

NEIGHBORHOOD COUNCIL AND ECONOMIC DEVELOPMENT ADVISORY
BOARDS JOINT MEETING
MINUTES
FEBRUARY 24, 2016

The Neighborhood Council and Economic Development Advisory Boards held a joint meeting on Wednesday, February 24, 2016 in the City Commission Chambers, 210 Sams Avenue, New Smyrna Beach, Florida. Vice-Mayor Judy Reiker called the meeting to order at 6:00p.m.

ROLL CALL

The following members were present:

Vice-Mayor Judy Reiker
Paul Mayer
Michael Kolody
Chase Herbig
Lilian Conrad
Lee Griffith
Peggy Rivers
Fannie Hudson
John Hallacy
James Russell
Deborah Bell
Randy Herman

Martha Skinner's replacement had not yet been appointed by the City Commission for the Neighborhood Council and Ulrike Rehn was absent for the Economic Development Advisory Board. Also present were Economic Development Director Tony Otte; Planner Steven Bapp; Board Secretary Tammy Dickerson and members of the public.

PRESENTATION

Mr. Otte gave a power point presentation on the redevelopment that has occurred in the City of New Smyrna Beach from 2012-2016.

Mr. Herman asked if the Community Redevelopment Agency (CRA) had design guidelines they go by for development.

Mr. Otte stated that the CRA does have design guidelines they go by for Flagler Avenue and Canal Street.

Mr. Herman asked who developed the design guidelines,

Mr. Otte stated that the design guidelines were already in place when he started at the city.

Chairman Rivers stated that it was nice to see the changes to the city development and the CRA has really helped us out and she appreciates that.

Vice-Mayor Reiker stated that it's nice to see our city expand the way it has.

Mr. Otte stated that he wants to give credit to the property owners for this redevelopment.

NO PUBLIC PARTICIPATION

REVIEW OF THE 2016 ECONOMIC DEVELOPMENT PLAN

Mr. Otte stated the following statement on the Economic Development plan update:

The stated intent of this Economic Development Plan Update is to build on these assets to create a better future for the local economy, better than what would naturally evolve in the absence of the plan. This "better future" does not seek to change New Smyrna Beach into something different, but to introduce some projects to enhance what is now in place to reach our goals. He stated that the plan then discusses who we are, our vision and our action statement. He stated that our tax base is made up of 83% of residential. He discussed the target industries for the city. He stated that the 3 target areas are US1, the airport and the SR44 / I-95 interchange.

Chairman Rivers asked how we can include the Indian River Lagoon, parks and open spaces and Historic Preservation in the plan.

Mr. Otte stated that those 3 are not the focus on the Economic plan but that doesn't mean the city isn't doing anything on those. He stated that there was a summit meeting in Edgewater on restoring the lagoon. He stated that there has been work to the parks such as Esther Street and Riverside Parks and the Historic Preservation Board is working on historic preservation. He stated that they are ongoing just not through the Economic Plan.

Ms. Bell asked if the EDAB had looked in to attracting more businesses for recreation, the estuary and the beach are extremely important.

Mr. Kolody stated that is why we have the recreation category in the plan it was meant for surfboard shops whether they are selling, renting or manufacturing surfboards. He stated that we didn't concentrate on the neighborhoods because we didn't want to govern something that you do or don't want in the neighborhoods. He asked the Neighborhood Council if they see anything negative or positive from the plan for the neighborhoods.

Ms. Bell stated that speaking for the Canal Street neighborhood she thinks it's in line with what they have been talking about for that neighborhood such as streetscaping and mixed use.

Mr. Herman stated that he likes the fact that we are encouraging development that still keeps us vibrant. He asked with the redevelopment on US1 has the Board looked in to what to do with the empty car dealerships on US1.

Mr. Otte stated that he is contact regularly with the realtor for the Chevy dealership and the northern piece of the old Ford dealership. He stated that he has sent a list of ideas for both those lots. He stated that right now the realtor is looking at a used car dealership for the Chevy dealership. He stated that the Chevy dealership doesn't want to sell they want to lease for \$16,000 a month. He stated that the Dodge dealership is also looking to go out to SR44 and has the property listed. He stated that all 3 of those lots could be aviation related.

Mr. Kolody stated that US1 was brought together many years ago and possibly we need to try to get property owners to join properties for development.

Mr. Herman stated that he could see these motels on US1 being affordable housing with not a lot of money and the community lacks affordable housing.

Mr. Russell asked if the Board had consider adding oceanographic basic research giving our immediate access to the inlet.

Mr. Otte stated that is worth pursuing and would fit very well with the Marine Discovery Center. He stated that they are only there for non-profit organizations.

Mr. Russell stated that he was thinking the dealerships where it is next to the city's property with access to the inlet.

Mr. Otte stated that he would pursue that.

Ms. Hudson stated that she is very happy to be part of the city of New Smyrna Beach after seeing a complete picture of the Economic Board plan and the Neighborhood plan. She stated that without being on the Board she might not know what is going on. She asked Mr. Otte if there were going to be hotels out by I-95 we need that in the City of New Smyrna Beach.

Mr. Otte stated that there has been some talk about some of the properties in the downtown area being developed for hotels such as county offices and the Utilities Commission building if they were to move out to their property out by I-95. He stated that hotels out by I-95 are a good possibility.

Mr. Mayer asked if that wasn't a component for the property owner at I-95 and SR44.

Mike Lopez, 1816 Beacon Street, stated his name then addressed the Board. He stated that is part of our plan and we are looking forward to submitting our proposal soon to the city. He stated that he is concerned about empty buildings and the city not having a marketing plan to let people know what we have and what we are looking for also. He asked if there was a system in place with the city now on monitoring phone calls that are coming in for prospective businesses.

Mr. Otte stated that if they call him he keeps a list but people also call the Planning, Engineering and Building departments with questions. He stated that the calls aren't being recorded.

Mr. Russell stated that we might want to capture those phone calls coming in to the city and the Chamber of Commerce. He stated that one centralized office would be a good idea for those calls coming in.

Mr. Herman stated that something on the website would be a good idea.

Vice-Mayor Reiker stated that we have talked about the website in the past.

Chairman Rivers stated that the Neighborhood Council has finalized the Historic Westside Neighborhood plan and working on finalizing the plan for Beachside, Coronado Island and Canal Street downtown district. She stated that we are committed to follow up with the neighborhood plans. She stated that with what the EDAB has done will enhance what we are doing.

Vice-Mayor Reiker stated that when we made this plan we stayed off of tourism and concentrated on creating employment and economics for the city. She stated that as far as the 3rd Avenue parking lot there is no money for that but it did get added to the parks plan. She stated that staff has contacted the county and ECHO to see about purchasing that lot for parking to push the tourism towards the commercial district.

Mr. Mayer stated that we have tried to encourage and improved Daytona State College (DSC) campus in New Smyrna Beach. He stated that we feel it is a sleeping campus that needs to be awakened. He stated that we need to improve the access to the DSC, NSB high and middle schools such as filling in the canal.

Mr. Otte stated that 10th Street is great by the high school but both ends are inadequate.

Mr. Kolody stated that the EDAB has endorsed this plan and wondered if the Neighborhood Council Board would like to endorse the plan also.

Motion by Mr. Hallacy, seconded by Ms. Hudson, to recommend the City Commission approve the Economic Development Plan Update. Motion passed unanimously, 6-0.

Vice-Mayor Reiker stated that the EDAB will be meeting with the City of Edgewater's EDAB on March 16th at 6:00PM at Edgewater's City Hall to collaborate together.

OVERVIEW OF THE NEW CRA- no discussion

REVIEW OF THE EDAB BY-LAWS AND GOALS

Mr. Otte stated that there was a change in the organization of the by-laws and goals there was a seat for the county but they declined the seat so that has been changed. He stated that this is just an informational item.

REVIEW OF THE NHC BY-LAWS AND GOALS

Mr. Bapp stated that the only thing that was added since the inception of the by-laws is the ex-officio that was added to attend the Beachside Resident Task Force meetings and report back to the NHC. He stated that he wrote a paper to the Florida League of

Cities on the NHC and we were selected to come and speak about the City of New Smyrna Beach to a national Board that will be represented by city managers and city administrators.

Chairman Rivers stated that the application Mr. Bapp submitted scored the highest points of all the applications they had received.

DISCUSSION ON EDAB/NHC COLLABORATION EFFORTS FOR 2016

Chairman Rivers stated that the NHC reports the concerns they hear from the community but would like to be more involved in the neighborhoods such as contacting homeowner associations. She stated that their next step is to decide which neighborhood they want to start working on next. She stated that we want the neighborhoods to be able to continue to give input on these plans.

Ms. Conrad stated that when the NHC considers the next neighborhood plan that they want to work on that they consider the neighborhood adjacent to the new CRA district so as we move forward with the CRA we are considering residential and commercial.

Vice-Mayor suggested the Boards meet again later in the year to collaborate again.

Ms. Conrad asked what the Planning and Zoning Board would be discussing in their meeting tomorrow night.

Mr. Bapp stated that the discussion will be Planned Unit Development zoning, the Corridor Overlay Zone (COZ) and reviewing variances on how the Board views variances.

Ms. Conrad asked if that would be about SR44 east to west or US1 east or west.

Mr. Bapp stated that the COZ is from Myrtle to Oak.

Mr. Kolody thanked the Neighborhood Council for meeting with them and giving the EDAB support and asked Vice-Mayor Reiker to check to see if there was any protocol on new people coming in to town looking for commercial opportunities. He stated that if some protocol could be set up to direct those people towards Mr. Otte it would be very beneficial.

With there being no further business, the meeting was adjourned at 7:38pm.