

Daytona Beach Housing Authority

Northwood Village Resident Meeting 2_3_2021 12:00 NOON

(Via ZOOM)

I. Call to Order - The virtual meeting was called to order by Ms. Smith-Wells. She thanked the participants for being on the call and recognized Ms. Gilbert, Resident Council President. She asked the residents to stay on a few minutes after the all in order to gain insight regarding Zoom call engagement. Christianne, the development partner with BGC Advantage, introduced herself and said she will discuss branding later on the call.

II. Introduction - Ms. Bates welcomed the recipients on the call. She outlined the call, detailing BGC marketing department will be having conversations regarding the names of the properties. Ms. Bates let the recipients know there will be a meeting in March regarding Plans and Specs, where conversations with BGC's architects and engineers will be happening. She reiterated to the residents no changes will occur as of yet, just foundational work. Ms. Bates stated that Ms. Smith-Wells will have a transcript and PowerPoint posted on the website after the call, so other residents can reference this.

III. BGC Advantage - Ms. Smith-Wells reiterated she puts transcripts and PowerPoints on website and the Zoom video will be available if anyone is interested. Ms. Smith-Wells pulled up the flyer sent to residents regarding Plans and Specs and encouraged participants to attend. Ms. Smith-Wells also encouraged participants to utilize her email if any neighbor or anyone has any questions. Ms. Smith-Wells pulled up the PowerPoint.

IV. Rebranding - Christianne Brunini "CB" started the presentation stating changes to the properties will be made inside and out, but first she will discuss rebranding. She explained once names are in place, signage, banners, enticements will be put in proper places to say who they are and why they're here. Ms. Brunini discussed the importance and impact of rebranding and explained residents are invited to participate in this process and have a sense of ownership. She discussed how residents can help with regard to suggestions and sharing their ideas, such as suggestion boxes, digital surveys, email, conversation in meetings.

Ms. Brunini invited participants to discuss whether the three neighborhoods should be under one name or separate names. Beatrice invited participants to contact her if anyone is interested in being a part of the board

for the Resident Council. Ms. Smith-Wells explained this can be addressed at the end of the meeting. Beatrice explained she can't be on the call until the end, so she mentioned it earlier.

Ms. Bates asked Ms. Smith-Wells to call on each participant to share why they think rebranding is being discussed in this meeting. Beatrice shared she thinks the rebranding is needed to be something more familiar, to have a sense of community. Ms. Bates stated recommendations are encouraged from the residents in order to pick names that they would like.

Naquita shared rebranding is necessary to make the community more attractive and enticing to people. She shared individuals don't know the buildings are through DBHA or where the leasing office is. Ms. Bates asked Naquita what should they be thinking about with names. Naquita shared she was one of the first residents to live in the townhomes, which she referred to as the mini mansion, and described how beautiful they were. She expressed involving 'dream home' or 'home away from home' in the name to signify this housing can be more.

Mona shared rebranding is a good idea and it will change the community. She shared her naming ideas of 'Gardenia Place' or 'Gardenia Village' and 'Beautifort

Gardens' which she explained she liked the name because it had the word beauty in it. Ms. Brunini acknowledged hearing a sense of aspiration, feeling fancy with regard to the French names, as well as the testimonials are very helpful.

Anna shared rebranding will be good for the future. She expressed the desire to have a patio and a playground for the kids to play. Ms. Bates stated during the Plans and Specs meeting, this is when these items need to be brought up. Anna stated she thinks the names should be changed and recommended 'Pelican' in the name.

Allison shared she thinks there should be a new name as well but did not have a recommendation at this time. Ms. Bates thanked Allison for being on the call.

Dorquita (SP) stated she was at work and needed to stay on mute. Ms. Smith-Wells thanked her for being on the call.

V. Closing - Ms. Smith-Wells thanked the residents for being on the call and their ideas. She pulled up and discussed the slide regarding how the residents can send in their suggestions and access the survey.

Ms. Brunini encouraged the residents to think about the beach and how that makes them feel, things that are at the beach, words associated with mom and home, things around the neighborhood that are inspirational, Florida,

the community, which can spark great ideas. Ms. Brunini thanked the participants for their ideas.

Ms. Smith-Wells applauded Ms. Brunini for being on the call and her work. She asked the residents to stay on the call for some announcements and other matters. Ms. Smith-Wells stopped the recording at this time.

DBHAFL_Northwood Village Resident Meeting Questions