

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, July 15, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, July 15, 2014, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski

Board Members Absent:

Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:13 a.m.

2. **Roll Call**

Ms. Groom called the roll and noted members present as stated above.

3. **Approval of Minutes - June 24, 2014**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 24, 2014. The motion carried unanimously (4-0).

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which is included on Page 10 of the packet. Mr. Jeffries stated deficits are projected in some accounts and he is curtailing spending.

Ms. Cook asked if the merchants will be billed this fiscal year for the Merchant Co-op products.

Mr. Jeffries said yes.

6. **Farmers' Market Update**

Mr. Jeffries stated an update from Noeleen Foster, Farmers' Market Manager, is included in the packet on Page 13.

Ms. Foster stated one of the large vendors, Produce One, has returned during the last two weeks and is using 4 spaces. Ms. Foster stated the recent heavy rains have had a dramatic event on vendors. Ms. Foster stated she feels the EBT will help the market but the initial outlay is substantial. Ms. Foster stated she had an article that outlined some of the Board's concerns regarding EBT. Mr. Abraham asked that Mr. Jeffries provide copies of the article to the Board.

Ms. Foster stated customers are visiting from hotels as a result of information that is provided about the market on the rack cards. Ms. Foster stated that overall attendance is up.

Ms. Cook expressed concern about the number of major wholesalers and how that will be reflected in the annual report to the CRA.

Ms. Kozinski stated with Produce One returning, we are still down 12 spots and asked if it is possible to get another wholesaler.

Mr. Hopkins asked if we have lost vendors to other markets, such as Ormond Beach and Port Orange.

Ms. Foster stated one vendor left to open at the Flagler market.

Mr. Hopkins asked if there is an opportunity to reach out to the vendors at other markets to encourage them to participate in our market.

Ms. Foster stated she has approached other vendors and encouraged them to participate in our market.

Mr. Hopkins asked if other markets offer EBT.

Ms. Foster stated Flagler does but they are not operated through the city. Ms. Foster stated in order to offer EBT, a staff person would have to be added to operate the equipment and that would be an additional expense.

7. **Discussion: DDA Mission & Goals**

Mr. Jeffries presented the revised Mission & Goals based on comments made by the Board at the last meeting and is included on Page 15 of the packet.

Mr. Hopkins made a motion to accept the changes as outlined in the Mission & Goals, seconded by Ms. Cook.

Mr. Abraham stated he feels the Mission Statement should reflect that the area engages in business.

Mr. Hopkins stated the Mission Statement should include wording to encourage shopping.

Keith Gold, Gold & Associates, stated he would work with Mr. Jeffries to edit the wording to reflect the comments by the Board.

Mr. Hopkins and Ms. Cook withdrew the motion so the document could be returned to staff for revisions.

Mr. Abraham asked that the Mission & Goals be revised and presented to the Board at next month's meeting.

8. **Riverfront Shops of Daytona Beach Quarterly Report**

Mr. Jeffries stated the quarterly update is included in the packet on Page 17.

Mr. Gold stated the report reflects that all of the numbers are up, including the newsletter. Mr. Gold stated the newsletter should highlight special events. Mr. Gold stated he would send some suggestions to Mr. Jeffries for items to update the newsletter. Mr. Gold stated the newsletter should be shorter and include specials from the merchants.

Mr. Hopkins stated he feels there is a disconnect with the merchants and asked how we can get the merchants to promote specials in the newsletter in order to attract business.

Mr. Gold suggested that Gold & Associates could set aside 2 to 3 days where they would meet with all of the businesses to talk about marketing and encourage them to participate in what the city is doing.

Mr. Hopkins stated he feels that is an excellent idea.

Ms. Kozinski stated restaurant owners do not attend the merchant's meetings and also feels meeting with them individually is a good idea.

Pamela Rudd, Selby Realty, stated it would be good to get the merchants to commit to a standard offer that could be promoted all year.

Mr. Jeffries stated the details of the marketing plan will be presented at the September meeting. He stated proposed changes to the discount card will be discussed at the next meeting as well.

Break: There was a break in the meeting at 9:12 a.m.; the meeting reconvened at 9:20 a.m.

9. **Downtown Event Support Criteria**

Mr. Jeffries stated the criteria which was previously approved by the Board is included in the packet on Page 20. Mr. Jeffries stated the proposed revisions relate to event support.

Mr. Jeffries stated based on the criteria, a Riverfront Shops sponsored event would have to be free and open to the public but an event held on Manatee Island could be a paid event where an admission fee is charged.

Mr. Abraham stated events can be free but there could be a paid component, such as an event being held in the park with a paid event being held in the News-Journal Center and stated the policy needs to reflect such an event.

Ms. Cook stated Page 23 indicates under the caption Riverfront Shops of Daytona Beach Sponsored, "The event is open to the public and free of charge."

Mr. Abraham stated that item should incorporate a statement that there may be a paid component.

Mr. Jeffries stated he would add a map that will define the areas, such as Manatee Island.

Mr. Jeffries stated the criteria on Page 25 will be revised to reflect how the event will be consistent with the goals of the Downtown study.

Ms. Kozinski stated Page 22, Item 6, talks about the evaluation and asked if the promoter is already required to do an evaluation of the event.

Mr. Jeffries stated a written report has not been completed and a form will be developed for the event promoter to complete after the event.

Ms. Cook stated if the DDA is providing funding, the Board needs to know how the event went.

Ms. Kozinski stated she would like to review the form once it is developed.

Mr. Jeffries stated he will prepare the form and distribute it to the Board.

Pamela Rudd, Selby Realty, asked about the seed money that is provided to promoters for events that are approved and asked what the accountability is for those funds. Ms. Rudd asked if events that are non-sponsored by the DDA could be promoted without statements that they are not supported by the DDA since the statement that an event is non-sponsored may be a deterrent for participation. Ms. Rudd asked for those who receive seed money, when does it go away; and those that do not receive the seed money, what can be done for those events to get additional support.

Ms. Kozinski stated there is no seed money.

Ms. Rudd stated there is the waiving of fees and those events receive additional benefits.

Mr. Abraham stated in order to receive benefits; an event would have to be a sponsored event as determined by the DDA. Mr. Abraham stated the DDA does not give money directly to anyone. He stated the DDA pays city fees for sponsored events and the DDA pays for advertising. Mr. Abraham stated the DDA does provide financial support to the Halifax Art Festival through a prize for the event and the money does not go to the event organizer. Mr. Abraham stated all of these items are accounted for internally.

Ms. Rudd stated when the Friends of the Bandshell receive support; a report has to be generated to indicate how their own money was spent in order to be accountable for receiving the extra support from the city. Ms. Rudd asked if the DDA would be following the same guidelines and would differentiate between an event being supported and non-supported.

Mr. Abraham stated the Friends of the Bandshell is a different situation because the money is going to another organization. He stated the DDA is not giving the funds to someone else and the funds are tracked internally.

Ms. Rudd stated the funds were not given to the Friends of the Bandshell. She stated invoices are received and approved for payment by the city.

Mr. Jeffries stated the Friends of the Bandshell must submit an invoice that shows they did advertising and the city reimburses them. Mr. Jeffries stated the Main Street CRA is supporting the fireworks.

Mr. Hopkins stated there is not a mechanism to determine if a sponsored event meets the criteria that is outlined.

Ms. Kozinski stated she would like an evaluation completed in writing after the event.

Mr. Abraham stated feedback from the merchants is valuable in determining the success of an event.

Mr. Abraham stated if a proposal is presented for an event that meets all of the criteria; the DDA is not obligated to support the event.

Mr. Jeffries stated Page 23 of the criteria outlines the right to reject any and all proposals.

Mr. Jeffries stated the project budget is to be submitted as part of the proposal and all advertising is subject to DDA approval for all sponsored events.

Mr. Jeffries stated he will develop an evaluation form that will include information, such as attendance and information gathered at the Riverfront marketing booth.

Mr. Hopkins stated the newsletter reflected an event as not being sponsored by the DDA. Mr. Hopkins stated that is an issue for him and does not feel we need to segregate between DDA sponsored and non-sponsored events.

Mr. Jeffries stated to the customers, it is not advertised as non-sponsored. Mr. Jeffries stated the non-sponsored event was noted in the email that was sent to the merchants since he had received questions from merchants about an event that was being held on the north block in which they were not involved. Mr. Jeffries stated he was trying to clarify that it was not a DDA sponsored event since merchants were questioning why the DDA had not coordinated an event with them.

Ms. Kozinski stated one of the merchants on the north block stated the radio promo stated the event was sponsored by the City of Daytona Beach.

Ms. Rudd said the ads did say it was sponsored by the City of Daytona Beach; and when she was told to retract that, she did. She apologized and stated no ill harm was intended.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the criteria subject to the comments made by the Board. The motion carried unanimously (4-0).

Mr. Jeffries stated examples of graphics are included in the packet beginning on Page 28.

Mr. Gold stated there should be a standard format with the event details being changed for each event. Mr. Gold stated each promoter could provide information that could be incorporated into the standard format.

Mr. Abraham stated he agreed with Mr. Gold's comments. He stated he feels the Riverfront Shops graphic is important and should be consistent information so there is a consistent message.

Ms. Kozinski stated consistent information is important.

Mr. Hopkins stated the template is perfect and generates consistency.

Ms. Kozinski asked if we will make sure radio ads mention Riverfront Shops.

Mr. Jeffries said yes and he has had Gold prepare scripts for radio advertising.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to adopt the graphics as prepared by Gold & Associates for consistent promoting of events. The motion carried unanimously (4-0).

Additional Item: Downtown Daytona Nights

Mr. Jeffries presented a request from Pamela Rudd, Selby Realty, for financial support of the Downtown Daytona Nights event with an initial event day of July 11 and additional dates in August and September. The request is hereto and attached and made part of the record. Mr. Jeffries stated there is no funding available for this event. Mr. Jeffries stated if this event could be tied to Riverfront Fridays, there could be savings to the event producer.

Ms. Rudd stated the application is for 2015 fiscal year dates. Ms. Rudd stated there are events scheduled for this year for which she has already obtained permits but the request is for support for all benefits scheduled for fiscal year 2015.

Mr. Abraham asked when event funding will be considered by the DDA.

Mr. Jeffries stated he would like to present the requests for funding at the September meeting.

Mr. Abraham stated this request will be considered at the September meeting.

Ms. Rudd stated events will be held on August 1 and September 12 of this year and there are no outside sponsors.

Mr. Abraham suggested the requested events be integrated with Riverfront Fridays.

Mr. Jeffries stated he will work on that.

Ms. Rudd stated there are two events already permitted for this year and asked if those events could receive additional advertising.

Mr. Jeffries stated the events will be listed on Facebook and will be listed on the City's calendar. He stated the events will also be included on the next e-blast.

10. Board Comments

There were no Board comments.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:38 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary