

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, February 23, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, February 23, 2016, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Robert Abraham, Chairman
Mr. Joe Hopkins
Ms. Tammy Kozinski
Commissioner Pam Woods
Ms. Sheryl Cook

Staff Members Present

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

1. Call to Order

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

2. Roll Call

Roll was called and members were noted present as stated above.

3. Approval of Minutes: Regular Meeting: January 26, 2016

Board Action:

Ms. Woods made a motion to approve the minutes of the Regular Meeting of January 26, 2016. Mr. Hopkins seconded the motion and it was approved unanimously.

4. Public Comments

Michael Pastore, 400 Fremont Avenue, stated he was interested in moving forward with suggested solutions regarding the homeless. He stated there was a property listed at 660 Mason which was the former Halifax Lanes site and suggested the city purchase that site to be used for a homeless facility. He stated he felt the Volusia Safe Harbor project budget needs to be scaled back. He stated the Dr. Marbut site in California used an existing building and the shelter was opened in six months. He stated Gary Shimun and Halifax Urban Ministries had inspected the property at 660 Mason. Mr. Pastore stated he felt we cannot wait two years to construct Volusia Safe Harbor.

Josh Fortner, 172 N. Beach Street, spoke in support of the effort to form a merchants association for the downtown.

Tom Myer, 200 North Beach Street, stated he supported the merchants association and was looking forward to working with the DDA and the City. He stated a vendor had offered to clean the Volusia County building and sidewalks for free.

Mr. Hopkins asked how many merchants were involved in the new merchants group.

Mr. Myers stated he was working with primarily the North Beach Street merchants but was trying to get everyone involved.

Frank, Sisters Décor & More, 240 S. Beach Street, stated he was pleased with the improvements made to Orange Avenue. He stated parking signs are needed to direct customers to available parking behind the buildings along Beach Street.

Ms. Kozinski asked if the merchants group would be similar to a Friends of the Downtown since she believed some people who do not have businesses in the downtown may want to join the group.

Frank said yes.

Dan Harshaw, 100 S. Beach Street, stated he is pleased to see parking restrictions are being enforced. He stated businesses needed to make sure their employees were directed where to park. Mr. Harshaw stated the city should lease available lands near Beach Street that could be used for parking, such as the Cobb & Cole site.

Ms. Woods stated she was pleased to see parking enforcement would start in the downtown. She stated the enforcement would be 7 days a week but not in the evening.

Mr. Myer stated previously a lot of business owners were afraid to park behind the businesses due to safety. He stated the area needed to be cleaned and lighted. He stated the Burgoyne building is private property and lighting was needed at that lot.

Ms. Kozinski suggested Mr. Myer talk with Jack White about the Burgoyne building.

Mr. Jeffries stated the lighting had been upgraded in the public parking lots. He stated the Cobb & Cole parcel is one lot with two separate owners and the City had been working on obtaining that parcel. He stated he had been working on a lease for the Burgoyne properties in the North Block to make sure that lot continued to be public parking. Mr. Jeffries stated the property owner wanted the city to pay their sewer fees for the lot and there was no money identified in the CRA budget for those fees.

Mr. Jeffries stated the RFP was currently out for signage.

Ms. Woods stated she campaigned for the parking to be enforced along Seabreeze and in downtown. She stated if the parking was going to be enforced along Beach Street, signs should be up directing people to available parking.

Mr. Jeffries stated he would talk with the Traffic Department to see if more signs could be installed.

Frank stated a sign needed to be put up to direct people through Federal Alley.

Al Smith stated it was a good thing to be concerned about the lack of parking. Mr. Smith thanked Ms. Woods for her hard work.

Ms. Cook stated there was not sufficient parking in the middle block. She stated parking spaces were used to place the new dumpsters at the rear of the buildings.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 9 of the packet.

Mr. Jeffries introduced Lori Slaight, who will be the part-time employee working in the Redevelopment Office for the DDA.

6. **Farmers' Market Manager's Report**

Mr. Jeffries stated the report from Ms. Foster was included on page 11 of the packet.

Ms. Foster stated there were a couple new vendors in the market and the last couple of weeks had been really good.

Ms. Cook asked if the new vendors were ones that only used one table and would be gone in two to three months. She expressed concern about the revenue being down. She stated Palm Coast just opened a new European market on Sundays and asked if maybe we were going after the wrong type of vendors.

Ms. Foster stated the little vendors are doing well, but if they don't do well, they move on. She stated Perrine's was doing very well but she stated one produce vendor left last month. Ms. Foster stated she was focused on trying to get more variety of smaller vendors into the market. She stated she believed she will have a bigger nursery vendor this month.

Mr. Abraham asked how Ms. Foster felt about meeting or exceeding revenue projections.

She stated she felt it was right at \$2,000 but it was difficult during the holidays.

Ms. Woods asked Ms. Foster if she believed there would be another decline in revenue of 14% in February.

Ms. Foster said no.

Ms. Kozinski stated the City yard sale was held at the same time as the Farmers' Market.

Mr. Jeffries stated the letter was sent to the City from the DDA so he will follow up to see why that happened.

7. **Downtown Marketing and Promotions**

Mr. Jeffries stated the draft marketing RFP was included on page 13 of the packet. He stated at the direction of the board, the RFP was split into two RFP's, one for marketing and one for events.

He stated the RFP for marketing would cover marketing for the downtown, Riverfront Shops, and the Farmers' Market.

Ms. Cook stated last month's minutes reflect that the contract will be for 3 years with a 2-year option for extension and that was not mentioned in the RFP.

Mr. Jeffries stated he did not know if the length of the contract had to be in the RFP.

Mr. Jagger stated a formal contract will be presented to the DDA after the RFP process which will specify the scope of duties and term.

Ms. Cook stated bidders should know the contract will be for 3 years prior to bidding.

Mr. Jagger stated the language can be added to the RFP that the contract will be for 3 years with an option.

Public Comments:

Dan Harshaw suggested the city provide seed money for events held in the downtown with the understanding that it was to be repaid to the city after the event.

Mr. Abraham stated the DDA does not have money for events that were not DDA sponsored events. He stated Mr. Harshaw is talking about loaning vendors money and Mr. Abraham stated the DDA tried that with merchants regarding co-op advertising and the city had trouble collecting it

Mr. Myer stated the merchants group had people wanting to donate so maybe the merchants group would help with providing seed money for events. He stated he feels Beach Street needed to be turned into an art and music district.

Mr. Abraham stated the DDA could provide support thru the Riverfront Shops website and supports what the merchants are trying to do.

Mr. Smith stated the funds provided by the DDA for events goes for advertising. He stated he has yet to see any measurable results as a result of the money spent on the branding campaign.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Woods, to approve the Downtown Marketing RFP and Downtown Event Promotion RFP, in accordance with the documents as presented by staff. The motion carried unanimously (5-0).

8. Discussion: Downtown Merchant Committees

Mr. Jeffries stated he felt there had been a deficiency in communication with the merchants. He stated he felt the part-time employee would be more engaged with the merchants and she would be tasked with the email updates and making personal contact with the merchants. Mr. Jeffries presented the Main Street Approach for coordination efforts with the merchants group.

Ms. Kozinski stated there was a group of volunteers that are interested in supporting the downtown and if the proposed group was called the merchants group, it may alienate those who were interested in volunteering.

Ms. Woods stated the merchants group needed to evolve as a positive group and they need someone to explain government procedures to them.

Ms. Cook stated she felt having Ms. Slaight working with the merchants would help keep their enthusiasm.

The Board agreed by consensus to have Mr. Jeffries provide the proposed merchant structure to the merchants group.

Al Smith stated successful merchant organizations had someone other than one of the merchants as the chair/president of the group.

9. **Board Comments**

There were no Board comments.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:26 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary