

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**MINUTES**  
**Tuesday, January 24, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, January 24, 2017, 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. Sheryl Cook  
Ms. Tammy Kozinski  
Ms. Kelly White

**Staff Members Present**

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

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:05 a.m.

**2. Roll Call**

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

**3. Approval of Minutes**

a. December 20, 2016 Regular Meeting

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the Regular Meeting of December 20, 2016, with any corrections necessary. The motion carried unanimously.

Mr. Hopkins stated that Page 5 reflects that he made the motion to approve the contract with Bulls Eye Direct Marketing and he stated he did not make the motion. The Board asked that the audio of the meeting be reviewed in order to make the correction.

b. January 10, 2017 Special Meeting

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the Special Meeting of January 10, 2017, with any corrections necessary. The motion carried unanimously.

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 11 of the packet. Mr. Jeffries stated he was working with the Daytona Beach News-Journal to finalize their invoices and a correction may have to be made to those expenditures next month.

6. **Discussion: Historic Halifax District Daytona Beach Petition**

Mr. Abraham stated each point raised in the petition would be discussed by the DDA members and the representatives of the Historic Halifax District.

Mr. Jeffries stated the petition request was to appoint DDA Board Members by districts to be defined within the DDA boundaries. Mr. Jeffries stated the composition of the Board was set by Section 5 of the Charter, which stated the DDA will consist of 5 members appointed by the Daytona Beach City Commission and must meet specific qualifications, which were outlined on Page 16 of the report included in the packet. Mr. Jeffries stated to amend the Charter would require legislative action by the State of Florida. Mr. Jeffries stated the DDA was an independent agency to the City of Daytona Beach but had a financial relationship with the City through the CAFR and had a specific function for downtown redevelopment.

Mr. Abraham stated the petition suggested members should be appointed from geographic areas. Mr. Abraham stated his opinion was that the DDA does not have that authority; and if the City Commission elected to do so, they could choose individuals from among the applicants from specific geographic areas.

Mr. Jagger stated the members were appointed for three-year terms and each member could be re-appointed or new members appointed by the City Commission.

Mr. Abraham stated if there was more than one applicant for a vacancy, the City Commission would vote on which applicant to appoint and there had been split votes in some cases.

Josh Fortner stated he had reviewed the charter and believed the Legislature wanted the DDA to be independent from the city.

Mr. Abraham stated he believed the DDA had a large degree of independence in terms of decision making and setting policy on how the DDA spent their dollars. Mr. Abraham stated he believed the relationship was more administrative than it was substantive.

Ms. Kozinski stated she was asked to apply to serve on the DDA since there was no representation from restaurant owners.

Mr. Abraham stated Ms. Kozinski was appointed when Stacy Lipton left the downtown.

Tom Myers, 200 N. Beach Street, stated there hasn't been a lot of applicants from the north end because there hadn't been many businesses there but now there were more businesses there and more

people to represent. Mr. Myers stated many people don't want to get involved because they think staff is representing the City and they do not want to get in conflicts with the city.

Mr. Abraham stated he does not feel the DDA had the authority to address the composition of the board. He stated there would be vacancies in the future and there was no reason why someone from the north block could not be appointed. Mr. Abraham stated he did not feel it would be wise to appoint members from geographic areas in the district. Mr. Abraham stated everyone in the district must pay the one mill in tax that was authorized by the DDA and was the source for the DDA's revenue. Mr. Abraham stated if the areas were divided into geographic districts, you may not have as much representation from the merchants as there currently was. Mr. Abraham stated to change the geographic limits would require a study to determine what the impact would be on the revenue; and if you shrink the district, you would shrink the revenue source as well.

Mr. Jeffries stated Issue No. 2 on the petition was for voting members to reclude themselves from voting on items within their district. Mr. Jeffries stated the Charter outlined in Section 10 that DDA members could not vote on matters in which the member would have director or indirect benefit. Mr. Jeffries stated members must file financial disclosure forms with the State of Florida.

Mr. Abraham stated if there was no financial conflict, Board members must vote.

Josh Fortner stated he felt voting should be representative of the whole district.

Mr. Jeffries stated a new issue was being presented and it was regarding DDA employees. Mr. Jeffries stated the charter did say the DDA could appoint its own Executive Director and staff. Mr. Jeffries stated in the 1970's and 1980's, the DDA did have its own Executive Director. Mr. Jeffries stated as rules for governments became more stringent during the 1980's and since the DDA was a public board, the city took on the administrative responsibilities, such as meeting preparation and minute taking. Mr. Jeffries stated he was the Project Manager for the Downtown and was lead administrator for the DDA.

Mr. Abraham stated he was appointed to the DDA in 1985 and at that time, Bill Sipes was the Executive Director for the merchant association and the DDA. Mr. Abraham stated Pete Heebner served as the DDA attorney. Mr. Abraham stated the DDA had authority to hire staff but the issues would be about the money for the cost for a director and legal counsel; he expressed concern about how much money would that leave to perform other functions. Mr. Abraham stated because of the DDA's close relationship with the city, the DDA has the use of city staff.

Mr. Hopkins stated he does not see the capacity for the DDA to take on any more responsibility with the current budget.

Ms. Cook stated the DDA budget was limited and has had to be reduced each year.

Mr. Abraham stated he believed the consensus was there was no desire by the Board to explore any further hiring of staff for the DDA.

Mr. Jeffries stated Issue No. 3 in the petition was that the DDA should create its own zoning and land use laws for the downtown. Mr. Jeffries stated the Planning Board was the primary advisor to the City Commission on planning and zoning related items. Mr. Jeffries stated the Land Development Code sets the Downtown Redevelopment Board responsibilities, which included zoning amendments.

planned developments, and major site plans for the downtown. Mr. Jeffries stated Florida had one of the more complicated planning processes in the United States.

Mr. Jeffries stated he was working with a committee of merchants regarding design standards; but the City Commission would have the ultimate decision regarding planning and zoning for the City, regardless of any recommendations made by advisory boards or the Planning Board.

Mr. Jeffries stated there had been a lengthy process that had been reviewed by the DDA on the strategy for Riverfront Shops, which included joint workshops that were held between the DDA and the Downtown Redevelopment Board regarding retail strategy. Mr. Jeffries stated the process included the Gibbs retail market study and the Downtown retail strategy which was implemented through Land Development Code Amendments. Mr. Jeffries stated alcohol regulations had been changed over the last 8 years for bars and nightclubs in Downtown. Mr. Jeffries stated zoning rules were amended so the proposed arcade could be established in the north block area. Mr. Jeffries noted that the vacancy rate was significantly down since the DDA had adopted the retail strategies.

Mr. Abraham stated a lot of what the DDA did was dictated by the adopted budget for the fiscal year and the DDA was currently in the middle of the fiscal year. Mr. Abraham stated we needed to think about what would happen during the next fiscal year. Mr. Abraham stated the budgeting process started in May, was in place by August and ended in September when the budget was adopted. Mr. Abraham stated he would like to see the merchants participate in the budget process. Mr. Abraham stated the focus of the DDA had been on marketing and one of the issues raised in the petition was whether that was an appropriate use of funds. Mr. Abraham stated we were two years into the marketing effort and it would have to be determined at what point we backed away from that effort. Mr. Abraham stated the DDA did not put on events but assisted an event sponsor in securing funds from the CRA for permit fees, advertising and assisted in administration of the events. Mr. Jeffries stated the DDA also provided prize money for the Halifax Art Show.

Tom Myers stated he felt more money should be appropriated. Mr. Myers stated very few like the marketing strategy and did not like the Riverfront name; but they would not tell Mr. Jeffries their feelings because they did not want to appear negative to the city. Mr. Myers stated people felt the area is the Historic Downtown area and those were words people tune into. Mr. Myers stated there was a problem because of the International Speedway Boulevard divide. Mr. Myers stated parking in the rear of the businesses needed to be lighted and be safe. Mr. Myers stated he wanted to work with the City and the DDA to help with solutions to the problems facing the downtown and did not want the perception to be that the merchant group wanted to "battle" with the city. Mr. Myers stated there was conflict among the merchants and some would no longer speak to him and noted that Aaron Paro, the police officer would no longer talk to him.

Mr. Abraham stated there were a lot of misconceptions but the DDA would like nothing more than to have a strong merchants association to work with. Mr. Abraham stated the budget process dictated the use of funds and noted in the past, the DDA contributed funds to help fund a Police Officer to be assigned to the downtown. Mr. Abraham stated there was a perception that the Farmers' Market did benefit the downtown since there was not a grocery in the downtown. Mr. Abraham stated some feel the branding was important since other areas, such as One Daytona and Tanger had a brand; but stated there was no reason why that could not be re-evaluated. Mr. Abraham encouraged participation in the budgeting process.

Mr. Fortner stated he believed the City and the DDA board were too close. Mr. Fortner stated the law states that a DDA member cannot serve as an employee of the city. He stated perhaps the Legislature needed to change the language and define the structure.

Mr. Myer stated merchants did not want to cross the City. Mr. Myers stated some merchants were confused by the City Employee-DDA relationship. Mr. Myers stated some merchants were fearful that if they talk to Mr. Jeffries, their grant money might be in jeopardy.

Mr. Abraham stated before Mr. Jeffries was employed, there was less involvement with the merchants on the part of the city staff because there was at one time a well-organized Merchant Association. Mr. Abraham noted the former Merchants Association handled a lot of the functions that the DDA had to assume since the Merchants Association dissolved. Mr. Abraham stated if there was a solid Merchants Association, such as the Main Street Merchants Association, the DDA could function with less city staff involvement. Mr. Abraham stated the city staff fills the void created by the loss of the Merchants Association. Mr. Abraham stated the merchants should be deciding issues of branding and marketing; and individual merchants should be doing their own marketing of their businesses.

Ms. Cook stated her family has been in business on Beach Street since 1947 and she was the past chairman of the Merchants Association. Ms. Cook stated her dues were between \$500 to \$1,000 per year because of the size of her store and the amount of volume of business. Ms. Cook stated there were formerly many large merchants in the downtown, such as the Dunn Hardware. Ms. Cook stated the cost for the Executive Director for the merchants association was very expensive. She noted 30 to 50 people attended the monthly meetings. Ms. Cook stated it was disappointing that the merchants approached the DDA and did not have a plan in place.

Mr. Myers stated he saw potential in this area and he did not want to give up.

Ms. Kozinski stated she thought Mr. Myers' Board was to represent all of downtown but his email states they represent the area north of International Speedway Blvd. Ms. Kozinski stated some merchants on the south block feel nothing happens on their block and everything happens in the central block.

Mr. Myers stated what he was saying was that representation is needed from the north end of Beach Street since the other areas were represented. Mr. Myers stated Al Smith's boat show was a self-contained event on the south end, including food trucks.

Mr. Abraham stated he did not want to discuss specific events. Mr. Abraham stated when he came to Daytona Beach, the Council on Aging building was a department store and there was a movie theater next door and it was a vibrant street; and now sections of the street did not have retail and was mostly offices. Mr. Abraham stated we needed to focus on the big picture so everyone felt they were represented.

Mr. Myers stated he would provide information to the Board on items the merchants felt would help the downtown area.

Mr. Jeffries stated a broad overview of the retail strategy would be provided at the next meeting and a review of the DDA's mission would be discussed at the March meeting.

Mr. Abraham stated he felt the DDA should re-examine the whole marketing and branding strategy to some extent during the budgeting process. Mr. Abraham stated there would need to be discussion about re-allocating funds for items, such as safety. Mr. Abraham stated input would be needed from the Police Department regarding safety. He stated there were a lot of issues involved and there needed to be time to consider those. Mr. Abraham stated all of it would depend on how effective the Merchants Group could be.

Paul Zappitelli, 128 South Beach Street, stated he lives as a resident overlooking the park and the arches block the view. Mr. Zappitelli stated the sign for the pedestrian crossing is not a legal confirming sign and the police were unable to ticket violators. Mr. Zappitelli stated the lighting was antiquated. Mr. Zappitelli stated the downtown was a historic destination. Mr. Zappitelli stated parking was needed on both sides of the street. Mr. Zappitelli stated the car clubs had been trying to hold events once a month in the Riverfront Park and they had been denied by this board. Mr. Zappitelli believed if the DDA authorized a four year contract with BullsEye, there would be no money for events proposed by the Merchants Association.

Mr. Abraham stated the DDA did not control the park. He stated the DDA could request to schedule events but the City scheduled events in the park; but the DDA did not deny anything. Mr. Abraham stated all the DDA could do was sponsor events and help to lower fees. Mr. Abraham stated the DDA could not sponsor events that were not properly organized.

Casey Parker, 172 S Beach Street, stated she felt the branding was a big failure because it reflected shopping. Ms. Parker stated there were destinations for shopping, such as Tanger, One Daytona, and the Port Orange Pavilion, and the downtown could not compete with that market.

Mr. Abraham stated he felt that was something that needed to be looked at.

Mr. Myers stated the News-Journal facility housed a music school and the director had talked with him about the need for a stage where the musicians could perform.

Mr. Abraham stated he hoped the merchants would determine what they feel they are and how they wanted to be marketed. Mr. Abraham stated he agreed, the downtown needed to be identified with something better than shops. Mr. Abraham stated we had great restaurants and people didn't know it. Mr. Abraham stated the DDA needed the merchants to weigh in on that decision and assume some of the responsibility.

Brian Miseveth, Daytona Beach News-Journal, stated he listened to Ms. Cook's comments about what had worked in the past and wondered how many merchants were involved from the entire downtown and the uniqueness of each business.

Ms. Cook stated there were 7 jewelers, 3 major men's stores, 3 or 4 shoe stores, and 3 or 4 ladies stores. Ms. Cook stated the Merchants Association was very active and 40 to 50 people would attend each monthly meeting.

Ms. Cook left the meeting at 9:50 a.m.

## **7. Downtown Events**

Mr. Jeffries stated the survey results were included on page 39 of the packet.

8. **Downtown Marketing Tactical Plan**

Mr. Jeffries stated Gold & Associates provided a memorandum which was included on Page 48 of the packet. Mr. Jeffries stated he had talked with Mr. Gold about focusing more on the historic aspect of downtown. Mr. Jeffries stated mock-ups would be prepared for the next DDA meeting.

Mr. Jeffries stated he did not have the details, but he was aware that Volusia Mall was working on a project for their site.

Ms. Kozinski stated when the Gibbs report was issued, there was focus on getting an anchor store; but she felt we needed to look at branding that would include restaurants and more of the uniqueness of downtown. Ms. Kozinski stated the park and river made the downtown stand out and we should build off that.

Mr. Zappitelli stated if there was no additional parking provided for the downtown, we would never attract anything. He stated a parking garage was needed in the downtown.

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 10:00 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary