

# DOWNTOWN DEVELOPMENT AUTHORITY

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

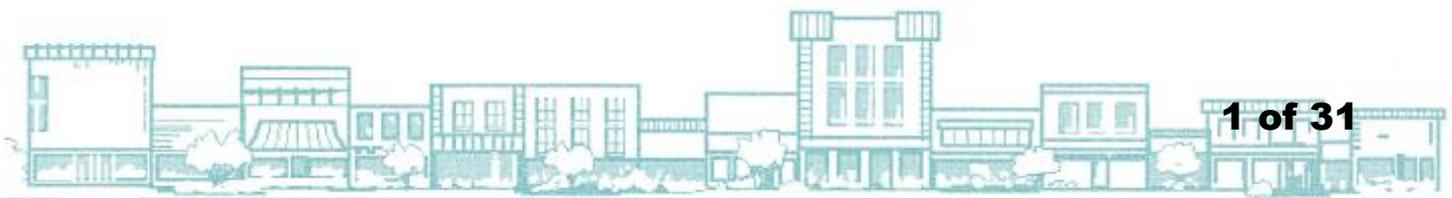
## AGENDA

**Tuesday, July 26, 2011 8:00 a.m.**  
**Conference Room 149B**

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: June 28, 2011 & July 11, 2011**
4. **Quarterly Budget Report**
5. **DBPA Grant Quarterly Report**
6. **Concierge Book Advertising**
7. **Downtown Branding**
8. **DBPA Update**
9. **Staff Update**
10. **Public Comments**
11. **Other Business**
12. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES**

**June 28, 2011**

There was a meeting of the Downtown Development Authority held Tuesday, 28, 2011 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Bob Abraham, Chair  
Ms. Sheryl Cook  
Mr. Joseph Hopkins  
Ms. Stacey Lipton  
Ms. Kelly White

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Ben Gross, Assistant City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Cathleen Olson, Recording Secretary

**1. Call to Order**

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

**2. Roll Call**

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

**3. Approval of the Minutes of May 24, 2011**

Mr. Abraham noted a change in the configuration of the meeting room in an effort to obtain clearer audio recordings.

Ms. White noted that the minutes seemed sparse in places, due possibly in part to inadequate audio quality.

Mr. Hopkins clarified a comment he made in the first paragraph on page four, noting that he had been referring to the DBPA, and not the DDA as indicated in the minutes.

**Board Action**

Ms. White made a motion to approve the minutes of May 24, 2011 with corrections. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

**4. Discussion: Concierge Book Advertising**

Mr. Jeffries introduced Ms. Deb Smith who had a proposal regarding concierge book advertising. He stated that the item was a discussion item only seeking Board feedback.

Ms. Smith stated that she specialized in tourism publications, noting samples she had provided for the Board, including the Daytona Beach guidebook in local hotels and other locations, with maps, general information, and coupons, as well as hardbound in-room concierge books covering St. Augustine and Daytona Beach, located in three-to-five-star hotels in accordance with a partnership with TripAdvisor.com. She stated that with an average of 7 million yearly visitors, and only approximately 500,000 locals, it was important to reach the tourists as well as residents, and noted that currently the Daytona Beach and St. Augustine hardbound concierge books were combined into a single book.

Ms. White asked if businesses were individually contracting with Ms. Smith.

Ms. Smith stated yes.

Ms. Lipton stated that the price to advertise was cost-prohibitive for many individuals and businesses. She recommended working to co-op or otherwise help support advertisements.

Ms. Smith noted that there was a supporting website in addition to the book with reciprocal hyper-linking, including shopping, dining, entertainment, etc., with banner ads and a video spread to maximize visual exposure. She outlined the distribution, including over 90 hotels, condos, etc., and noted that a two-page spread was \$9,075 for one year, with discounting available for pre-pay.

Ms. Lipton asked when the book was printed.

Ms. Smith stated that the book was printed once a year in October. She also noted a comprehensive calendar of events, as well as 500,000 copies of a smaller booklet at a wider distribution throughout the City, such as at grocery stores and the airport.

Ms. White asked for clarification as to the co-op idea for the in-room concierge book.

Ms. Smith clarified that the normal rate was higher for full ads, with discounts offered for Downtown addresses, and noted that no hotel or condo-type advertisements were allowed out of respect for distributors.

Mr. Abraham asked if the DBPA had any input or comments on the proposal.

Ms. Weiss stated that the proposal was new to the DBPA, noting concern that the Promotions Committee had not been addressed prior to the presentation to the DDA.

Ms. Lipton asked about the distribution of the book.

Ms. Smith stated that 10,000 books were published each year.

Ms. Lipton stated that the previous year, there had been attempts to work with the DBPA on the book, but no coordination had taken place.

Ms. Ritzi noted a lack of funding to put towards the book proposal.

Ms. Smith noted some miscommunications as to the effectiveness of the book and magazines.

Mr. Abraham acknowledged the importance of the magazines, reiterating that this was only a discussion item. He stated that it could have an impact on the budget, and asked the Board for input as to whether to approve the proposal, and if approved, how and to what extent.

Ms. White stated that a comprehensive marketing plan was necessary, including an analysis of whether print advertising was effective or only perceived as effective.

Mr. Abraham stated that the decision would focus on whether to allocate money for the books, and if so how much, and to keep that in mind when discussing the annual budget.

Ms. Cook asked for clarification as to deadlines, given an October print date.

Ms. Smith stated that a decision by July and August would be ideal for the October print date.

Mr. Jeffries stated that a formal decision would be made at the July DDA meeting.

**5. Discussion: Merchant Survey Report**

Mr. Jeffries outlined the results of the merchant survey, noting that most Downtown marketing efforts fell in a neutral range, except a high rating for the News-Journal advertising page. He stated that he did not think lower-rated advertising efforts should be discontinued, but possibly reconsideration for how they were implemented.

Mr. Abraham asked what percentage of Downtown merchants provided survey results.

Mr. Jeffries stated that slightly under half of the Downtown merchants turned in the survey.

Mr. Abraham expressed concern that the survey results could be more reflective of the attitude of Downtown merchants than the actual effectiveness of marketing.

Mr. Jeffries stated that the survey results were likely reflective of both. He noted that Think Downtown magazine represented 23% of advertisements, with 54% in the News-Journal, and 8% in the Table Topper. He outlined the perceived effectiveness of Downtown events, with the Halifax Art Show and the French Market being rated very highly, while the Downtown Barbecue and the First Friday events were rated more neutrally. He stated that events spanning all three core blocks of the Downtown area were generally highly rated.

Ms. Cook asked who had not yet been approached to become a member of the Downtown merchants.

Mr. Jeffries stated that he could put a list together outlining the merchants, but contact information was still needed for the database for newer businesses.

Mr. Abraham asked for clarification as to the numbers of merchants responding as opposed to percentages.

Mr. Jeffries stated that 20 merchants had responded.

Mr. Abraham asked if the percentage was representative of how many merchants were members or only respondents.

Mr. Jeffries clarified that the percentage was 38% of the 20 respondents.

Ms. Ritzi noted that some merchants that were heavily involved with Downtown were reluctant to fill out the merchant survey due to possible bias.

**6. Discussion: Preliminary 2011/12 DDA Budget**

Mr. Abraham stated that the current budget discussion dealt with categories of expenses. He stated the grant would be presented to the DBPA, whose funds would come from the general categories. He also emphasized that funds could be adjusted between categories after the budget was adopted.

Mr. Jeffries outlined the budget numbers as presented in the Board packet, noting an overall revenue decrease of 13%, and stated that the budget was down 19% to \$120,000 as per the DDA's decision to reduce the budget gradually over a number of years instead of one large single reduction in a single year. He noted the DDA's mission statement, "The DDA taxing authority supports activities and programs to market, brand and promote Downtown Daytona Beach and Downtown businesses," and outlined the DDA's established goals. He outlined the proposed budget as presented on page 22 of the staff report, comparing the proposed 2011/12 budget to the approved budgets of the two prior years and the projected 2012/13 budget, noting a continued decline, and noted specific projects detailed on pages 23 and 24, such as developing a Downtown brand and a Downtown website. He stated that he had matched the DDA goals to budget line items and then made recommendations on funding. He stated that the overhead expenses of the organization were \$2,250, approximately 2% of the overall budget. He stated that Staff recommendation was to zero the Projects line item, since there were no new projects in the works, while the current major project, the Downtown branding, should be completed during the current fiscal year. Mr. Jeffries outlined the ongoing Downtown events, with the recommended focus on the Halifax Art Show and the Art of the Automobile, in addition to providing assistance for the French Market as well as events on Manatee Island. He also outlined the proposed budget for Downtown Holidays, with a recommended budget of \$17,000 to fund street decorations and advertising Downtown, and Downtown Marketing, directed to both tourists and Downtown residents, including Downtown retail brochures and the in-room concierge books. He also noted a reduction in the support of the Main Street Program, as it was not in the core mission of the DDA.

Mr. Abraham asked if it was Staff recommendation to take \$17,000 from the reserve funds, leaving \$21,667.

Mr. Jeffries stated yes.

Ms. White noted the results of the merchant survey, which showed more positive results for advertising media such as the News-Journal ads and events such as the French Market. She asked if the DDA should focus more on funding effective advertising and events and why there were no funds allocated to the News-Journal advertisements in the budget.

Mr. Jeffries stated that the News-Journal had not been included because it had not been included as a request from the DBPA. He stated that the DDA could work with the DBPA regarding the News-Journal as a part of the grant agreement.

Mr. Abraham stated that it was difficult to accurately interpret the results of the merchant survey, as most of the responses were somewhat neutral.

Ms. Lipton stated that the News-Journal Gang Page had impacted events and provided a means for Ms. Weiss to put out information about events.

Mr. Abraham asked about the potential effectiveness of TV advertising, questioning how many people actually watched the relevant channel.

Ms. Lipton stated that she had analyzed the budget by percentages to make sure there were no glaring imbalances in budget allocation.

Ms. Cook asked if it would be helpful to obtain more detailed information from Brighthouse regarding the advertising.

Mr. Abraham noted that radio advertisements could also be beneficial, and stated that it was important to consider if too much money was going to any one advertising category. He also noted that the DBPA was listed as the “responsible entity” for a number of items and asked if the total of those items equaled the total being recommended for the DBPA grant.

Mr. Jeffries stated that that was not the case, as the details of the DBPA grant were still being worked out in order to set the overall DBPA grant budget based on DDA goals. He stated there were three meetings remaining to finalize the grant budget for the upcoming year, but noted that the DBPA grant budget would likely end up less than the requested \$90,000. He stated that certain DDA expenses were already committed to, such as Downtown decorations, while other items were more up in the air, such as Brighthouse advertising and the See Magazine proposal. He also acknowledged the need for a more streamlined process in dealing with permits.

Ms. Cook asked Ms. Lipton to share the percentages she had come up with from her breakdown of the budget numbers.

Ms. Lipton outlined the percentages she had reached by pulling the numbers from the recommended budget, comparing advertising funding to event funding: DDA fixed expenses - 2%; Holiday expenses - 14%; event funding - 26%; print and TV marketing - 26%, with TV marketing being 15% of that 26%; Naomi’s office and meeting funding - \$4,000, with salary being 32%; and tourism funding - 32%.

Ms. Cook asked that the information regarding how much of the budget for the current year was still available be emailed to the Board before the next meeting.

Mr. Jeffries stated that there would be a quarterly budget update at the next meeting with that information, noting the need for the DBPA's next quarterly submittal.

Mr. Abraham asked what the deadline for adoption of the budget was.

Mr. Jeffries stated that he would like to have a recommended budget for the broad categories at the current meeting.

Ms. Cindy Ritzi stated that the DBPA was seeing the proposed budget for the first time and had not had any input on it. She stated the DBPA had substantial changes and comments regarding the budget as presented. She noted that the DBPA had money allocated for the News-Journal advertising, which was not reflected in the budget. She also noted that the Main Street Program had rules and regulations that could not be accommodated within the current budget as proposed, and stated the need for a workshop dedicated to budget issues.

Ms. Weiss expressed concern about the lack of communication regarding the budget, noting that some things that the DBPA did were not reflected in the budget. She stated the need to establish if it was the will of the DDA to support the DBPA and reiterated the need for a workshop to discuss what the DBPA provided. She noted that the Downtown Plaza had received no contributions from the DDA, and emphasized that much was leveraged via the DBPA that would disappear without DDA support.

Mr. Abraham stated that it was his impression that funding to the DBPA would be substantially more than \$40,000. He asked if the DBPA had any input on the \$120,000 budget as a whole and the general categories as presented.

Ms. Weiss stated that the DBPA understood the necessity for budget cuts and supported the general categories overall, with the possible exception of supporting events on Manatee Island. She questioned if Manatee Island was actually within the boundaries of the DDA and noted that she had never received positive feedback from merchants regarding events on Manatee Island.

Mr. Jeffries affirmed that Manatee Island was within the boundaries of the DDA.

Mr. Abraham asked if the DBPA would recommend removing funding from events on Manatee Island and dedicating it towards holiday funding.

Ms. Ritzi stated that would be the recommendation of the DBPA, and noted that they agreed with the overall budget categories but had some problems with the details.

Mr. Abraham emphasized that the DDA would not be acting on the details at the current meeting.

Ms. Cook noted a conflict between avoiding micromanaging the DBPA and not knowing the budget and where specifically the money went.

Ms. Weiss emphasized that the DBPA would like to demonstrate the results of the DDA funding, and show a comprehensive budget.

Mr. Abraham recommended scheduling the discussion at a regular meeting with a light agenda instead of a separate workshop.

Ms. Cook asked if the Board could get budget information earlier, with a more detailed budget.

Ms. Weiss stated that she would like to do a comprehensive presentation of the DBPA, in which detailed budget information could be included.

Mr. Abraham asked if the Board could take action on the general budget categories, shifting money away from Manatee Island and increasing the Holiday budget to \$20,000 and the marketing budget by \$4,500.

### **Board Action**

Ms. White made a motion to adopt the proposed 2011/12 budget with the following changes: increasing the Downtown Holidays budget to \$20,000 and increasing the marketing budget to \$42,750, with Downtown event funding decreased correspondingly. Ms. Cook seconded the motion and it was approved unanimously (5-0).

Mr. Hopkins noted concern that 75% of the budget categories involved the DBPA, but they had not been involved in preparing the budget. He stated he would like to see a budget presented that reflected communication between the City and the DBPA.

## **7. Adoption of Millage Rate for Fiscal Year 2011/12**

Mr. Jeffries stated that the taxable revenue had declined by 11% to an estimated \$102,189 at a 1 mill tax rate. He stated Staff recommended the Board establish the millage rate for the 2011/12 fiscal year.

### **Board Action**

Ms. White made a motion to accept a tax rate of 1 mill. Ms. Cook seconded the motion and it was approved unanimously (5-0).

**8. Independent Review of DBPA Grant Finances**

Mr. Jeffries provided follow-up information regarding the previous month's motion to conduct an independent review of DBPA financial records pursuant to paragraph 4(e) of the grant agreement with the DBPA, stating that "All financial records of the DBPA shall be made available at any reasonable time for inspection by any City employee or agent for the purpose of auditing use of CRA grant funds". He stated that Staff had contacted four potential CPAs to perform the audit, and asked the Board to select a preferred CPA and authorize \$3,000 for the audit, as well as provide direction on the audit procedure. He noted that proposals and information regarding each CPA was included in the staff report: Bradley Douglas from New Smyrna Beach, Daniel O'Keefe from Winter Park, Dennis Raposa from Port Orange, and Merry Joy Rawls from Orlando.

Mr. Abraham asked if all of the potential CPAs would be able to work within the \$3,000 budget.

Mr. Jeffries stated that all of the CPAs could work within the \$3,000 budget, but noted that it would be easier for smaller, independent firms.

Ms. White recommended eliminating Mr. O'Keefe, as his firm did the audit work for the City.

Ms. Lipton asked which CPAs were more experienced in nonprofit auditing and if there were any time constraints

Mr. Jeffries stated that all CPAs had a similar level of experience, while only the City auditor had time constraints. He noted that Mr. Raposa had provided very detailed recommendations, as did Ms. Rawls, and both seemed very informed and comfortable working with nonprofits, while Mr. Douglas was recommended by the City's new CFO. Mr. Jeffries suggested taking a poll of the Board's preferred CPAs by paper vote.

The results were as follows:

Joe Hopkins: Dennis Raposa

Bob Abraham: 1. Dennis Raposa, 2. Merry Joy Rawls

Stacey Lipton: 1. Dennis Raposa, 2. Merry Joy Rawls

Kelly White: Merry Joy Rawls

Sheryl Cook: 1. Dennis Raposa, 2. Merry Joy Rawls

**Board Action**

Ms. Cook made a motion to contract with Dennis Raposa to undertake an independent audit of the DBPA grant finances. Ms. White seconded the motion and it was approved unanimously (5-0).

Ms. Cook made a motion to authorize Mr. Abraham to sign an engagement letter for services proposed up to \$3,000, and to undertake negotiations if necessary. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

**9. Downtown Branding**

Mr. Jeffries stated the intent was to have one-on-one meetings with Board members regarding Downtown Branding, most of which had taken place. He suggested a special meeting of the DDA on Tuesday, July 12 at 8:00am, although Ms. White was unavailable at that time.

Ms. White stated that she could likely rearrange her schedule to attend the meeting if the date and time worked for the other Board members.

Ms. Weiss noted that the Town Hall meeting was scheduled to take place that same morning, but could possibly be moved, as it would be useful for the branding workshop to take place before the Town Hall meeting.

Mr. Abraham asked if the workshop could take place on Monday, July 11 instead.

Ms. Lipton noted that it was difficult for her to attend midday meetings, but she could attend either morning meetings or late in the day.

Mr. Hopkins stated that it was important to have the workshop prior to the Town Hall meeting.

Mr. Jeffries noted that if the workshop took place late on Monday afternoon, there would be little to no opportunity for Mastando Media to make any changes to the brand as per Board discussion.

Mr. Abraham asked if the meeting could take place the previous Thursday.

Mr. Jeffries noted that the City was somewhat understaffed over the next several weeks.

Ms. White stated that the Board had met with Mastando Media and had two discussions regarding the Brand. She stated that Board members were also free to contact Mr. Mastando directly.

It was the consensus of the Board that the workshop would be Monday, July 11, at 5:00pm.

Mr. Hopkins stated that he had not yet met with Mr. Mastando but would do so prior to July 11.

**10. DBPA Update**

Ms. Weiss noted that DBPA updates were included in the Board packet and outlined the highlights, including the summer recess schedule of events, noting that the names of the involved organizations would be added to the marketing information. She also highlighted the brochures that she had distributed to the Board, and that the photographs were placeholders, with a distribution of 15,000 for \$1,000. She stated that Independent Printing had offered the best price, and asked the Board for any changes or recommendations.

Ms. White asked about the marketing for the summer recess series.

Ms. Weiss stated that the general marketing was similar to the marketing plan for all of the seasonal events, including radio, posters, email, etc., and noted that the marketing would commence the following Tuesday.

Ms. Lipton stated that the Downtown brochure established the Downtown area as a destination and commended the quality of the map. She recommended centering and justifying the word "Downtown". She also emphasized that with the necessary budget cuts that utilizing addresses and emails was critical to marketing success.

Ms. Ritzi noted that the DBPA had been gathering emails for the Downtown Plaza project.

Ms. Weiss stated that one method of small-scale fundraising was to provide donation change jars at businesses. She stated it raised little money but had great effect on promoting the project and was useful for gathering customer emails.

**11. Staff Update**

Mr. Jeffries stated that at the last Downtown/Balough Road Redevelopment Area Board meeting, the only thing discussed had been the prohibited uses, with a Board recommendation to focus on homeless services, which the Planning Board had accepted. He also updated the Board on the Downtown kiosks, with a directory and map of all first-floor merchants Downtown, which should be ready by mid-July pending corrections and the printing of the map.

Ms. Cook asked for clarification as to how Code Enforcement was involved with Code violations on Beach Street.

Mr. Jeffries stated that Code administratively fell under the Police Department, but there was also a dedicated Code officer Downtown that was funded through the CRA. He stated Officer Danny Garcia was the new Code Officer for Downtown Redevelopment. He stated that it was important for Code to try to work with property owners first before taking property owners before the Code Enforcement Board.

Ms. White asked for an update on 166 Beach Street.

Mr. Jeffries stated that the City needed to come to a decision regarding the Downtown Public Market in order to address issues at 166 Beach Street. He also noted that the International Speedway Boulevard Streetscape project was proceeding, with a workshop to be held with stakeholders in the near future. He emphasized that construction would not be done during the peak retail months in order to minimize impact on Downtown businesses. He noted that in terms of follow-up on the budget, he would provide budget information to the City's finance officer for inclusion in the City budget book, then would sit down with Ms. Weiss to work out budget details.

**12. Public Comments**

There were no public comments.

**13. Other Business**

There were no Board comments.

**14. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:46am.

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Bob Abraham, Chairman

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Cathleen Olson, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
July 11, 2011**

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Monday, July 11, 2011 at 5:00 p.m. in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Bob Abraham, Chair  
Ms. Sheryl Cook  
Mr. Joseph Hopkins  
Ms. Stacey Lipton

**Board Members Absent**

Ms. Kelly White

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Robert Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Cathleen Olson, Recording Technician

**1. Call to Order**

Mr. Abraham called the meeting to order at 5:08 am.

**2. Roll Call**

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

**3. Downtown Branding**

Mr. Jeffries reviewed logos previously presented to the Board. He stated of the top ranked 3 designs previously before the board two of them had been revised by Mike Mastando, Mastando Media, which he would present to the Board.

Mr. Mastando presented the color logos and reviewed each of the previous logos.

The Board agreed to limit their choices to three.

Mr. Abraham suggested numbering the proposed logos as follows: the teal revised City on the River A, the revised Iconic Palm Tree logo was B and the orange and palm logo was C.

Votes from the Board were as follows:

Ms. Lipton A  
Mr. Hopkins A was one of three he liked  
Ms. Cook A was her second choice  
Mr. Abraham A was one of two he liked

Ms. Cook stated that B was her first choice.

Mr. Hopkins stated that B was in his top three.

Mr. Abraham stated that he liked Logo A.

Mr. Hopkins stated it was important for the merchants to have more than one choice.

### **Board Motion**

Mr. Hopkins made a motion to submit 3 logos to the DBPA since they could all be used in black and white or color. Ms. Cook seconded the motion.

Ms. Lipton suggested letting the merchants know which logos the Board liked.

Ms. Cook stated that not all merchants belonged to the DBPA so forwarding the logos to the Town Hall meeting would not insure all merchants having the opportunity to give their opinion.

Ms. Naomi Weiss, Executive Director DBPA, stated that the Town Hall meeting had been heavily advertised and merchants had been personally invited so everyone would have the opportunity to vote. For those merchants who didn't attend the meeting she would go door to door to meet with them.

The Board made the following choices:

Mr. Abraham	A B C
Ms. Cook	B A C
Mr. Hopkins	C A B
Ms. Lipton	A

Mr. Abraham stated he liked A because he thought the circular logo looked institutional like it should belong to a government and he didn't think it was what they wanted for Downtown.

Ms. Lipton agreed with Mr. Abraham about the circular logo and stated she did not like the font or color of C.

Mr. Jeffries weighted the votes and A was the first choice. The weighted vote was as follows:

A	10
B	6
C	5

Mr. Hopkins suggested letting the merchants know what the DDA vote was.

Ms. Cook thanked Mr. Mastando for meeting with Board members and coming up with the revised logos.

**4. Public Comments**

There were no public comments.

**5. Other Business**

There was no other business.

**10. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 5:40 p.m.

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Bob Abraham, Chairman

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Jeanne Tolley, Redevelopment Technician



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
 DAYTONA BEACH, FLORIDA 32115-2451  
 PHONE (386) 671-8180  
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### MEMORANDUM

DATE: July 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 3<sup>rd</sup> Quarter DDA Financial Report

The following is the quarterly DDA financial report with expenditures through July 21, 2011.

### BUDGET STATUS

Line Item	Appropriation	Spent to Date	Balance
Staff (Contract Services)	\$ 1,500.00*	\$ 815.22	\$ 684.78
Office Supplies	\$ 250.00	\$ 24.00	\$ 226.00
Care and Subsistence	\$ 400.00	\$ 316.42	\$ 83.58
Professional Memberships	\$ 600.00	\$ 570.00	\$ 30.00
Projects	\$ 7,000.00	\$ 4,485.00	\$ 2,515.00
Downtown Marketing	\$ 34,250.00	\$ 14,173.43	\$ 20,076.57
Downtown Events	\$ 54,500.00	\$ 30,325.03	\$ 24,174.97
Downtown Holidays	\$ 21,500.00*	\$ 19,481.04	\$ 2,018.96
Main Street Program	\$ 27,500.00	\$ 11,666.32	\$ 15,833.68

**Notes:**

\* On April 26, 2011, the Authority approved a transfer of \$1,000 from Downtown Holidays line item to Staff (Contract Services) line item.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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### MEMORANDUM

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DATE: July 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 3<sup>rd</sup> Quarter DBPA Grant Progress Report

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Attached is Quarterly Progress Report submitted by the DBPA for the 3<sup>rd</sup> Quarter and a worksheet prepared by staff with the status of eligible grant expenses to date. A payment of \$29,960.46 is proposed for the third quarter.

The DBPA presented documentation for \$30,606.32 in eligible expenses for the third quarter. The eligible expenses of \$71,895.86, submitted for the first three quarters, exceed the grant allocation of \$71,250 for the first three quarters. The proposed quarterly payment reflects a payment to reimburse a total of \$71,250 in eligible expenses for the first three quarters.

## DBPA GRANT EXPENDITURES

Grant Eligible Expenses (Work Plan)	Grant Budget	Grant Expenses				Total	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		
<b>Salaries</b>							
ED Salaries		13,205.78	11,319.24	11,319.24		35,844.26	
Payroll Taxes				865.92		865.92	
Benefits		1,900.64	888.44	2,018.72		4,807.80	
<b>Salaries Total</b>	<b>42,500</b>	<b>15,106.42</b>	<b>12,207.68</b>	<b>14,203.88</b>	-	<b>41,517.98</b>	<b>98%</b>
<b>Program Office</b>							
Office Rent			1,500.00	1,500.00		3,000.00	
Phone/ Internet						-	
Office Supplies				21.81		21.81	
Membership/Publications			250.00			250.00	
Office Printing & Postage						-	
Misc. Office Expense		256.38		269.99		526.37	
<b>Program Office Total</b>	<b>5,500</b>	<b>256.38</b>	<b>1,750.00</b>	<b>1,791.80</b>	-	<b>3,798.18</b>	<b>69%</b>
<b>Main Street Conference</b>	<b>500</b>	-		<b>50.00</b>		<b>50.00</b>	<b>10%</b>
<b>Town Hall Meetings</b>	<b>500</b>	-	-	-	-	-	<b>0%</b>
<b>Grant Audit</b>	<b>2,000</b>	-	-	-	-	-	<b>0%</b>
<b>General Marketing</b>							
Web Site		1,000.00		341.86		1,341.86	
Downtown Magazine		1,431.04				1,431.04	
Promo Flyers				438.18		438.18	
Brochures				1,101.95		1,101.95	
<b>General Marketing Total</b>	<b>5,000</b>	<b>2,431.04</b>	-	<b>1,881.99</b>	-	<b>4,313.03</b>	<b>86%</b>
<b>DDA Events</b>							
Event Insurance		1,143.58	288.57	1,345.11		2,777.26	
Event Permit				4,807.87		4,807.87	
Magazines & Newspaper Ads		1,350.00	600.00	600.00		2,550.00	
Radio Ads		1,500.00		1,500.00		3,000.00	
TV Commercials				2,000.00		2,000.00	
Promo Postcards		955.00	1,565.48	1,804.67		4,325.15	
Flyers & Posters		618.34	101.87	621.00		1,341.21	
Banners		1,340.18	75.00			1,415.18	
<b>DDA Events Total</b>	<b>39,000</b>	<b>6,907.10</b>	<b>2,630.92</b>	<b>12,678.65</b>	-	<b>22,216.67</b>	<b>57%</b>
<b>Total Eligible Expenses</b>	<b>95,000</b>	<b>24,700.94</b>	<b>16,588.60</b>	<b>30,606.32</b>	-	<b>71,895.86</b>	
<b>Grant Quarterly Allocation</b>		23,750.00	23,750.00	23,750.00		<b>71,250.00</b>	
<b>Invoices Submitted</b>		27,118.60	18,374.84	32,856.18		<b>78,349.62</b>	
<b>Eligible Expenses</b>		24,700.94	16,588.60	30,606.32		<b>71,895.86</b>	
<b>Payment to DBPA</b>		23,750.00	17,539.54	<b>29,960.46</b>		71,250.00	

Proposed 3rd Quarter Payment to DBPA

**DDA 3rd Quarter 2010-2011**

	<u>DATE</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>	
<b><u>Administration / Grant Audit</u></b>				
Naomi Weiss		Administrative/Marketing	\$ 11,319.24	✓
AFLAC	4/25/2011	Insurance	\$ 118.08	✓
AFLAC	5/23/2011	Insurance	\$ 118.08	✓
AFLAC	6/21/2011	Insurance	\$ 118.08	✓
Florida Health Care	4/6/2011	Health Ins.	\$ 416.12	✓
Florida Health Care	5/2/2011	Health Ins.	\$ 416.12	✓
Florida Health Care	6/1/2011	Health Ins.	\$ 416.12	✓
Florida Health Care	6/30/2011	Health Ins.	\$ 416.12	✓
FICA		payroll taxes	\$ 701.82	✓
Medicare			\$ 164.10	✓
			<b>\$ 14,203.88</b>	

**Main Street Program Office / Conference / Meetings**

Daytona Regional Chamber of Commerce	April	Rent	\$ 500.00	✓
Daytona Regional Chamber of Commerce	May	Rent	\$ 500.00	✓
Daytona Regional Chamber of Commerce	June	Rent	\$ 500.00	✓
The Hartford	6/1/2011	Business Owners Ins	\$ 1,089.54	✓
The Hartford	6/30/2011	Business Owners Ins	\$ 255.57	✓
Norton	5/2/2011	Virus Protection	\$ 69.99	✓
Network Solutions	5/2/2011	Web Domain Purchase	\$ 216.86	✓
Survey Monkey	6/1/2011	Web Survey Program	\$ 200.00	✓
Architects for the Web	6/1/2011	Website Maintenance	\$ 125.00	✓
International Council of Shopping Centers	6/30/2011	Annual Membership	\$ 100.00	✓
Staples	4/6/2011	Office Supplies	\$ 21.81	✓
Main Street Fort Pierce	6/1/2011	Quarterly Main St. Mtg	\$ 50.00	✓
			<b>\$ 3,628.77</b>	

**Events / Promotional Seasons / General Marketing**

City of D.B.	Art of the Auto.	5/6/2011	Event Permit	\$ 7,807.87	✓
News-Journal	Art of the Auto/MD	5/10/2011	Gang Page	\$ 600.00	✓
W.R.O.D.	Art of the Auto/MD	5/10/2011	Radio Ads	\$ 500.00	✓
Got Print	Art of the Auto/MD	5/2/2011	Postcards	\$ 577.22	✓
BZ Mailing	Art of the Auto/MD	5/2/2011	Postcard Mailing	\$ 259.55	✓
VIP	Art of the Auto/MD	5/2/2011	Posters	\$ 126.00	✓
Mastando Media	Art of the Auto/MD	4/14/2011	Material Design	\$ 150.00	✓
Postmaster	Art of the Auto/MD	4/21/2011	Postcard Mailing	\$ 967.90	✓
Brighthouse	Art of the Auto/MD	4/28/2011	TV Commercials	\$ 2,000.00	✓
WNDB	Art of the Auto/MD	4/28/2011	Radio Ads	\$ 1,000.00	✓
Hobby Lobby		4/6/2011	Kiosk Supplies	\$ 6.37	✓
Ace Hardware		4/6/2011	Kiosk Key Copy	\$ 2.12	✓
Mastando Media		4/14/2011	DBPA Brochure	\$ 490.50	✓
VIP		6/1/2011	Shop & Dine Flyers	\$ 438.18	✓
Proforma		6/30/2011	Downtown Brochure - Proof	\$ 31.95	✓
Independent Printing		6/30/2011	Downtown Brochure	\$ 1,070.00	✓
Mastando Media	Summer Recess & Brochur	6/30/2011	Design	\$ 345.00	✓
City of D.B.				\$ (3,000.00)	
				<b>\$ 13,372.66</b>	

*Ineligible*

\*See time sheets included.

**TOTAL** **31,205.31**



# The Daytona Beach Partnership Association

126 E. Orange Avenue - Daytona Beach, FL - 32114

July 20, 2011

Dear Jason:

Per your email request, and upon reviewing with the President of my board, included is a revised 3<sup>rd</sup> Quarter 2010-2011 Report Cover, as well as the additional "Support Documentation" that was noted as not included.

Support Documentation as follows:

- Quickbooks summary from payroll of the Executive Director's Salary
- Copy of the AFLAC statement and printout of the Quickbooks documentation of payment
- Quickbooks summary of FICA
- Quickbooks summary of Meciare
- Receipt of Norton Antivirus payment that was included in the first report with the addition of the Suntrust bank statement showing documentation of payment.

Not Included:

- Florida Department of Revenue statement since it has been deemed disallowable.
- Retail First Insurance since upon further review, this worker's comp ins. is likely not allowable.

The following is in response to those items you have deemed ineligible:

- Florida Dept. of Revenue – We understand.
- Annual Corp Filing – We understand.
- Daytona Regional Chamber of Commerce Membership – Though this membership is a vital connection between the downtown district and the chamber of commerce, we understand a determination not to cover this membership as a part of the grant agreement.
- ICSC – this membership is directly related to a component of the Main Street Program which is the Economic Restructuring Committee, and we feel that this should be an allowable expense.
- Kiosk Supplies and key – this is an expense that is considered a "general marketing" expense and is directly related to marketing in the downtown kiosks, and we feel that this should be an allowable expense.
- Mastando Media / DBPA Membership brochure – this brochure is utilized for more purposes than to promote membership to the DBPA. This brochure is used to show the value of doing business in downtown by our agents and committee members who recruit businesses to open downtown, and we feel that this should be an allowable expense.

Thank You,

Naomi Weiss  
Executive Director, Daytona Beach Partnership

Daytona Beach Partnership 2010/2011 Objectives  
3rd Quarter Progress Summary

**2010/2011 Objectives**

<u>Quarterly Summary</u>		Meets	1. DBPA office open 35 hours per week, except city holidays, to receive DBPA walk-in or telephone calls to assist merchants or visitors to the Beach Street shopping district.
Office is open and maintains regular hours.	<a href="http://www.daytonadowntown.com">www.daytonadowntown.com</a>	Meets	2. Maintain the DBPA website to encourage regional residents to shop and dine in the Beach Street shopping district through additional editorial content and links to merchant websites. Update the website at least monthly with new downtown merchants and information on upcoming downtown events.
Magazine no longer in publication. Negotiating new magazine publisher partnership.		Meets	3. Publish four editions of the Downtown Magazine with content encouraging regional residents to shop and dine in the Beach Street shopping district and target the mailing of the magazine to zip codes with concentration of targeted demographics.
New brochures printed with Votran partnership.		Meets	4. Ensure each merchant has a sufficient supply of merchant guide brochures and modify content at least two times during the year to accurately reflect changes to merchant listings including adding new merchants for printing.
Positive editorial coverage for the Downtown Plaza Project. Positive editorial coverage for Summer Recess in Downtown.		Meets.	5. Support the public relation campaign to provide positive editorials for the merchants and Beach Street shopping district. Write at least two editorials each month.
Art of the Automobile was a success with far-reaching promotions exposure, including coverage by Motorsport Magazine, and a dedicated television show by Car Crazy. Attendance exceeded expectations with an estimated number of attendees exceeding 5,000, and the median income and age group matching that of the projected customer of downtown Plans for Summer Recess in Downtown are underway.		Meets	6. Organize and advertise to targeted demographic the following events/seasons for promoting shopping and dining in Downtown: a) Downtown Holidays in December 2010 b) Valentine's in February 2011 c) Mother's Day / Art of the Automobile in May 2011 d) Summer Sports / Outdoors in July 2011 e) Rock & Rhythm / Fall in September 2011
Monthly town hall meetings held for April, May, and June.		Meets	7. Host 12 monthly Town Hall meetings to provide a venue for communication between the Beach Street merchants and the City about Beach Street issues.
Meeting with Downtown Project Manager regularly, and emailing merchant announcements regularly.		Meets	8. Update the merchants and the Redevelopment Project Manager weekly regarding any Beach Street issues or announcements through email updates or handouts.

<p>9. Organize and publicize monthly meetings of the Design, Economic Restructuring, and Promotion Committees.</p>	<p>Meets</p>	<p>All three committees met in April, May and June.</p>
<p>10. Communicate maintenance and repair needs of the streetscape to the City's Redevelopment Project Manager.</p>	<p>Meets</p>	<p>Meeting with Downtown Project Manager regularly.</p>
<p>11. Communicate personally with each retail and restaurant merchant within the targeted Beach Street shopping district at least bi-monthly regarding downtown issues.</p>	<p>Meets</p>	<p>Met with every Downtown business to deliver Art of the Automobile posters, and to solicit input on upcoming activities.</p>
<p>12. By the end of the first quarter, work with Downtown stakeholders to update the brand for Downtown.</p>	<p>Meets.</p>	<p>Even past the first quarter, continuing to work with Downtown merchants on the brand development.</p>
<p>13. Continue to develop and maintain creative promotional campaigns and projects to promote shopping &amp; dining in Downtown.</p>	<p>Meets</p>	<p>Developed shopping and dining flyer to promoted Downtown to Daytona State College conference attendees.</p>



**AGENDA ITEM: 6**  
**THE CITY OF DAYTONA BEACH**

**REDEVELOPMENT DIVISION**

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

**MEMORANDUM**

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DATE: July 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: In-Room Concierge Book Funding Proposal

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Based on the discussion at the last Authority meeting, Deb Smith, See Coastal Media, Inc., has submitted a proposal for the DDA to fund one page of advertising in the In-Room Concierge Book and provide a discount to participating Downtown Businesses. This is an additional opportunity for the DDA to promote Downtown to tourists. Advertising to tourists is one of the DDA's goals for marketing and promoting Downtown. The proposal for a total of \$7,500 is attached.

The payment will not be due until after October 1. If funded, the DDA would be committing funds from the next fiscal year.



## Downtown Development Authority

Proposal Prepared for: Jason Jefferies, Project Manager for City of Daytona Beach 7.19.11

### FOR: In-Room Concierge

Be In The Best Hotels - Guests See You in the Comfort of Their Room!

### Promote Dining, Activities, Shopping and Downtown Events

Ad includes value added options below:	Payable November	Annual Gross Total
One Page, full color, non-bleed (\$2,455 toward co-op)	\$7,500	\$7,500
Publishers Editorial Contribution: Table of Contents listing and map inset revised to highlight downtown.		N/C

Individual co-op Participation includes: individual ad design, data listing, web listing and display ad

	Four Monthly Pmts	Annual Co-Op Net Total
<sup>2</sup> / <sub>3</sub> page	\$ 723 * 4 =	\$2,892
<sup>1</sup> / <sub>2</sub> page	\$ 610 * 4 =	\$2,440
<sup>1</sup> / <sub>3</sub> page	\$ 416 * 4 =	\$1,664
<sup>1</sup> / <sub>6</sub> Page	\$ 375 * 4 =	\$1,500
<b>Exclusive for Restaurants:</b> Companion 1/2 page Menu with 1/2 page advertisement	\$ 125 * 4 =	\$500

**In-Room Concierge Distribution:** Be in over 95 of the higher rated properties, reaching the visitors that plan on thoroughly enjoying a quality vacation.

The Complete list is attached and will reach the visitors you want to attract.

#### Value Added Options include:

- Full Color Ads jump off the page
- Exclusive in-room exposure for undivided attention
- Editorial for interest and details (client provided)
- eBooks for web availability 24/7
- Map Locator on web site with GPS type directions
- Reciprocal Web links to/from [www.downtowndaytonabeach.com](http://www.downtowndaytonabeach.com) [www.SEE-DaytonaBeach.com](http://www.SEE-DaytonaBeach.com)
- Video's (client provided)
- Press release support (client provided)
- Calendar of event listings, up to 4 in print and unlimited on web (client provided)
- Inclusion on Face Book social media site (to support events and press releases)

Presented by: Deb Smith, Publisher [Deb.Smith@SEECostalMedia.com](mailto:Deb.Smith@SEECostalMedia.com) 386-562-2213

Joetta Raylots, Marketing Executive [Joetta@SEECostalMedia.com](mailto:Joetta@SEECostalMedia.com) 386-873-4424

**25 of 31**



**AGENDA ITEM: 7**  
**THE CITY OF DAYTONA BEACH**

**REDEVELOPMENT DIVISION**

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

**MEMORANDUM**

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DATE: July 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Branding

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This is a follow-up to the discussion at the Special Meeting of the DDA, regarding the proposed Downtown brand, held July 11, 2011. Following the review of the proposed logos and selected revisions, the Authority members selected the revised "City on the River" logo as the top choice.

Merchants and Downtown stakeholders had an opportunity to review and provide input regarding the preferred logo concepts at a town hall meeting held July 12. The following are staff notes from the discussion:

- Do not like circle, too institutional.
- Looks too much like beach and clip art
- Leave out word "beach" from "Daytona Beach"
- Should represent historic downtown on the river
- Historic font like entry at ISB bridge should be used
- Vertical font for "DOWNTOWN" considered for banners
- Colors too primary, not historic
- Circle sends "No" image with palm tree slashed through
- Palm tree logo preferred, although "city on the river" favored because no circle
- Like to have on way-finding signs
- Historic fonts and colors preferred and eliminate confusion with beach verse river

Staff is requesting direction on the proposed logos based on the comments from the Town Hall meeting.

## **PROPOSED TAGLINES**

BEAUTIFUL DOWNTOWN DAYTONA BEACH...

The Downtown EVERYTHING District

You'll Love Our Palms and Our Roots.

The Creative Village Between Sand and Speed.

Rediscover Your Downtown.

You're Invited.

Start Here.

OMG! FYI...

Revised City on the River



Revised Iconic Palm Tree



Orange & Palm





# The Daytona Beach Partnership Association

126 E. Orange Avenue - Daytona Beach, FL - 32114

Committee Updates

July 2011

**Committee Updates:**

## 1. Promotions

- Summer recess in downtown
  - Launched Saturday, July 9<sup>th</sup> with Paddle Boarding on the river
  - Complete Calendar is available at the meeting, along with posters (also downloadable from the website [www.daytonadowntown.com](http://www.daytonadowntown.com))
- Downtown Brand Development
  - Hosted at the July Town Hall Meeting
  - Followed by door to doors with the merchants for them to vote on the logo (results, including comments, available on separate form)
- “Taste of Downtown” planned for end of August as a promotion of “all things happening downtown”
  - Including features of the “Art of the Automobile,” “French Market,” “Farmers Market,” “Halifax Art Festival,” “Downtown Plaza Project,” “Halifax Food & Wine Festival,” “Halifax Oyster Festival,” and more.
- News-Journal Sponsorship through the end of the year to yield a comprehensive schedule of advertising in the News-Journal
- Continue planning for next year

## 2. Economic Restructuring

- Waiting to hear back on progress of the public market.
- Negotiating “available spaces” gang page for Business Report

## 3. Design

- Focus on the Riverfront Park Demonstration Project at the corner of Beach Street and ISB.
  - Launch & unveiling of sign was Thursday, July 21<sup>st</sup> at Ivy Lane (percentage of night’s proceeds to benefit the plaza project)
  - Brick paver sponsorship underway (available forms passed out at meeting)

General Updates:

1. Next Town Hall Meeting – Tuesday, August 9<sup>th</sup> at 8 am Guest, Commissioner White

2. Upcoming events:

Downtown Booth at the News-Journal Home Show – October 21<sup>st</sup>, 22<sup>nd</sup>, 23<sup>rd</sup>

Monthly Science Café at Sweet Marlays’ – 3<sup>rd</sup> Thursday, 6:30 pm

Monthly Critical Mass Bike Ride – Last Friday of the month, City Island Library 5:30 pm

News-Journal Food and Wine Festival – Planned for November (final dates to come)



# **THE CITY OF DAYTONA BEACH**

## **REDEVELOPMENT DIVISION**

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

### **MEMORANDUM**

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DATE: July 22, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

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The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on July 12, 2011:

- Approved a wall graphic for Sweet Marlay's Coffee Shop.
- Approved a sidewalk café for the new Rhokkoh's Frozen Yogurt
- Discussed the W. ISB streetscape project. A public meeting will be held in September regarding preliminary concepts for the project. Merchants will be informed of the public meeting, once a specific date is set.

Attached is an email from Cindy Ritzi, DBPA President, rescinding the request for a DBPA presentation to the Authority at the July meeting. In addition, the email indicates that the DBPA will not be submitting any revisions to their requested grant budget for 2011/12 Fiscal Year.

**Jeffries, Jason**

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**From:** Cindy [ritz1881@earthlink.net]  
**Sent:** Wednesday, July 20, 2011 2:57 PM  
**To:** Jeffries, Jason  
**Subject:** DBPA Submission of Materials for DDA Meeting

Jason,

Naomi will be delivering to you today the additional documentation that you requested for the Quarterly Grant Reimbursement.

We will not be requesting time to make a DBPA presentation at this meeting. Additionally, the Grant Budget for next year that you drafted and submitted at the last meeting will suffice as the budget. We will not be submitting any requested amendments to it.

Cindy Ritz1