated speaking to Dover, Kohl, and Partners in regards to how they suggest handling land not owned by the County or cities.

Mr. Ervin stated he would contact the group to discuss the information the committee would like to hear.

Member Ghyabi stated she did not have the email that had the maps as an attachment.
Mr. Ervin stated all documents sent are available online but that staff would also send it to her again.

Mayor Henry requested being added to the email list.

Mr. Ervin stated that would be done.

Member Zimmerman requested the documents that allow itinerant vending.

Mr. Ervin stated he would send a link to the documents.

Mr. Zimmerman also requested information on TPAs.

Mr. Ervin responded in the affirmative.

Member Grippa suggested making a list of questions for Dover, Kohl, and Partners.

- What areas they have worked with
- Creative funding mechanisms
- Where else in Florida they have worked
- Do they do feasibility studies

Member Lichtigman asked who Dover, Kohl, and Partners were.

Mr. Ervin provided an overview of the group and said staff would send the committee a link the group’s website.

Member Ghyabi asked Mayor Henry what the role of businesses in the community should be.

Mayor Henry stated that having businesses that are engaged in the process and part of the solution is important.

Member Delgado stated that the City is there to help them. They want to attract the right businesses and create the right environment.

Member Ghyabi clarified her question and stated she is asking about the businesses that are not on Main Street. What they can do to help make things happen.

Mayor Henry stated that getting everyone in sync is important.

Member Jennings stated the schedule seems ambitious. He asked who will write the report and to whom the report will be presented to. He feels that the members should present to the stakeholders in the area.
Member Grippa stated he agrees. He also stated the Mr. Ervin will be drafting the report, and that he is hoping for a unanimous vote on each item on the list. His vision is to take the report to the three cities.

Member Jennings reiterated that the stakeholders need to have it presented to them.

Member Kent spoke to the itinerant vendors, where they are allowed in Ormond Beach, and the restrictions they have.

Member Grippa opened the floor to public comment.

Robert Stolpmann, 400 E. International Speedway Blvd., Daytona Beach, FL 32118, spoke to renewable energy. He suggested focusing more on East ISB. He suggested combining the CRAs and removing height restrictions.

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

Anne Ruby, 137 Park Ave., Daytona Beach, FL 32118, handed out a summary of concerns to members. She gave a list of recommendations to the committee; parking authority, shelter for homeless, consolidate code issues, redraft guideline for itinerant vendors, increase fees to cover clean up events, look into the redevelopment department of the City of Daytona Beach, and support small immediate changes.

Sandy Murphy, 136 Park Ave., Daytona Beach, FL 32118, complimented Commissioner Delgado and Mayor Henry on their work. She gave a list of suggestions that had been given previously and never acted on and posed the question of what can be done to make them a reality.

Angie Vandell, 410 Poinsettia Rd., Daytona Beach, FL, spoke to pedestrian safety, crosswalks, and walkability.

William Bittouf, 400 E. International Speedway Blvd., Daytona Beach, FL 32118, thanked committee for their time. He stated he was looking for help with blighted areas on East ISB and would like to work with the City of Daytona Beach to improve the area.

Member Ghyabi stated she will not be giving a presentation on East ISB but gave a brief update on the city’s assistance with getting funds from FDOT.

Member Grippa asked member Ghyabi to provide updates as they are available.

Member Ghyabi suggested looking at the date of the October meeting.

Discussion ensued.
Member Grippa said he will follow up with Mr. Ervin. The committee then decided to leave the meeting, as scheduled, in October.

The meeting was adjourned at 8:27 p.m.