

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, February 24, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, February 24, 2015, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins (arrived at 8:09 a.m.)
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:07 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: January 27, 2015

Board Action:

Ms. White made a motion to approve the minutes of the Regular Meeting of January 27, 2015. Ms. Kozinski seconded the motion and it was approved unanimously.

4. Public Comments

Pastor Michael Pastore, New Promises Ministry, Daytona Beach, stated he met with the Mayor along with a group of other ministers regarding the homeless issue. Pastor Pastore stated he feels something needs to be done in the meantime regarding the homeless prior to a resolution of the Safe Harbor project. Pastor Pastore stated the Mayor feels there is no public outcry for a solution regarding the homeless issue at this time and does not feel there is community support. Pastor Pastore stated the Mayor feels the only solution for the homeless situation at this time is Volusia Safe Harbor and that project will take 24 months to complete. Pastor Pastore stated the homeless do not have a seat at the table for discussions and he is trying to fill that gap. He stated he is in support of Safe Harbor but feels there should be a solution in the meantime and suggested a tent city on the outskirts of town, a vacant gymnasium, or the vacant Police Station could be developed but he has not received support. He suggested the government should be involved in the short-term solution and is interested in receiving support.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which is included on Page 12 of the packet. Mr. Jeffries stated the report is for the financial status through February 19. Mr. Jeffries stated through February 19, the Farmers' Market has received \$10,900 in revenue.

6. **Volusia Safe Harbor - DDA Resolution of Support**

Mr. Jeffries stated the DDA had asked for a resolution to be prepared that would re-emphasize the DDA's support of the Safe Harbor project. Mr. Jeffries stated a copy will be provided to Volusia County.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve Resolution No. DDA 15-1. The motion carried unanimously (4-0).

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

a. Website Maintenance Report

Mr. Jeffries stated a report was requested from InFocus but has not been received. He stated he will follow up on the status of the report and provide it at next month's meeting. Mr. Jeffries stated InFocus is responsible for only posting information to the website, not editing or developing the content. Mr. Jeffries stated InFocus has suggestions on upgrading the website so the DDA may want to increase the budget for next year in order to offset that expense. Mr. Jeffries stated there are currently firewall issues with the City's website that prevents information from being updated automatically.

Ms. Kozinski stated Ms. Cook was concerned that the latest information is not being placed on the website and the list of merchants is obsolete.

Mr. Jeffries stated he is working to address that issue.

b. E-newsletter and Website Content Changes

Mr. Jeffries stated a revised outline of the newsletter developed by Gold & Associates is included on Page 18 of the packet. Gold & Associates suggested renaming the newsletter to the Beach Street Bulletin and recommends including stories that will develop a downtown atmosphere.

Ms. White stated there was an issue presented at last month's meeting of someone trying to sign up for the newsletter but was unable to do so.

Mr. Jeffries stated the system is working and the newsletter requests are sent to Gold & Associates, who have stated they are receiving the requests.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the proposed outline and name change for the newsletter, which will be implemented in March, 2015. The motion carried unanimously (4-0).

8. **Downtown Event Funding Criteria**

Mr. Jeffries presented the staff report which is included on page 20 of the packet. Mr. Jeffries stated the event criteria was updated and approved by the DDA in July, 2014, and a copy of the criteria is included on page 30 of the packet. Mr. Jeffries stated Gold & Associates feels strongly the blue background should be used in printed materials to be consistent with branding. Mr. Jeffries stated what BullsEye has been presenting is not consistent with the approved template and has stated the template does not provide flexibility.

Johnnie Ponder, 885 Maley Avenue, suggested using a lighter blue or white to make sure the Riverfront Shops logo stands out.

Ms. White stated the conversation seems to be between the DDA and BullsEye regarding the development of the template. She asked if there have been any concerns from any other DDA partners regarding use of the template.

Mr. Jeffries stated he has talked with the volunteers from the Art Guild who have stated that the Museum of Arts & Sciences has expressed that the art show is a Museum event, not a DDA event but the volunteers are willing to work with the DDA. Mr. Jeffries stated he feels they can reach agreement in saying it is a Museum event occurring at the Riverfront Shops.

Ms. Kozinski asked if the people promoting Daytona Nights have expressed concern regarding the template.

Mr. Jeffries stated they are willing to do their advertising in order to tie into the Riverfront Shops campaign. Mr. Jeffries stated their first event is scheduled for April 10.

Mr. Jeffries stated per the DDA's adopted policy, the graphic with the blue background shown on page 23 of the packet is the adopted policy.

Mr. Abraham stated Page 24 reflects the logo without the flowers and provides more space for information relating to the event.

Mr. Hopkins stated the DDA is teetering on a policy issue as to what was provided to all of the partners for promoting downtown events. Mr. Hopkins stated the DDA set a policy to use the template and BullsEye has elected to not use it. Mr. Hopkins stated the DDA needs to get feedback from BullsEye as to whether they are going to abide by the policy which has been set by the Board or not. He stated so far, they have not. Mr. Hopkins stated Gold & Associates was hired to promote the downtown with consistency; and if the Board is going to have a policy, the DDA needs to stand by it. He stated he feels empowered to invoke the policy that was adopted and stand by our guns on it. Mr. Hopkins stated he does not see consistency in what BullsEye has prepared in their graphics.

Mr. Abraham stated a policy is in place but it needs to be determined if the DDA wants to amend the policy to make it more flexible.

Mr. Hopkins stated the DDA could demand that the policy be implemented.

Ms. White stated Gold was directed to create the graphics; and the DDA budgeted funds to pay Gold so this is a financial issue as well. Ms. White stated when it was developed, she saw the template as an asset since someone coming to do an event would have a lot of the details of advertising completed. She stated the DDA is providing a service in having the graphic available to a promoter to incorporate their logo without having to go out and hire a graphics firm. Ms. White stated she would like the DDA to adhere to the original policy.

Al Smith, BullsEye Marketing, stated a template has not been presented that BullsEye is comfortable with. He stated BullsEye is not a DDA partner; they are a sponsor of events and they take the risk. Mr. Smith stated he has researched and has been unable to find another city that takes this approach to branding. Mr. Smith stated working with a blue background and then having to present it to Gold causes delays and what is presented is too restrictive.

Mr. Hopkins stated the DDA hired Gold to establish an identity for the downtown and felt consistency is important. Mr. Hopkins stated he feels the

DDA should stick to their guns; and he stated what he is hearing from Mr. Smith is that we will have difficulty having BullsEye comply. He stated he does not feel the DDA is being respected as a Board when a policy is established and BullsEye does not follow it. Mr. Hopkins stated the DDA agreed to work with BullsEye for promoting events based on the policy and the policy is not being followed.

Mr. Smith stated he is here to work something out. He stated a workshop was to take place regarding this issue and that never happened so he has been unable to provide input.

Mr. Abraham stated staff was unable to come up with a time that was agreeable for everyone for scheduling a workshop so that is why the item is scheduled on this agenda. Mr. Abraham stated he likes what is proposed on page 24 of the packet which provides consistency but allows for some flexibility.

Ms. Kozinski asked if the center section of the template could be changed to incorporate whatever BullEye wished to use, would that work for BullsEye.

Mr. Smith stated he did not know; he would have to see it.

Ms. White stated the DDA made branding a top priority and the art work the DDA was receiving was not consistent. She stated the DDA felt it would be more efficient to have the template; and if the template is not used, the DDA will be having this conversation again.

Johnnie Ponder, 885 Maley, stated she does not feel the Riverfront logo stands out on the poster presented by BullsEye. She stated the DDA should stick to their brand that was adopted.

Ms. Kozinski asked Mr. Smith if the color is changed in the mid-section of the template, will that work for BullsEye.

Mr. Smith stated BullsEye has issues with blue and how it will look in newspaper ads.

Ms. Kozinski stated it would only be blue in the lower sections and asked if that will work.

Mr. Smith said not really.

Ms. Kozinski asked Mr. Smith if what he wants is for the DDA to scrap the template all together.

Mr. Smith said that would be his advice.

Mr. Abraham asked if there is a motion from the Board. He stated there is a policy in place; and if there is no action to amend the policy, then that is what will prevail.

Mr. Jeffries suggested the criteria could be amended to allow the revised template that was presented on Page 24 to be used and presented a Powepoint with suggested templates.

Ms. White asked if the Board does not use a template, how will the DDA evaluate the graphics other than looking at every one that is proposed.

Mr. Abraham stated the DDA could adopt a certain size for the Riverfront logo or a certain place where it will be placed on a poster. Mr. Abraham stated Gold recommended that the DDA adopt a template. Mr. Abraham stated that in his previous work, he has worked with national experts who consider that Navy blue conveys strength. He stated he agrees that the Riverfront shops logo should be consistent in appearance, color, and size.

Mr. Hopkins stated there is consistency in the template.

Ms. White stated the 3 templates presented by Mr. Jeffries show the consistent colors and brand and feels the DDA should stick with the template.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to expand the policy to include the three proposed templates as outlined on pages 22, 24, and 28 and give event promoters flexibility to incorporate their logos. The motion carried unanimously (4-0).

Mr. Jeffries stated he will redraft the policy criteria and present it to the Board at their March meeting.

9. **Farmers' Market Strategy**

Mr. Jeffries presented the staff report included on page 40 of the packet. Mr. Jeffries stated the objectives have been revised and are included on page 42 of the packet. Mr. Jeffries stated the strategy will be to pursue getting EBT at the market without obtaining a grant through a private sponsor or health care providers' support.

Ms. Foster stated she suggested one change and that would be to conduct 2 surveys a year, one in the fall and one in the spring. Ms. Foster stated there is a grant available from the Farm Bill and suggested an application be submitted quickly since funds will be dispersed on a first-come first-served basis.

Ms. Kozinski asked how soon someone could be working on the grant application.

Mr. Jeffries stated he would talk with Mr. Berger about the grant application.

Ms. White stated she has been talking with Bob Williams at Halifax Medical regarding SNAP/EBT. Ms. White stated to implement the program will cost the DDA between \$10,000 to \$15,000. Ms. White stated she would be happy to assist staff in the discussions with Halifax Medical and would like to pursue a title sponsorship for at least a couple of years.

Ms. White discussed the rental rates for the Farmers' Market. She stated she feels if someone has one spot, the rate should be higher than someone who is renting 10 spots.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the proposed changes to the Farmers' Market strategy and that a minimum of two surveys be conducted per year. The motion carried unanimously (4-0).

10. **Board Comments**

Mr. Hopkins asked for the status of relocating the City's yard sale.

Mr. Jeffries stated a letter needs to be sent regarding the DDA's concerns.

Ms. Foster asked if the area behind the library could be used for overflow parking.

Mr. Jagger stated it could be beyond the Board's license area to direct parking to that area and the DDA is not set up to do that.

Mr. Abraham stated people are not directed where to park and they can park in the downtown, at the library or at the courthouse.

Ms. Kozinski asked if there is a streets team on Beach Street.

Mr. Jeffries stated the streets team is responsible for cleaning up the sidewalk in the morning and he will check to make sure they are still cleaning the area.

Ms. White asked about Riverfront Fridays and if Mr. Jeffries is receiving information from Cinematique.

Mr. Jeffries stated he is receiving information from Cinematique and he is working to finalize the contract.

Ms. White asked for the status of the directory updates.

Mr. Jeffries stated he is working on that.

Al Smith stated the branding of the downtown has been built around having a place to shop. He asked if the branding is effective and if perhaps we need to change direction. He stated there has not been any new retail, such as women's clothing.

Mr. Abraham stated new businesses seem to be restaurants. Mr. Abraham stated the Gibbs study did not produce much and asked if he is doing anything for the city.

Mr. Jeffries stated Gibbs developed the market research study which has been a very helpful tool for staff in attracting businesses in Daytona Beach overall. Mr. Jeffries stated the Gibbs study was helpful when the individual meetings were conducted with the merchants. Mr. Jeffries stated the Gibbs contract is still active and Mr. Gibbs currently has a new person that he feels would be helpful in attracting new business for us.

Ms. White stated she feels the retailers are of a more higher quality than they were that were coming in 3 years ago.

Mr. Abraham stated there is an item on the agenda every month from Gold to review the Riverfront Shops campaign.

Mr. Smith asked what measurements are used to determine if it is working.

Mr. Abraham stated it is measured in terms of access to the website and the merchants.

Ms. Kozinski stated 4 years ago, the only bag that you could see being carried on the street was from Angel & Phelps, and now she sees bags from other merchants.

Ms. White stated the vacancy rates have gone down.

Mr. Hopkins asked if signage could be placed in advance of the day of the Farmers' Market to encourage people to return to the area for the market and asked if the signage could be left up beyond 1:00 p.m. in order to attract passer-by traffic.

Mr. Hopkins talked about the opening of Federal Alley. He expressed concern about the 5 to 6 foot fences to mark the pedestrian corridor and stated the signage is out of character with what we are doing downtown. He stated this was done with blinders on. He stated 5 foot fences and huge signs are out of character. He stated the DDA should participate in any other traffic

improvements that are made in the downtown. He stated he is glad Federal Alley is open but the approach that was taken is very aggressive.

Mr. Jeffries stated interest has been expressed by a tenant to open a restaurant at the former Windy City site. He stated a more pedestrian friendly environment will be needed next to the restaurant site.

Ms. Kozinski asked why there is a car counter on Federal Alley.

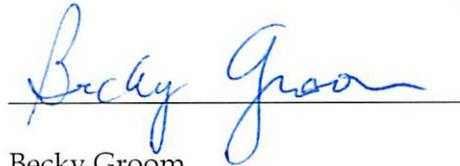
Ms. Foster stated signs for the Farmers' Market may not be placed out earlier than Saturday due to Code Enforcement concerns.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:05 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary