

MINUTES
COMMUNITY REDEVELOPMENT AGENCY
January 27, 2009
3048 S. Atlantic Ave. Daytona Beach Shores, FL 32118

MAYOR NORTHRUP called the meeting to order at 7:12 p.m.

PRESENT: MAYOR GREG NORTHRUP, VICE-MAYOR JENNIE CELONA, CMBR RON BROWN, CMBR DON LARGE and CMBR HANK SMITH. Staff: *City Manager Michael T. Booker, Assistant City Manager James McCroskey, City Attorney Lonnie Groot, City Clerk Cheri Schwab, Finance Director Steve Whitmer, Public Safety Director Stephan Dembinsky, and Community Services Director Fred Hiatt.*

1. Approval of minutes November 11, 2008
CMBR LARGE moved, seconded by CMBR BROWN to approve the minutes of November 11, 2008.

ROLL CALL VOTE:	NORTHRUP	YES
	CELONA	YES
	BROWN	YES
	LARGE	YES
	SMITH	YES (passed 5-0)

2. Town Center Master Plan Presentation

Assistant City Manager Jim McCroskey spoke to the board regarding the plan for the Town Center. He explained that the CRA Master Plan included a Town Center but it did not provide detail on how or when to develop it. Staff has begun the groundwork in amending the land development ordinances to provide the base work for the Town Center to be developed. The City has purchased, with council approval, a 1.6 acre tract of land in the middle of the proposed town center area to help create a pedestrian walkway with buildings and shops proposed on either side. He further explained that with today's economy, developers are hesitant to move forward with any future growth plans.

Approximately six to eight months ago, the City advertised an RFQ for town center consultants. Seven proposals were received and later narrowed to three. The three made presentations to staff, who reviewed their experience and qualifications. Staff is now recommending that the firm of Charlin-Brock & Associates be chosen to prepare the following four items at a cost of \$140,000: 1) draft a comprehensive market analysis for ocean front development in today's market conditions and provide recommendations for Town Center East; 2) draft a comprehensive market analysis for the Shores City Center development on the west side of S. Atlantic Avenue; 3) review the existing architectural designs for the area and establish a set of future design standards to insure an overall upscale Town Center theme; and 4) review the investment/development plans of the various businesses in the 15 acre west side Town Center District to determine the best alignment for Shores City Center Drive as well as the alignment of east-west roads.

Audience Comments:

John Ersland felt that it may not be the best time to start on this project with the current economy. The Mayor explained that the CRA is in existence for a certain number of years (15). Only during this time can the City collect tax incentive money.

Lowell Wynn asked if the Town Center would be exempt from the color code of the city. He was advised that it would have to follow the color palette.

CMBR BROWN asked the finance director if funds were available for the consulting firm. Finance Director Whitmer explained that only a certain amount of cash is available for the year. The amount needed for the consultant is approximately one month's worth of interest for the general obligation debt payment.

CMBR CELONA moved, seconded by CMBR SMITH to hire the consulting firm of Charlin-Brock & Associates in the amount of \$140,000 to perform the four items discussed.

ROLL CALL VOTE:	NORTHRUP	YES
	CELONA	YES
	BROWN	YES
	LARGE	YES
	SMITH	YES (motion passed 5-0)

Assistant City Manager McCroskey gave a brief update on the underground utilities project and the schedule.

Grant Administrator, Lili Morgese, informed the board that a date was being decided for the grand opening of the CRA parks.

ADJOURNMENT: There being no further business to be considered, the meeting adjourned at approximately 7:55 p.m.

MAYOR
GREG NORTHRUP

CITY MANAGER
MICHAEL T. BOOKER

ATTEST:

CITY CLERK, CHERI SCHWAB