



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

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Stacey Lipton

AGENDA

Tuesday, November 22, 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.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. September 27, 2011 Regular Meeting
 - b. October 17, 2011 Special Meeting
 - c. October 25, 2011 Regular Meeting
 - d. November 8, 2011 Special Meeting
4. **Funding Approval: Wyndham Resort Book Advertising**
5. **Interviews: Downtown Marketing and Promotions RFP**
 - a. 9:00 a.m. Gold & Associates
 - b. 9:30 a.m. Bullseye Direct
 - c. 10:00 a.m. a5
 - d. 10:30 a.m. Genius Marketing
6. **Selection of Downtown Marketing and Promotion Firm**
7. **Staff Update**
8. **Public Comments**
9. **Other Business**
10. **Adjournment**



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

DATE: November 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Meeting Minutes

Due to staffing issues with Spherion Staffing Services, the meeting minutes for the following meetings are not complete at this time:

- a. September 27, 2011 Regular Meeting
- b. October 17, 2011 Special Meeting
- c. October 25, 2011 Regular Meeting
- d. November 8, 2011 Special Meeting

Staff is working to address the problems with secretarial staffing for the Redevelopment Board meetings and DDA. Once the meeting minutes are completed, they will be forwarded to the Board.

I apologize for any inconvenience this may cause.



AGENDA ITEM: 4

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MEMORANDUM

DATE: November 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Wyndham In-Room Concierge Book Funding Proposal

Thomas Dornfeld, publisher of the In-Room Guest Service Directory for Ocean Walk Resort, has submitted a proposal for the DDA to fund the top banner for four pages of their guest service book. The four pages will be filled with advertisements from Downtown Daytona Beach merchants. The product is designed to promote area locations to tourists. The book is similar to the one published by See Coastal Media, except it is only available in the Ocean Walk Resort. This could be 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 is for \$2,380 for the banners on four pages and discounted advertising rates for participating Downtown merchants. The Downtown area would also be promoted in the Wyndham's Monday morning breakfast briefing to visitors. Tomas Dornfeld will be at the November DDA meeting to present the concept.

The DDA has \$42,750 budgeted in the Downtown Marketing line item for Fiscal Year 2011/12. The DDA has already committed \$7,500 (approved 7/26/11) to See Magazine for the In-Concierge Book; \$4,735 (approved 9/27/11) to Bullseye Marketing, LLC for developing a Downtown email list; and \$625 (approved 10/25/11) to Resort Maps. The DDA has \$29,890 available in the Downtown Marketing line item for FY 2011/12.



(over 300,000+ Guests visited the Wyndham OCEANWALK RESORT in 2011!!)
→ 87.3% annual occupancy rate!!

Dear Merchant:

We are pleased to inform you that a representative of North American Directory Services is here this week to prepare our new In Room Guest Service Directory for Wyndham Ocean Walk Resort and WorldMark by Wyndham at Ocean Walk in Daytona Beach.

This letter is to introduce Thomas W. Dornfeld, North American Directory Services Representative, who is coordinating our 2012/2013 directory. You have been approached by Mr. Dornfeld with a **special marketing opportunity to become one of our "Preferred Businesses"** with exposure to our guests staying at our resort. If you have a service or product that you think would be of interest to our Wyndham owners and guests, please consider being a part of our directory. **The directories are invaluable to our guests as they look for things to do in the area, places to eat, shop, and be entertained.**

87% occupancy

300,000 Guests

782 UNITS

These directories are professionally printed and placed in every condominium at the resort, as well as in our sales center reception area, for the use of owners, guests, concierges and guest services. The In Room Directories for Wyndham are published once a year and provide specific information we need to share with our guests about the layout of our resort and the wonderful service opportunities which are afforded to them during their stay. **These are the ONLY Wyndham approved informational books in our condominiums.**

Wyndham Ocean Walk at Daytona Beach is constantly seeking to improve the services we offer and to help direct our owners and guests to quality service providers within our local community. Thank you for your consideration; your participation in our directory will certainly add valuable information to our owners and hopefully **provide additional exposure and revenue to your business.**

If you have any questions or concerns, please call **Thomas W. Dornfeld on his cellular phone: (608) 658-1558 or email tddornfeld@yahoo.com.**

Call Tom ASAP!!

Thank you,

Adam Callahan
Resort Manager
Wyndham Ocean Walk

Georgia
Concierge
Wyndham Ocean Walk

P.S. These books are also in the Sales Center Waiting Room!!

Also,
A) RACK CARDS, Promo Material or menus @ Concierge & Front Desk!
B) INFO. in Welcome Packet !!



AGENDA ITEM: 5

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MEMORANDUM

DATE: November 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Marketing and Promotions RFP Interviews.

The Purchasing agent has notified the firms that were short listed. The firms were invited to make oral presentations and attend an interview with the Downtown Development Authority to further discuss their proposals. Each presentation will be 15 minutes long with an additional 15 minutes for a Q&A session.

The presentation will focus on the following issues:

- Proposed work-plan
- Budget, leveraging of funds to maximize effectiveness
- Provide work samples such as websites, newsprint, brochures, media, electronic media, social media
- Timeline for providing various services

The following is the schedule of presentations on November 22.

9:00 a.m. Gold & Associates

9:30 a.m. Bullseye Direct

10:00 a.m. a5

10:30 a.m. Genius Marketing

Staff is requesting that the Authority select the firm for marketing and promoting Downtown at the conclusion of the interviews. Staff will begin negotiations with the selected firm for a contract to be presented at the December meeting.



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MEMORANDUM

DATE: November 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on November 1, 2011:

- Recommended approval of The William Square project at the corner of Magnolia and Palmetto Ave. to the Planning Board. The Planning Board will hear the project at their December meeting.

Bullseye Marketing continues the advertising campaign for the holidays:

- The Downtown Card website is operational.
- 400+ cards have been registered.
- Radio and TV commercials are on the air.
- The Home for the Holidays Festival is schedule for December 3.

Staff met with Sans Lassiter for an update on the status of the reorganization of the DBPA.