

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, April 25, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, April 25, 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. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Lori Slaight
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes: March 28, 2017

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the March 28, 2017 meeting as presented. 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 as part of the packet on Page 7 and stated expenses were on track. He stated there was still a deficit of \$3,000 remaining for the Farmers' Market but felt with revenue collected through the summer it would break even.

Mr. Abraham stated the Farmers' Market revenue was gradually increasing and asked how it looked going forward.

Mr. Jeffries stated April should be good since there were 5 weeks in April.

Ms. Kozinski stated there was a Farmers' Market every Sunday near Marineland and stated perhaps some vendors could be drawn from there.

Ms. Cook stated last month there was discussion about moving vendors spaces at the Farmers' Market.

Mr. Jeffries stated nothing had been implemented but he would start discussions with the vendors.

6. **FY 2017/18 Merchant Co-Op Program**

Mr. Jeffries presented the staff report as presented on Page 10 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the Website Merchant Feature Ad with a free basic listing and a feature listing at a cost of \$250 annually; and costs for the In Room Concierge Book, which were: \$550 for ½ space; \$975 for a single space; \$400 for a restaurant feature listing; and \$1,000 for the concierge book package which included a full space ad and website feature ad, in accordance with the staff report as presented. The motion carried unanimously (5-0).

7. **Discussion: FY2017-18 Strategy and Budget Planning**

Mr. Jeffries presented the staff report which was included as part of the packet on page 12. He stated the website received about 26,000 hits a quarter and noted there are 2,300 subscribers to the e-newsletter. Mr. Jeffries noted that 61% of the merchants were participating in the DDA marketing program.

Mr. Jeffries discussed the DDA Mission Statement and Goals. He proposed the Mission Statement remain the same. Mr. Jeffries reviewed the outlined DDA goals and stated no changes were proposed to the Lifestyle goals and stated the focus had been on the overall marketing of the downtown. He provided copies of information that had been received from the Historic Halifax District of Daytona Beach regarding their issues with branding. Mr. Jeffries stated one of the Historic Halifax District's strategies was to promote the downtown with artists.

Mr. Jeffries stated the DDA had discussed broadening the focus of the Lifestyle goals to encompass the residential area and other kinds of businesses.

Mr. Jeffries stated the new website would be launched May 10 and would include new photos.

Ms. Cook asked that Mr. Jeffries check to make sure people that were listed on the website were being billed. She suggested if the goal was to entice more people to advertise on the website, then possibly merchants could be billed \$60 quarterly for ads on the website instead of a total of \$250 per year. Ms. Cook stated a bill should be sent to merchants that were interested in advertising for the last quarter of this fiscal year during the month of May.

Mr. Jeffries stated he would present a proposal at the May meeting once the new website had been launched. He stated he would let the merchants know in the e-newsletter about advertising options that were available quarterly.

Mr. Jeffries stated the problems with the homeless in the downtown area were not what they were a year ago.

Ms. White stated she has been working with the City Manager to get the areas that are available for public use cleaned so the areas could be marketed for parties and public events.

Ms. Kozinski stated disc golf is an event that could be held in the downtown and noted the tennis courts were used and should remain. She stated there should be more “play” in the downtown area and the parks were underutilized.

Ms. Cook asked how it could be shown that non-profits were using the downtown for fundraising events, such as walks that support specific events. She noted during a recent event, there were ice cream trucks in the downtown that drew a lot of children and walkers and many participants enjoyed the Sweetheart Trail.

Mr. Abraham asked how we could get the word out to let people know there were spaces for activities available in the downtown. He stated an advertising firm may be needed to assist with more advertising.

Ms. Slight suggested promoting the area through events at the local colleges and Instagram.

Mr. Jeffries stated he would get recommendations from Gold & Associates and suggested adding links to the area colleges. He stated he will discuss promoting the downtown with Gold & Associates and will provide a report to the DDA at either the May or June meeting.

Mr. Jeffries stated 3 goals have been added for the Farmers’ Market.

Ms. Kozinski asked if consideration is still being given by the City to move the Farmers’ Market.

Mr. Jeffries said yes.

Mr. Abraham stated that will be a long-term project.

Mr. Jeffries reviewed the goals for the shopping, dining, and entertainment section of the strategic plan. He noted that the Historic Halifax District Board suggests deleting the branding.

Mr. Jeffries stated he felt there were more tourists visiting the downtown.

Ms. Deb Smith, See Magazine, stated according to the latest figures, there are 9.8 million visitors to the area each year. She asked if Daytona State College has a Marketing Program where they could take on Beach Street as a project.

Ms. Cook stated it should be noted at the merchant's meeting that the News-Journal has free assistance for marketing for the merchants.

Mr. Abraham asked if the Board is in agreement with the revised goals. The Board agreed by consensus.

Mr. Jeffries stated the Historic Halifax District's recommendation is to end the Riverfront Shops campaign and focus on an art district for the downtown. He stated we could continue to evolve the Riverfront Shops campaign.

Mr. Abraham stated we can continue to brand downtown Daytona Beach as a unique historic place to shop and dine and asked if we should de-emphasize shopping.

Ms. White stated there are a lot of art and music events held in the downtown and she thinks the structure is sound.

Ms. Kozinski stated a lot of time and money has been invested in promoting the Riverfront Shops and does not feel it should be changed.

Mr. Abraham stated if it was his decision, he would call it Riverfront Daytona.

Mr. Hopkins stated he felt we should stay the course and embrace the assets that we have, such as Manatee Island. He stated the tennis courts look like a ghetto and the back side of Jackie Robinson ballpark looks bad.

Mr. Abraham stated he does not believe the DDA is ready to end the Riverfront Shops campaign and feels it will evolve.

Ms. Kozinski asked when the RFP for events will be out.

Mr. Jeffries stated it should be out soon.

Mr. Jeffries presented the proposed budget on Page 17 of the packet. He stated he would increase the amount on the Lifestyle for the downtown and continue with the Riverfront Shops campaign.

8. Discussion: Downtown Parking Strategy

Mr. Jeffries reviewed the report on Page 18 of the packet, which included the report that was presented to the DDA in November, 2015. He stated the new website will have more information about parking. Mr. Jeffries stated he will start working on the implementation of a parking lot shuttle program using an extended golf cart.

Mr. Hopkins left the meeting at 9:30 a.m.

Mr. Jeffries stated the short-term strategy was to implement the wayfinding program for downtown and the shuttle program to the parking lots and City Island. He stated about 10 to 15 additional signs were needed throughout the district at a cost of about \$75,000, which was not funded.

Ms. Kozinski stated the wayfinding sign on Silver Beach directing people to the downtown should be covered since it directs people across the Memorial Bridge, which was not open.

Ms. White stated she thought money had been allocated for wayfinding but not parking but she would check.

Ms. Kozinski stated parking signs must be in place before parking meters were installed.

Ms. Cook stated more parking was needed on her block.

Ms. White stated she met with a valet company and there was a monthly fee for their service which would be about \$2,000.

Ms. Kozinski stated if a golf cart was implemented, it would need to have a unique look to tie into our area, which would make people more comfortable using it.

Ms. Cook stated getting additional parking from the private sector would be a quicker fix.

9. **Board Comments**

Mr. Abraham stated he would be moving his business office from the downtown; therefore, he would be resigning from the DDA effective June 30, 2017.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.


Robert Abraham, Chairman


Becky Groom, Board Secretary