

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, May 23, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, May 23, 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. James S. Morris, Deputy City Manager  
Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, City Attorney  
Ms. Becky Groom, Board Secretary  
Ms. Lori Slaight

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:08 a.m.

**2. Roll Call**

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

**4. Approval of Minutes: April 25, 2017**

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the minutes of the April 25, 2017 meeting as presented. The motion carried unanimously (5-0).

**4. Public Comments**

There were no public comments.

Mr. Abraham stated Mr. Jeffries had received an email from Joe Don Lewis with a request to do a presentation at the DDA meeting. Mr. Abraham stated Mr. Jeffries contacted him about the email and Mr. Abraham declined to have Mr. Lewis make his presentation to the DDA since Mr. Abraham believed there was a perception that Mr. Lewis would like to provide services to the DDA. Mr. Abraham stated Mr. Lewis indicated that he would contact Board members individually. Mr. Abraham stated Mr. Lewis responded with negative comments as a result of not being permitted to make a presentation to the Board.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet on page 7. Mr. Jeffries stated there were some additional expenses for advertising and a budget transfer was requested to cover that expense.

Mr. Jeffries stated an individual had been hired for the Farmers' Market and costs for that individual were projected into the expenses.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve a budget transfer of \$3,000 from the Farmers' Market Personnel line item to Farmers' Market advertising, as presented in the staff report. The motion carried unanimously (5-0).

At this time, Mr. Abraham congratulated Jim Morris on his position with the City.

6. **Downtown Events**

Mr. Jeffries presented the Staff Report which was included on page 10 of the packet.

a. **Second Quarter Event Review**

Mr. Jeffries reviewed a recent survey of the merchants which indicated the Wine and Chocolate Walk was very successful. Mr. Jeffries stated some merchants had not seen the Fashion Week event as successful and expressed concern that the event was not very organized. Mr. Jeffries stated the organizer did not appear to have experience in working with the merchants for such an event. The coordinator had stated she would like to hold another event in the future.

Johnnie Ponder, 843 Maley, asked if lack of marketing was an issue for the event.

Mr. Jeffries stated the marketing was coordinated by the DDA.

Ms. Kozinski stated there was a lack of communication with the merchants by the event coordinator.

Mr. Jeffries stated it rained the afternoon of the Corks and Canvas event which had an impact on the event. Mr. Jeffries stated it was nice to see the Art League involved in an event in the downtown.

b. **Bullseye Direct Marketing Event Contract**

Mr. Jeffries stated he had received a request from Bullseye to cancel the Island Festival scheduled for June 10. Mr. Jeffries stated Bullseye had been unable to secure sponsorship for the event. Mr. Jeffries stated Bullseye was in contact with him prior to the 90 day cancellation period.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to accept the cancellation of the Island Festival from Bullseye Direct Marketing and to notify the City of the change in schedule. The motion carried unanimously (5-0).

c. FY2016-17 Downtown Sponsored Event Budget Changes

Mr. Jeffries stated Hildebrand Amusements held an event the first week in May on the north block. Mr. Jeffries stated Hildebrand Amusements was proposing to hold a carnival on Riverfront Park from June 15 to September 4. Mr. Jeffries stated the carnival would be free and open to the public but participants would have to purchase tickets for the rides. Mr. Jeffries stated the revenue to the DDA would be \$84,000 but there would be about \$45,000 in expenses for advertising, event fees, and City maintenance fees associated with the event, as outlined in Mr. Jeffries' memorandum on page 11 of the packet. Mr. Jeffries stated Hildebrand planned to operate the carnival from 11:00 a.m. to 11:00 p.m. each day. Mr. Jeffries stated Southern Stone had agreed to be a sponsor and would contribute 50% of their advertising cost, which would be \$1,000. Mr. Jeffries stated he felt the event would attract young adults and parents with younger children. Mr. Jeffries stated the DDA would have to notify the City of the event. Mr. Jeffries stated an event sponsorship contract would have to be completed with Hildebrand Amusements and a special meeting may need to be called in order to approve the contract. Mr. Jeffries stated the DDA would have to approve additional expenses, including those for Gold & Associates, advertising, and City event fees.

Mr. Abraham expressed concern about the extent of the financial risk.

Mr. Abraham and Ms. White asked if the \$84,000 in revenue to the DDA was a realistic figure.

Mr. Jeffries stated it was a conservative figure and the \$84,000 was the anticipated gross to the DDA before expenses.

Board members expressed concern about the DDA risk should the carnival not be successful. Mr. Abraham asked what would be the worst case and how much the DDA would lose.

Mr. Jeffries stated the DDA would lose the \$1,900 fees to Gold & Associates and \$3,000 to \$4,000 in advertising expenses.

Johnnie Ponder, 843 Maley, asked if Bullseye could be used for advertising since they may be cheaper.

Ms. Cook stated Gold does a lot of pro-bono work and Ms. Kozinski stated Gold already had the templates for the DDA's format for advertising.

Mr. Morris asked if the placement of the carnival would be on a grassed or paved area.

Mr. Jeffries stated it would be on the grass in Riverfront Park and stated costs for restoration of the grounds may need to be included as an expense.

Mr. Morris stated it was proposed that the event be there all summer long so a realistic number needed to include restoration of the grounds. Mr. Morris suggested having Public Works prepare a cost for ground restoration so the DDA could anticipate that expense.

Ms. White asked how the mowing of the park would be handled if the carnival would be there all summer long. She stated coordination was needed with Public Works on those details.

Ms. Kozinski stated even if the event was a break-even, it would draw people to the downtown.

Mr. Hopkins stated he had concerns about establishing a carnival in the downtown. He stated his initial reaction was no. He expressed concern about establishing and maintaining a carnival for 3 months. He stated he did not feel good about it at all.

Ms. White asked why Hildebrand wanted to be here for so long.

Mr. Jeffries stated most of Hildebrand's events are in the fall and spring so the equipment sits vacant during the summer. Mr. Jeffries stated Hildebrand had a similar event in Myrtle Beach during the summer.

Ms. White asked if Mr. Jeffries had talked with anyone in Myrtle Beach about their experience with Hildebrand.

Mr. Jeffries said no.

Mr. Hopkins stated what he saw at the North Beach event did not impress him. He stated the equipment did not present a good-looking image.

Ms. White stated she saw the point being made by Mr. Hopkins. She stated some of the items at the North Beach event were covered with mildew. She stated the event was a little lackluster and dirty. She stated this was a big commitment to bring an event for such a long period of time.

Mr. Hopkins stated he believed people would show interest in the event early on but would not have a continuing interest.

Ms. Kozinski stated she talked with Aaron from the Police Department and he was impressed with how the North Beach carnival was conducted. Ms. Kozinski expressed concern about the length of time for this event and suggested holding the event for 6 weeks and then maybe granting a 6 week extension.

Ms. Cook stated she felt 11:00 p.m. at night is too late to operate the event and felt it should be shorter during the weekdays. Ms. Cook stated it would be good for the event to be here during the race week at the end of June, first week of July. Ms. Cook stated she was concerned about trash and parking.

Mr. Abraham stated if there was interest in moving forward on this item, a special meeting would need to be held to approve the contract.

Ms. Slaight stated she had talked with Hildebrand and the proposed carnival would be different than what was on North Beach. Ms. Slaight stated the carnival would look as if it was supposed to be there. Ms. Slaight stated a house would be brought in with fencing and plants and would look like a permanent structure. Ms. Slaight stated the only food that would be served would be typical carnival food - hot dogs, cotton candy. Ms. Slaight noted that the newly opened arcade museum on Beach Street was charging \$20 per day and was doing very well.

Ms. White stated we need to mitigate our financial risk and there needed to be a written understanding about the quality. Ms. White stated she felt the hours needed to be adjusted. Ms. White stated she was willing to look at holding this event. Ms. White also stated there needed to be a coordination of the area set aside for the Sweetheart Trail. Ms. White noted the library play yard would be opening at the end of this and the Daytona Tortugas would also be playing games at the ballpark. Ms. White stated this event would be something for families and the name of the event should include families, such as the Riverfront Family Festival. Ms. White stated there would need to be strong marketing since the City expenses could be very steep.

Mr. Morris stated a plan needed to be finalized that showed how the event would fit into the Riverfront Park. Mr. Morris stated Public Works needed to be consulted to coordinate trash and waste removal. Mr. Morris stated there should be a schedule in place for Public Works so any overtime for employees could be planned. Mr. Morris stated he was concerned about the post-recovery aspect. Mr. Morris stated he felt the suggestion of an optional period of time for the event was good so it could be stopped if it was going wrong. Mr. Morris stated the contract could be for a 6 week period with a 6 week extension or for a 3 week period with a 9 week extension.

Ms. Kozinski asked if the Public Works costs could be built into the contract so they are cost shared.

Mr. Jeffries stated yes.

Ms. White asked if there needed to be a vote.

Mr. Abraham stated it was not a major item.

Ms. Cook stated Hildebrand needed to provide a legitimate site plan. Ms. Cook stated she would like to know what Public Works' reaction was to Hildebrand after the 3 day event was held.

Mr. Jeffries stated Hildebrand had restored the park after the event on North Beach Street.

Ms. Cook stated she would like to see a parking shuttle and would like to know what the fees would be for toilets.

Mr. Abraham stated he felt it was worth pursuing but he had reservations which had been expressed by others. He stated we needed to do something downtown because it was pretty dead and if this could help draw attention to downtown, there would be benefits.

Mr. Jagger stated a cancellation clause could be built into the contract, say a 7 day notice. Mr. Jagger stated the other items discussed by the DDA that were to be included in the contract include: ground maintenance issues should be passed on to the contractor to restore the grounds as they were before; cancellation clause; shortened hours of operation to 10:00 p.m. on weekdays and 11:00 p.m. on weekends; a detailed site plan and photos or sketches of the equipment to be used; and cost for providing toilets and trash pick-up and police costs would be the responsibility of the contractor.

Ms. Cook stated she wanted to make sure the trucks were not parked on location.

Mr. Jeffries stated the proposed carnival was scheduled to start on June 9, 2017.

Ms. Kozinski stated she hoped the carnival would run through the time the Shriners were in town.

Mr. Abraham stated Mr. Jagger suggested building in a termination clause if the carnival was not going well.

Mr. Jagger stated he would draft it as a one-way clause so only the DDA could cancel the contract.

Mr. Jeffries stated a Special Meeting of the DDA would need to be held to approve the contract. The Board agreed to meet on June 1 at 8:00 a.m. to review the proposed contract.

Mr. Jeffries stated he needed authorization from the DDA to proceed with advertising coordination with Gold & Associates for the event.

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve \$1,900. Be added to Gold & Associates advertising. The motion carried unanimously (5-0).

Ms. White stated the word "family" needed to be in the title of the event.

Mr. Abraham stated he wanted to make sure there was not conflict between the proposed event and the Farmers' Market.

Mr. Jagger stated the schedule of events needed to be checked to make sure there were no conflicts with any planned events that may be using the Riverfront Park area.

Mr. Jeffries stated the schedule had been checked and there were no conflicts.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski, to authorize staff to coordinate advertising for the Hildebrand carnival to be held in Riverfront Park during the summer months of 2017, starting June 9, 2017. The motion carried (4-1).

Mr. Hopkins left the meeting at 9:25 a.m.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. White to approve a budget transfer of \$45,000 from the following budget line items: \$12,300 from Co-op Marketing; \$13,000 from Downtown Events; \$15,000 from Farmers' Market personnel; \$650 from Farmers' Market Supplies; \$1,750 from SNAP program; \$1,300 from Market Events; and \$1,000 from SNAP Program to the following budget line items: \$24,700 to Downtown Event Advertising and \$20,300 to Downtown Event Supplies, in accordance with the staff report on page 12 of the packet. The motion carried unanimously (4-0).

**Public Comments:**

There were no public comments.

d. **FY2016-17 Downtown Sponsored Event Budget Changes**

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the letter to be sent to the City regarding the cancellation of the Island Festival and adding a new sponsored event, the Summer Festival, in accordance with the letter as outlined on page 17 of the packet. The motion carried unanimously (4-0).

A motion was made by Ms. White, seconded by Ms. Kozinski, to revise the budget to delete the Island Festival budget amount of \$750 and increase the budget for an additional Wine Walk, in accordance with the proposal as presented on page 13 of the packet. The motion carried unanimously (4-0).

7. **Discussion: FY2017-18 Proposed Budget**

Mr. Jeffries stated the proposed preliminary budget reflected the items discussed by the DDA at the April meeting.

Ms. Kozinski asked for the status of the RFP for downtown events.

Mr. Jeffries stated it needed to be finalized by him and will be sent out.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. White to approve the amended goals, in accordance with the staff report included on page 19 of the packet. The motion carried unanimously (4-0).

Mr. Jeffries discussed the new marketing campaign. Mr. Jeffries stated everything was prepared by Gold & Associates. Mr. Jeffries stated a draft was received for the new website on Monday and he would be meeting with them on Wednesday to go through some of the issues with the new website. Mr. Jeffries stated Gold & Associates would put together a template and would provide it to InFocus in order to build the web page.

**Public Comments:**

Johnnie Ponder, 843 Maley asked what Bullseye does since staff was always going to Gold. She asked why staff was not using Bullseye.

Mr. Jeffries stated Gold & Associates was the marketing firm that does the advertising and Bullseye was the event coordinator. Mr. Jeffries stated advertising was Gold's responsibility.

8. **Board Comments**

Ms. Kozinski stated it was nice to see new businesses moving into the downtown.

Mr. Jeffries stated Mike Sznajstajler had been appointed to replace Mr. Abraham on the DDA. Mr. Jeffries stated at the next meeting the DDA would need to appoint the representative to the Downtown Redevelopment Board.

Ms. Cook stated years ago, the Police Department coordinated a book to let people know what was going on in downtown and suggested it could be done again in the future.

Johnnie Ponder, 843 Maley, asked if there would be an ice cream social this Saturday.

Mr. Jeffries stated Burgoyne Properties had contracted with Southern Stone to put on the event. Mr. Jeffries stated the DDA would promote the event once there was a permit from the City. He stated currently there were no permits from the City but Southern Stone was talking with Leisure Services about the event.

9. **Adjournment**

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

  
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Sheryl Cook, Vice-Chair

  
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Becky Groom, Board Secretary