

**MINUTES
CITY COUNCIL MEETING**

3000 Bellemead Drive, Daytona Beach Shores, FL 32118

CALL TO ORDER BY MAYOR

ROLL CALL BY CITY CLERK

Present: Mayor Nancy Miller, Vice Mayor Richard Bryan, Councilmember Richard Frizalone, Councilmember Mel Lindauer, Councilmember Michael Politis

Staff: City Manager Michael T. Booker, City Clerk Cheri Schwab, City Attorney Lonnie Groot, City Planner Stewart Cruz.

NEW BUSINESS:

A. Discussion on economic incentives the city could provide

CMBR Frizalone explained that he had been meeting for a few weeks with staff to put together an incentive program. There are four different components to the proposed program. The first involves property that the city currently owns. The city would provide the purchaser up to a 10% rebate of the purchase price to assist in the development of the property. Once the property begins development, the city would provide 50% of the rebate. The remaining 50% of the incentive would be paid once the project's certificate of occupancy was issued. The purchase price of the city owned land (located at 2900 S. Atlantic Avenue) would be deposited into a newly created trust fund so there would be no impact on the general fund. The second component is a similar strategy except the property is not owned by the city. The city would provide up to a 10% grant to assist the new land owner with the property build out. The third component is a lease subsidy program. It would assist small business owners by subsidizing their leases over a three year period of time. The lease may be subsidized up to 50% for the first year, 30% in the second year and 15% in the third year. Any existing business could utilize the program for expansion or relocation. The fourth and final component is the business loyalty program. It would only apply to small and medium sized businesses, excluding hotels, motels and condominiums. If the business has been in good standing for the past three consecutive years by: timely paying the certificate of use fee, timely paying any local business tax, and not having any code violations, the fees would be waived for the next three years. It was explained that the entire program would all be considered on a case by case basis. The average cost is \$300 combined for the business loyalty program component. CMBR Lindauer felt parameters should be set and Attorney Groot mentioned the eight criteria in the corresponding ordinance. CMBR Bryan felt the program was acceptable but wants to discuss disincentives as well. CMBR Frizalone explained that city staff was working on a new approach to code enforcement that would get rid of boards, plywood and paper covering up windows. Audience member and business owner Kevin Puruker spoke. He felt the program would be a useful one to attract new business to the city. It would be an incentive to help sell and develop the west side of South Atlantic Avenue. After a brief discussion on the lease subsidy component, it was decided to change the amounts to 35%, 15% and 5%. The council requested this be placed on the next agenda for consideration.

ADJOURNMENT:

The meeting ended at 6:56 pm.

**MAYOR
NANCY MILLER**

**CITY MANAGER
MICHAEL T. BOOKER**

ATTEST:

CITY CLERK, CHERI SCHEAB

