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

ADDENDUM

Tuesday, February 28, 2012 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.

A-1 Funding Approval: Farmers' Market Grant Preparation

SCOPE OF SERVICES
SUBMITTAL OF GRANT APPLICATION TO USDA
FARMERS' MARKET PROMOTION PROGRAM

Consultant: Cheryl L. Kelley

Proposed Fee: \$600

Project Hours: 20

Hourly Fee: \$30

Project Deliverables:

1. Register for a DUNS number for the DDA
2. Get authorized to accept EBT and SNAP
 - a) Set up and activate a USDA e-Authentication account.
 - b) Complete and submit the online application to FNS.
 - c) Send all required documentation to the servicing FNS office.
3. Apply for the FMPP Grant Steps to Writing and Submitting the Grant to the Farmer's Market Promotion Program
 - a) Establish a grants.gov account with the DUNS numbers
 - b) Complete FMPP Application Package Required Forms and Paperwork (one original and one copy):
 - i. SF-424: Application for Federal Assistance (dated and signed).
 - ii. SF-424A: Budget Information – Non-construction Programs.
 - iii. SF-424B: Assurances – Non-construction Programs (dated and signed).
 - iv. Submit written proof of eligibility from a State or Federal source.
 - v. Submit proposal narrative.
 - vi. Supplemental budget summary.
 - vii. Include Forms TM-30 and TM-31 (FMPP Supplemental Budget Summary), as applicable.
 - viii. Include letters of commitment from partners and other supporters. Provide evidence of commitment from farmers, cooperators, contractors, resource providers, etc.
 - ix. Include a description of qualifications of project participants

Farmers' Market Strategic Plan

February 2012 Status Report

Mission:

To offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products, serve as a marketplace catalyst for local entrepreneurs, provide an opportunity for local musicians to perform, and provide a festive community event gathering place.

Values:

1. **Transparency;** operate with openness in all transactions and interactions
2. **Accessibility;** serve all of Daytona Beach's residents and visitors
3. **Independence;** provide independence for the operation of the Market
4. **Reinvestment;** invest and grow the Farmers' Market
5. **Freshness;** availability of fresh produce, food, and plants.

Goal:

To become a thriving destination market with offerings to include, local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.

Objectives:

1. Increase the number of local farmers selling at the Market.	
Status:	Team in place to work on EBT grant writing.
Next Steps:	Get EBT at market to become more attractive to farmers who have to drive two hours to sell at our market. Visit Sanford market to recruit.
Timeline:	Submit for EBT within three months.
2. Obtain grant to implement EBT payments at the Market.	
Status:	Contacted Ricardo at Dept of Ag, have two people ready to help with research and grant-writing.
Next Steps:	EIN, DUNS and CCC registration to be eligible to apply
Timeline:	Depends on Dept of Ag setting submission deadlines

3. Increase the variety of foods available for purchase at the Market.	
Agreement Terms:	<ul style="list-style-type: none"> • Ensure a mix of vendors consisting predominantly of fresh foods; limited to 10% craft sales and 20% plant or flower sales. • Increase the number of vendors providing local produce and goods selling at the Market. • Increase the variety of foods available for purchase at the Market.
Status:	Vendor Application and Rules and Regulation provided to all existing vendors.
Next Steps:	Discuss options with two vendors not in compliance with approved items list.
Timeline:	Vendor mix must be in compliance with the license agreement by June 28.
4. Increase the customer base at the Market.	
Marketing Plan:	<ul style="list-style-type: none"> • DDA Marketing Synergy <ul style="list-style-type: none"> ○ Brighthouse Cable TV Advertisement ○ 1150 WNDB and 1340 WROD Radio Advertising & Live Remotes ○ Downtown E-Newsletter: • Direct Farmers' Market Advertising <ul style="list-style-type: none"> ○ News Journal Gang Page with Farmers' Market Coupon ○ Pennysaver ad with Farmers' Market Coupon ○ Direct Mail peice with Farmers' Market Coupon • Marketing surveys from the management booth. • Special Market Promotions
Status:	Ads running in News Journal on Thursday and Saturday for the Farmers' Market
Next Steps:	<ol style="list-style-type: none"> 1. Run News journal coupon for grocery bag give-away. 2. Run Pennysaver ad
Timeline:	Coupon to run at the end of March
5. Develop a website that is in the top ten results of a Google search on "Daytona Beach Farmers' Market"	
Status:	Website to be developed with the Downtown website
Next Steps:	Meet with developer
Timeline:	Two months to have site up

6. Manage the implementation of the terms of the license agreement with the City	
Contract Terms & Performance Goals:	<ul style="list-style-type: none"> • Payment of license fee (\$1,000 for FY2011-12) • Enforce the rules and regulations for the Farmers' Market • Ensure license area is clean at the end of the market day. • Provide effective communication and thorough information for vendors. • Reinvest all revenues derived from the operation of the Farmers Market back into the Market. • Provide signage to identify Market vendors. • Explore and implement new ideas that will promote the general Downtown Business District.
Status:	In compliance
Next Steps:	Purchase signs to identify growers
Timeline:	On-going

Current vendors

Crafts (NTE 10%)

\$44, Cindy, 1 10x10 space (currently not in full compliance). New vendor sells homemade jewelry, baskets, and baked goods. Has some jewelry and other items that do not appear to be hand made.

Prepared Foods

\$44, Pop's kettle Korn
 \$88, Julie's Kitchen- hotdogs, hamburgers, French fries, sodas
 \$44, Maurice's BBQ – pulled pork, ribs and chicken

Grocery/ Fish

\$44, Brian Edwards groceries
 \$44, Gourmet Coffee
 \$44, Atomic Snack dried fruit and nuts
 \$44, Jerry's Shrimp

Plant or flower (NTE 20%)

\$44, Orchids 1 10x10 space
 \$44, Plants 1 10x10 space

Farmers/ growers

\$132, Tomazin's (Huck's) Fresh Farm
 \$132, Hispanic Produce
 \$176, Sam Redding
 \$176, TOGA Citrus

Wholesale produce

\$44, Access to Organics
 \$44, Dale's Produce
 \$132, Kim's Produce
 \$440, Donny's Produce
 \$264, Rocco's Produce
 \$132, John Kemp Produce

**DOWNTOWN DEVELOPMENT AUTHORITY
BOARD MEETING
MINUTES**

November 22, 2011

There was a meeting of the Downtown Development Authority Board held Tuesday, November 22, 2011 at 8:00 a.m. in the City Hall Conference Room 149B. The following people were present:

Board Members:

Robert Abraham, Chairman
Sheryl A. Cook, Vice Chairman
Kelly White
Stacey Lipton
Joseph Hopkins

Staff Members Present

Bob Jagger, Deputy City Attorney
Jason Jeffries, Redevelopment Project Manager
Chuck Jackson, Buyer –Purchasing Department
Julia Rademacher, Office Specialist III

1. Call to Order

Mr. Abraham called the meeting to order at 8:04 a.m.

2. Roll Call

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

3. Approval of Minutes

September 27, 2011 Regular Meeting
October 17, 2011 Special Meeting
October 25, 2011 Regular Meeting
November 8, 2011 Special Meeting

Mr. Abraham stated the above minutes had not been reviewed by the Board and would be continued to the next meeting.

4. **Funding Approval: Wyndham Resort Book Advertising**

Mr. Jeffries introduced Mr. Thomas Dornfield, Account Executive with North American Directory Services, LLP concerning a proposal for funding by the DDA for the benefit of the Downtown merchants. The proposal would consist of the top banner of four pages of the guest service book that would be filled with the Downtown merchant advertisements. The guest service books were in the “Welcome Packet” throughout the Wyndham Resort. The request was for \$2,380 to purchase the four banners and would include discounted advertisement rates for the Downtown Daytona Beach merchants.

Ms. Lipton asked if the commitment allowed DDA brochures for distribution in the resort and for what length of time.

Mr. Dornfield stated that the average stay through the point system was 3 days to 3 weeks.

Mr. Hopkins asked the number of rooms that would receive the booklet.

Mr. Dornfield stated it would be distributed to 782 rooms.

Mr. Abraham asked if the fee was annual.

Mr. Dornfield stated yes and the first book should be complete in 90 days. The deadline for the book was December 7, 2011.

Mr. Abraham asked if there would be any additional money for marketing.

Mr. Jeffries stated that the money for marketing had been reduced from last year.

Mr. Abraham asked Mr. Jeffries what the order and procedure for the marketing firm presentations would be.

Mr. Jeffries stated that each marketing firm would present their proposals for a recommendation of a marketing plan concerning the DDA.

Meeting adjourned at 9:00 a.m.

Meeting reconvened and closed to presenter at 9:15 a.m.

5. **Interviews: Downtown Marketing and Promotions RFP**

Presentation by: Gold Associates

Presenters: Keith Gold, President and CEO; Gary Inks, South Florida Managing Director; Jennifer Kreuer, Account Executive

Introduction:

Gold Associates (hereinafter referred to as “Gold”) started in 1989 and was the largest Southeast Marketing Communication Company with headquarters located in Ponte Vedra, FL.

Gold had worked with Volusia County for the past 20 years and had a history of working with the Main Street experience. The company had received numerous international awards more than any other marketing firm in the state of Florida for their achievements and had expertise in brand marketing. The company was a tithing company with 10% of the profits going to charity. The company had a large staff to help the team efforts but the DDA would be working directly with the staff presented today.

Jennifer Kreuer, Account Executive, presented credentials of the company’s personnel along with various areas, i.e. Television, Wall Street Journal, etc. and clients with relationships such as Roush, Omi Hotels, Sun Cruz Casinos, Disney, etc.

Gary Inks discussed the quad cities of Rock Island, Illinois, River Boat Casino project and his work with the economic development department and the whole city. With coordinated efforts of special events and strategic planning, the city created a 70 million investment over a period of three years.

Mr. Gold presented the strategic marketing plan outline and discussed the direction that would be taken for the Downtown Daytona Beach project. The outline would be approached in three phases as follows: Phase I - research; Phase II - development; and Phase III - implementation. Actions taken would be strategic planning, offline media, broadcast media, print media, online tactics, web development, collateral design to create personality, Main Street marketing, work plan and a budget. The work allowed with the budget presented would cost approximately \$7,500.00 per month.

In closing, Gold’s belief was that they could offer the DDA intelligent imagination, outstanding team efforts, marketing acumen, testing before implementation, and bringing a history of success and accountability for the same.

Questions & Answers:

Ms. Lipton asked which Downtown area they would consider as their most difficult.

Mr. Gold stated that it would be Jacksonville due to the rate of crime and panhandlers which were difficult to overcome.

Ms. Lipton stated that the DDA had a bare budget and was concerned about the fees and if they were on the projected timeline for a finished product.

Mr. Gold stated that it was for the projected finished product that did not include the printing but would be worked within the budget.

Ms. White asked if Mr. Gold had worked with other municipalities that had worked with Gibbs Planning Group, Inc. (hereinafter referred to as "Gibbs").

Mr. Gold stated he was positive that they had. The Gibbs study provided secondary data that allowed their company to begin primary research.

Ms. White asked if the suggested \$7,500 fee was for Gold's work and not for collateral on the budget.

Mr. Gold stated that it was for the time and creating to work within the budget.

Ms. Cook asked that since they had already created the brand, how Gold perceived working with that.

Mr. Gold stated the company worked with larger corporations, i.e. IBM, AT&T, etc. and they were comfortable working with an established identity.

Mr. Hopkins asked what the timing of the testing of strategies and implementing them would be.

Mr. Gold stated that it would be very quick from the research to the strategic planning within six weeks.

Mr. Inks stated that the responses could be obtained by using the internet and obtaining a feedback within 4 or 5 days.

Mr. Hopkins asked if the company could use the private investors to extract additional money out of the market to help with the campaign.

Mr. Gold stated yes and that would be part of the solution to the budget.

Ms. White asked about the length of time of the work relationships within the company.

Mr. Gold stated the average length of employment within the company was fifteen years.

End presentation: 9:45 a.m.

Begin presentation: 10:00 a.m.

Presentation by: Bullseye Marketing

Presenters: Kelley Bales, Director; Debi Brand, Brand Development, Al Smith, Al Smith Productions

Introduction:

Ms. Bales stated that Bullseye Marketing was a local business and located in the Downtown area.

Presentation:

Ms. Bales stated that the company had already started to build relationships with the merchants and began the branding for the Downtown area. Bullseye created the jingle commercial that was currently being used for different events along with the Downtown Discount Card to draw locals to the Downtown area and to create an email database to use in the future as a marketing tool.

Ms. Bales stated that she had been in the area for 15 years in advertising and marketing, Mr. Smith and Ms. Brand has been in the area for a long time and had existing relationships with the media such as Television, Radio, etc. to help leverage access with a limited amount of money.

“Snapshots” were created on the web site that contained information for local merchants concerning the Downtown area and were helping to build relationships and communications.

Ms. Bales stated that the company was utilizing different venues to capture data to help build the marketing database. She stated that the company had created the website to sign up for the Downtown Card, merchant communication, etc.

Mr. Smith stated that the “Gibbs” report was important and that they should rely on its expertise and input to move forward. One of those ways would be for events to be a great way to leverage the small amount of money that was available and build relationships with other events that already exist within the Downtown area.

Ms. Brand stated that the creation of the website would be the first priority for the Downtown area. Research had been made by other markets that were comparable and would arrange a planning and marketing meeting to begin the process. Creation of a merchant portal to communicate would be very important.

Ms. Brand discussed the proposed timeline and provided samples of print materials concerning the internet and social media.

Ms. Bales presented the marketing budget with the exception of the cost for the web site and web portal because it was difficult to price due to all of the different elements associated with it. There was an estimate in the budget for a one time fee. The company was comfortable that they would be able to get an estimated amount of \$15,000 in sponsorship fees for marketing.

Mr. Abraham asked if the company had to work with a 10% less budget which line item would have to be decreased.

Ms. Bales stated that the event collateral would be the line item to reduce.

Mr. Abraham asked if the company would be able to work with a lower budget since the DDA estimated a budget of \$75,000 to include agency fees and costs. If the first year website charge was \$8,000 and Bullseye estimated budget was \$79,960 they would be approximately \$13,000 over budget.

Ms. Bales asked if the initial start up of \$75,000 needed to include the website, etc.

Mr. Smith stated that the closed street events could be cut back to accommodate the budget.

Questions & Answers:

Mr. Hopkins asked if the company would be putting on and marketing the events for profit and if that money was part of the forecasted sponsorship and if that money would go back into the budget.

Mr. Smith stated that there was not a lot of profit but the money would go back into the sponsorship.

Ms. Brand stated that the profit would return to the sponsorship and build up a “treasure chest” and would be a growing process.

Ms. Cook asked if the proposed events would give the Downtown more of a presence than the events held by others.

Ms. Bales stated that it would be how the scripts were written for the advertising to include Downtown as the destination.

Mr. Smith stated that the company needed to work with the event to promote the destination and have a connection with the merchants via a website.

Ms. Cook asked if the website would include the ability to link between the merchants concerning the good and bad events occurring.

Ms. Brand stated that a portal would be made for the communication between the merchants.

Mr. Jackson informed the DDA board that the time limit for the presentation had exceeded the intended 30 minutes.

Ms. White asked about the history of the company's team working together.

Ms. Bales stated that she has worked with Mr. Smith for the past 14 years, and with Ms. Brand via the News Journal about a year and a half.

Ms. Lipton stated that the budget was heavily weighed down with radio in the Downtown area and she would not like to go back to radio marketing.

Ms. Bales stated that it would not be all radio but the branding image would be thru cable television, but radio was a cost effective way to reach the public quickly.

Ms. Brand stated that the printed material would be associated with the branding portion of the marketing.

Ms. Lipton stated that the type of event should be geared back to the Downtown area and not as entertainment and closure of the streets.

Ms. Bales stated the activities needed should be geared towards including the masses to bring to the Downtown area.

End Presentation: 10:36 a.m.

Begin Presentation: 10:41 a.m.

Presentation by: a5

Presentation By: John Harris, Principal, Chuck Colley, Fletcher Martin

Introduction:

Mr. Harris stated that since 2001, a5 had offices in Chicago, Grand Rapids, St. Louis and Tampa. Some of a5's clientele included Advance Rehab - out patient professional

athletics, and Florida Southern College. A5 was a brand consultancy company with extensions to the company such as planning, marketing strategy, branding, interactive advertising and public relations.

Presentation:

Mr. Colley stated that the interactive advertising description meant website design and development in all electronic markets.

Mr. Harris stated that the company had worked with a lot of non profits, planners, architects, developers, etc. that would be a benefit to putting together the marketing plan for Downtown Daytona Beach. He stated that the company would work well and interact with local business according to the client's preference.

Mr. Colley stated he would be the contact person and work with the client's preferred communication process. The team would consist of Mr. Harris, Fletcher Martin as the creative director; Katherine Smith would be the primary designer, and Tony Hodge would handle the website and personnel as needed.

Mr. Harris stated that through observations of the Downtown area, it was historic and quaint; highly walk able, shopping, and dining with great bones to define the boundaries of the area for residents and tourists.

Mr. Harris stated that the company was comfortable dividing up the first year budget as the DDA deemed necessary and to plan ahead to the next three to five years with "ownable" events. The company would create a street banner and co-op advertising program to bring revenue back into the budget.

Mr. Harris stated that the work plan would be in two phases. Phase I would be the planning stage that would include research, interviews, etc. in a 2 to 6 week timeframe. Phase II would be the implementation that included the web site, public relations, social media, etc.

Mr. Harris displayed the recent re-branded Oak Park, Illinois project showing street banners, events, and co-op advertising, etc.

Question & Answers:

Ms. Lipton asked if the company had completed any Florida projects.

Mr. Colley stated that the company had completed several Florida projects such as Florida Southern College and Advanced Rehab.

Ms. Lipton asked how the company would target the senior group.

Mr. Harris stated that direct mail, door hangers, senior centers, etc. would be used to keep it on a one to one group level.

Ms. Lipton asked how long Mr. Harris had been in town.

Mr. Harris stated that he had arrived yesterday late afternoon.

Ms. White asked how long Mr. Harris and the team had been working together.

Mr. Harris stated that the team had been together for approximately 10 years and he considered it to be a stable group that realized to succeed the company needed to be on time and under budget.

Ms. Cook asked about the final total amount of the budget in the presentation.

Mr. Harris stated that a summary sheet should have accompanied the budget and that the 39% to 40% out of the \$75,000 would be in fees but would be flexible of the DDA's needs within range.

Ms. Cook asked if the company was offering plans to do events.

Mr. Harris stated that the company could create and run the events, hire someone to run the events, or have the DDA run them.

End Presentation: 11:13 a.m.

Begin Presentation: 11:16 a.m.

Presenters: Genius Marketing and Planning Solutions Corp.

Presentation By: Kay Stelling of Genius Advertising and Marketing; Beth Lemke, President of Planning Solutions Corp.

Introduction:

Ms. Stelling stated that Genius Advertising and Marketing and Planning Solutions Corp had partnered together for the RFP.

Presentation:

Ms. Stelling stated that there were two distinct targets that they would like to pursue which were residents and tourists.

Ms. Lemke stated that the retail and market analysis was reviewed and concluded that there were markets in demand that needed to be met. In order to meet those markets a destination would need to be made and the market analysis indicated that it would be a single shopping district.

Ms. Stelling stated that they would follow the “Gibbs” report but also meet with merchants in updating the marketing plan, creating a web site and begin a social media for the brand strategy. She stated that they had presented only a six month work plan as an example as to how they intend to execute the agreement. Meetings with the merchants would be held once a month to get feedback on the marketing plan.

Ms. Stelling stated that maximizing the budget would be met by targeting sponsorships and creating a package to offset costs. Expansion of the social media and tapping into the existing website would utilize the website for the merchants to communicate between themselves.

Ms. Lemke stated that the internal communication would be the first step to set up and then branch off to the outside communication. She stated that she had a solid relationship with the local media.

Ms. Stelling and Ms. Lemke provided the DDA board with previous and current work samples and projects completed.

Questions & Answers:

Ms. Cook asked if the projected \$34,000 coming into the budget would be done by sponsorships.

Ms. Stelling stated yes and was an estimation.

Ms. Cook asked if the event support on site meant that they would work the event, create and administer it.

Ms. Stelling stated yes.

Ms. Cook asked the description of the Beach Street television.

Ms. Stelling stated that the trend was becoming visual instead of reading of it on the internet.

Ms. White asked the history of the each team working together.

Ms. Stelling stated that she had the company for two years and was previously employed with Clear Channel Radio.

Ms. Lipton stated that a very impressive schedule was submitted with the presentation and asked if the company thought that they would be able to complete it.

Ms. Stelling stated yes the schedule could be met if everyone was in agreement with the print, ad, etc.

Ms. Lipton asked what would be the importance of billboards for the Downtown area.

Ms. Stelling stated that the billboards would not have to be all year but for events which would be a great way to reach in bound tourist and a great locator.

Ms. Stelling asked Ms. Lemke if when she worked for DOTS if she had any experience with getting signage or way finding procedures.

Ms. Lemke stated that she had some recommendations for way finding.

End Presentation: 11:48 a.m.

Close Presentations 12:00 p.m.

Mr. Abraham stated that the meeting would continue as a private session for discussion by the DDA.

Mr. Abraham stated that the decision process would not be easy due to the well qualified applicants that represented their company. He stated that all applicants had good points but in different areas.

Mr. Hopkins stated that he would like to drop a5 and Genius from the program. He stated that he did not think that a5 could commit the resources to service the DDA as it needed to be served. He stated that Genius presented a mirage of ideas but did not provide a consistent path to achieve those ideas. Bullseye was already in the program and knew the Downtown area. He stated that he was impressed with Gold with the testing strategy and creating an image for the Downtown area. He recommended making a short list of the applicants.

Ms. Lipton stated that the Genius presentation did not match the submitted proposal.

Mr. Abraham stated that he was impressed with the a5 presentation and their willingness to work within the budget and make adjustments as needed.

Ms. Lipton stated she was impressed with a5 and the amount of knowledge Mr. Harris had about the Downtown area in the small amount of time that he had been there. She

stated that she was looking for someone that “gets us” and could provide direction to a higher level. She stated that a5 impressed her with the three to five year outlook during the presentation.

Ms. Cook stated that a5's presentation and Mr. Harris’ ideas were mainly about Chicago and Illinois which was too far.

Mr. Hopkins stated that a5 presented soft comments concerning what the Board wanted or needed for implementation of the plan for the Downtown area. He stated that they were looking for an agency to promote the Downtown and say what was needed and create to a leadership through the process.

Mr. Lipton stated that she was impressed with Gold and wondered why a large company would want to do the job but they stated many times in their presentation that they wanted to give back to the community.

Ms. Cook asked if the tithing went to their organization or to the businesses from where it came from.

Mr. Hopkins stated that he thought that it went to their choice.

Mr. Abraham stated that Gold was a glittery presentation and that they would be doing a lot of studying and would not hit the ground running since they did not seem to know a lot about Downtown. He stated that it would be good to have someone from the outside to take a look at new ideas. He stated that they were well qualified for the job.

Ms. Cook stated that Genius would be on the bottom of her list due to the fact that they hired Ms. Lemke as a planner and the DDA already had staff for planning. She stated that the DDA’s website was a horrible display of what the DDA was trying to do and the presentations were reflected on those efforts.

Ms. Lipton stated that she wanted to give Bullseye the higher points but was concerned about what they are going to put the money towards and would like to have seen it placed in print and branding more.

Mr. Abraham asked the Board if they could reach a census for a short list.

Mr. Jagger stated that if the board was in a position to begin the selection of the firm for the proposal then the meeting would have to be reopened to the public.

Mr. Jeffries stated that the selection should be for the top firm and if negotiations failed then they would proceed to an alternate firm.

Board discussion was closed and the meeting reopened to the public at 12:15 p.m.

6. Selection of Downtown Marketing and Promotion Firm

Mr. Abraham stated that the meeting was now open to the public.

Mr. Abraham asked the Board if Genius could be dropped from the list for marketing firms.

Ms. White stated that she valued a team that had been together for a time and was stable. She stated that the first read through for Genius was great but wondered why they would need a planner. The approach of the planner would be consistent for the use of communication skills.

Ms. Cook asked if anyone had looked at the Genius budget and noticed the \$1,800 for the web site where other firms were applying \$8,000 to \$10,000.

Ms. White stated that Bullseye and Genius and the other marketing firms were two different calibers. She stated that with the other marketing firms they would be paying for the constant staff whereas with Bullseye and Genius they would be able to pick and choose but maybe would not be as happy with the outcome. She stated that they were all impressed with Gold but they had the largest agency fee. She stated that she would prefer that the Board spend the year in planning and branding opposed to bringing together events. She stated that she was disappointed with the presentation of the local firms and it was time to take a different approach.

Mr. Abraham asked Mr. Jeffries if it would be possible to only contract for one year and what would be done for the next year.

Mr. Jeffries stated that he would pursue more than a one year deal due to the time and expense that had taken the DDA to the point. He stated that the firm would have to have time up front for the planning stages, website and graphic designs. He stated that he would recommend multiple years and the agreement could be terminated due to performance standards.

Mr. Hopkins asked if multiple extensions could be made without modifying the RFP.

Mr. Jagger stated that the RFP outlined the contract but did not designate the term of the contract.

Ms. Cook asked if the DDA could have the ability to request some different print or billboards and point out what direction the DDA would like to go

Mr. Abraham stated that if the DDA was not looking for a fresh approach they would want to give someone their ideas.

Ms. Lipton stated the approach should be the look, feel and excitement about Downtown. She stated that they could provide a list of successful promotions to the marketing firm.

Mr. Jeffries stated that the Board should be careful not to duplicate the efforts that were being done in the “Gibbs” report and not have a marketing overlap.

Mr. Abraham stated that it was the consensus of the Board to drop Genius from consideration of the marketing firm.

Mr. Hopkins stated that Bullseye did not present a change of what was currently being done and was relying on creation of events only.

Ms. Cook stated that Bullseye had only provided the DDA with a three month promotion for buying local at that point.

Ms. Lipton stated that Bullseye had the advantage to “wow” us and was privy to more information than the other marketing firms and was not able to do that.

Ms. White stated that the presentations provided a contrast in synergy of the groups as one team was very well organized and the other team was not able to make eye contact and stated that they should consider their options carefully.

Mr. Hopkins stated that the DDA could be on the threshold of being creative and bringing a whole new set of ideas and would love to see the DDA take the steps to bring in the creativity and impress the whole Downtown community.

Mr. Abraham stated that it was the consensus of the board to drop Bullseye from consideration of the marketing firm for the DDA.

Mr. Hopkins stated that he had concerns about Gold’s \$7,500 fee and did not know what it consisted of, i.e. print, advertising, etc.

Ms. Abraham stated that Gold indicated that the \$7,500 fee was suggested and that they would work within the budget and that it would be part of the negotiations if selected.

Ms. Cook stated that she did not want to see the first year as event driven only.

Ms. Lipton stated that they would still have the art festival, French markets, etc. that did well and did not cost a fortune.

Ms. Cook stated that someone needed to find out the future “DBPA” plans and work with the merchants to coordinate efforts between the two with the marketing firm hired.

Ms. White stated that a liaison should be considered for the marketing firm between the Partnership and merchants.

Mr. Abraham asked the Board individually to decide the marketing firm that they would like to contract with for the Downtown area. After polling the board members, he requested a motion.

Board Action

Mr. Hopkins made a motion to recommend awarding Gold Associates the marketing contract and to begin negotiations. Ms. Cook seconded and the motion was approved unanimously (5-0)

Mr. Abraham stated that the Board should consider a alternative marketing firm at the next meeting.

Mr. Jagger advised the Board to enter into negotiations with the selected firm and if those negotiations did not become final then the decision for the alternative marketing firm should be brought before the Board again for another selection.

Ms. Cook asked if the Board would be informed of the progress throughout the negotiations.

Mr. Jeffries stated that if the Board had suggestions or input to email them directly to him and he would make sure the information was passed on during the negotiations process.

7. Staff Update

Mr. Abraham requested a staff update.

Ms. Cook asked about the \$14,000 excess and if the DDA borrowed from last year then the reserves would be for excess spending.

Mr. Jeffries discussed the budget from the previous years and the reserve that had been accumulated as follows: 9/10 \$39,000, 10/11 \$14,000 and a projection of \$21,000 for the current year bringing the total to approximately \$74,000 which would be an 18% reserve of revenue. He stated that the DDA was using the reserve and that the percentage for the reserve should not be allowed to fall below 10%.

Mr. Abraham stated that the revenue had been decreasing even though the DDA had maintained the same percentage.

Mr. Jeffries stated The William Square project at the corner of Magnolia Avenue and Palmetto Avenue had been approved by the Planning Board.

Bullseye Marketing reported that the Downtown Card was operational with approximately 500 – 600 sign ups and 400+ cards registered. Radio and TV commercials were on the air.

The last French Market for the quarter and the Home for the Holidays Festival were scheduled for December 3, 2011.

Mr. Abraham asked how the Downtown Card project was going.

Mr. Jeffries stated that he was pleased with the response of the merchants and residents.

Ms. Lipton stated that no one had requested a discount from her business but that she was aware that the Hometown News was supporting the effort with small stories at no cost.

Mr. Jeffries stated that he was extremely pleased with the turnout for the weekend but was disappointed with the event at City Island concerning the homeless that could affect the Downtown area.

Ms. Lipton asked if the person that held the homeless event could be fined for the misrepresentation that was submitted on the application for the permit. She stated that there were 4 permits issued for the same weekend and that the Occupiers were encroaching into permitted space.

Mr. Jeffries stated that Cultural Services has been asked to review the application concerning the homeless and report back to the Deputy City Manager. In regards to the Occupiers which was a protest group a permit was not required. He stated that he was receiving an event list for applications received.

The Board discussed the types, amounts and number of permits that should be allowed in the Downtown area. Discussion was made about how to control the number of permits and working with the City Staff so that the problems from the previous situation did not occur again.

Mr. Jeffries stated that the City held monthly staff meetings based on the permit for traffic and police and that he would convey the Board's displeasure with the outcome of last weekend.

Mr. Abraham requested that a letter be drafted with the concerns for the upcoming events on December 3, 2011 and request information concerning the rules and regulations for issuing permits. He asked about an upcoming meeting schedule for the DDA.

Mr. Jeffries stated that the Farmers' Market proposal meeting was scheduled for November 29, 2011 at 8:00 a.m. for a final review of what was to be submitted to the

City Commission for approval. He commended Ms. Cook for her participation in drafting and completing the final review.

The Board discussed the additional Farmers' Market submittal for review by the City. Possible submittals for the Farmers' Market included the DBPA, Manny Bornia, etc. Letters to the farmers from the City Manager and Reed Berger had been sent to inform them of the process of the RFP and the approval of the City Commission. Mr. Jeffries stated that submittal to the City Commission was scheduled for December 21, 2011 by the City Manager and recommended that one Board member attend the meeting.

Mr. Abraham agreed to attend the City Commission meeting on behalf of the DDA.

Ms. Lipton requested that an email be sent to remind the board.

The Board discussed the date for the next regular meeting of the DDA and agreed upon Tuesday, December 13, 2011.

Ms. Cook stated the need to approve the meeting minutes that were behind and asked for time to review before submitting for approval.

Mr. Jeffries stated that the October minutes were in review and the September minutes needed some additional information before being complete. He apologized for the delay of delivering the minutes to the Board and stated it was due to short staffing and extra projects throughout the Redevelopment Department.

8. Public Comments

There were no public comments.

9. Other Business

Mr. Abraham stated that a representative from the DDA needed to attend the Bike Week Festival Task Force. He stated Ms. Cook usually attended the meeting but would not be able to this year. Mr. Hopkins stated that he would attend the meeting on December 6th at 8:30 a.m. at the Chamber of Commerce Board Meeting on behalf of the DDA.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 1:14 p.m.

Robert Abraham, Chairman

Julia A. Rademacher, Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

January 24, 2012

There was a meeting of the Downtown Development Authority held Tuesday, January 24, 2012, at 8:00 a.m. in Conference Room 149B, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham
Ms. Sheryl Cook
Mr. Joseph Hopkins
Ms. Stacey Lipton
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Helen Riger, Cultural Services Administrator
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Janice Lowry, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:15 a.m.

2. Roll Call

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

3. Approval of Minutes: November 8, 2011 Special Meeting; November 22, 2011 Regular Meeting; December 13, 2011 Regular Meeting; and December 29, 2011 Special Meeting

Mr. Jeffries stated the only minutes available for approval were December 13 and December 29, 2011.

Ms. White made a motion to approve the minutes of December 13, 2011. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Ms. Cook made a motion to approve the minutes of December 29, 2011. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

4. Quarterly Budget Report

Mr. Jeffries stated there were no major concerns under General Activities. He presented a summary of information provided including the layout of Farmers' Market Activities.

5. Farmers' Market Update

Ms. Cheryl Kelley, Farmers' Market Manager, stated her number one goal was to write a grant which would give the Market the ability to accept food stamps, WIC and EBT. She stated the Sanford Farmers' Market was the only farmers' market in Florida to accept them. She stated she had collected \$2,400 from vendors for the current month's rent and monthly collections in the future should be approximately \$2,420.

Ms. Lipton asked if there was a separate checking account for the Farmers' Market.

Mr. Jeffries stated no. He stated all the monies were deposited by Ms. Kelley in the utility payment night deposit box at City Hall. Utility employees counted the money then sent him the totals of amounts collected and funds were deposited into the DDA Farmers' Market Account.

Ms. Kelley stated overall the response had been positive.

Mr. Jeffries stated there were promises made by the DBPA in terms of transition but that had not yet happened. Traffic cones had been provided to the DBPA by the City and those had not been given to the Farmers' Market.

6. Discussion: CKS Productions Downtown Event Series Proposal

Mr. Scott Chesley, CKS Productions, stated he wanted to put on family events and he had done a lot of market research on the area. He stated he had met with City staff and had been provided with a list of weeks when there were no events in Riverfront Park. He stated he had been involved in sand-sculpting events in Keene, New Hampshire with fireworks on the river. He stated it took over a year to build the infrastructure and design the events then 7-15 people to operate each area of the event.

Ms. Lipton asked where equipment would be stored.

Mr. Chesley stated the parks would be completely fenced from inside of sidewalk, but no sidewalks or streets closed. He stated that he had a 27-acre facility in DeLeon Springs for storage with exception of 45,000 square feet in NSB.

Ms. Lipton asked if any equipment would be left at the event locations.

Mr. Chesley stated no equipment would remain outside of the time constraints for setting up and removal.

Mr. Abraham asked if the fencing was removed every time.

Mr. Chesley stated yes he would use natural green fencing with no fence posts.

Mr. Abraham asked how the event would address the Riverfront Master Plan.

Mr. Jeffries stated the area between Orange Avenue and News Journal Center was supposed to be active and complete the Downtown Area with an archway at Magnolia Avenue, a performance pavilion, a gateway to City Island, all designed to accommodate events. He stated north of the News Journal Center was a passive area because across the street was residential. He stated the proposal would fit the plan in terms of activities and there were other communities that had ongoing activities in riverfront parks.

Ms. White asked if Mr. Chesley had worked with the City before.

Mr. Chesley stated he had not yet produced an event. Last July he was going to do an international seafood festival but it was too large.

Ms. White asked where Mr. Chesley had produced other events.

Mr. Chesley stated he had produced events in New England and had been involved with the Balloon Festival in New Smyrna Beach for last three years. He stated he had worked with sponsorships for Tuskegee Airmen, designed and built radio control air show aspect of balloon festival.

Ms. White asked if there would be an admission fee.

Mr. Chesley stated \$10.

Ms. White asked if he was asking for Board approval.

Mr. Chesley stated yes this was the third year he had tried to do an event and would not keep trying if the Board did not want them.

Ms. Stephanie Mason Teague, Cinematique Theater, stated she was concerned about a fenced event where people would come in, spend their money and leave. She stated they would take the parking spaces but she did not think the event would benefit the merchants.

Mr. Chesley stated he had references from events in the downtown area in Concord NH.

Mr. Abraham asked for the City's perspective of the proposed event.

Ms. Riger stated the City had received an application from Mr. Chesley for the sculpture festival and City staff had met with him. She stated the City wanted more family-oriented events but not any that would conflict with other events or impact the Farmers' Market.

Mr. Abraham asked when the proposal would go before the City Commission.

Ms. Riger stated staff still needed to work with the Legal Department to draft a contract for multiple events. She stated the sand-sculpture event could be approved through the regular process and be approved by the City Manager. She stated that the 5-7 year contract would have to go before the City Commission.

Ms. Kelley stated she was in favor of any event that would bring people to Beach Street.

Mr. Chesley stated multiple years were requested because they were investing an enormous sum of money for infrastructure for the first event. He stated they were not renting but buying infrastructure in order to have more money to produce events. He stated he wanted to work with local organizations and not conflict with the Art Festival, Biketoberfest, or Bike Week. He stated the idea of the hours of operation from 2:00 to 11:00 was to encourage people leaving the beach to stop at the event.

Ms. Lipton stated using outlying parking areas and trams to transport people might alleviate some of the parking worries of the business owners.

Mr. Chesley stated there were large parking lots and a parking garage on A1A and he did not object to shuttle buses. He stated that the Police had assured him that 10,000 people could park in the City Island area and not affect merchants. He stated he could have people directed to parking areas.

Ms. Riger stated the City would require a parking plan and traffic-management plan.

Ms. Cook stated her concerns over a multi-year contract and that the Board had no proven record for CKS Productions.

Mr. Chesley stated he had references, including the New Smyrna Beach Airport Manager. He stated it did not come down to his credibility but what the Board wanted.

Ms. Riger stated that she had already checked his references.

Ms. Cook stated it would be seven years out of their time and if people were going to be living across from the events it would not work.

Mr. Chesley stated according to the proposed contract with the City there would be an out clause for each event and there would be built-in guidelines. He stated he was not asking for money but just for a yes or no answer as to whether the City wanted events Downtown.

Mr. Hopkins stated he was not prepared to grant a monopoly on Riverfront Park.

Public Comments

Mr. All Smith, 154 South Beach Street, stated his only objection was to the length of the contract and charging an admission fee to Riverfront Park.

Mr. John Nicholson, 413 North Grandview Avenue, suggested issuing an RFP for use of the Park.

Ms. Mason Teague stated she was encouraged by the intent to work with area businesses and stated something different was needed. She stated it was encouraging that business would be included.

Ms. Lipton stated as a Board member she did not want to be in the event business and she found it refreshing that someone would work with the business owners and not ask for money.

Ms. White stated she wanted to continue with other agenda items and return to this issue afterward. She stated she was concerned about a commitment to a multi-year agreement. She asked if they could begin with the sand-sculpting event.

Mr. Chesley stated it would cost \$2 million to put on the event.

Ms. White stated she wanted to see something done before she committed to the entire proposal.

Mr. Abraham asked if the Board wanted to act on the CKS proposal.

Board Motion

Ms. Cook made a motion to recommend approval of the request to the City Commission. Ms. Lipton seconded the motion.

Ms. White stated she did not feel comfortable recommending approval of the proposal as presented. She stated she was in favor of Mr. Chesley's ideas but was not in favor of a 7 year commitment therefore she could not vote in favor of the request.

Ms. Cook suggested that Mr. Chesley start with a less expensive event in order to establish a track record.

Mr. Jagger stated the terms would be dependent on the contract form and there would be op out clauses if the Board was not satisfied with the work.

Mr. Abraham stated there was a feasibility issue and he was not sure it would work but Mr. Chesley had good ideas. He stated he did not want to stop it at that the Board level if there was merit that the City Commission might consider and could work something out. He stated he was neutral on the request and would vote yes to allow the process to move forward and a decision could be made on the City's part.

Mr. Hopkins stated that if the Board voted in favor of the request it would be endorsement of a 7 year program. He was concerned that the amount of time they would take to set up the event would make the park look like a carnival.

Ms. Cook asked for the exact wording of the motion.

Ms. Lowry stated the motion was to recommend approval.

Mr. Jagger stated the motion was to accept proposal but he did not know if the Board wanted to commit to proposal because there was no contract.

Ms. Cook asked that her motion be withdrawn. She stated she was not in favor of all the events without additional information.

Ms. Lipton made a motion to continue to negotiating after the request was reviewed by City staff.

Mr. Jeffries stated the item was on the agenda for discussion and the Board did not need to make a decision, however, staff was looking for feedback.

Mr. Abraham stated they liked the events but not long-term commitment and tying up the park as much as proposed.

Mr. Hopkins stated Mr. Chesley had success doing events in New Smyrna Beach but Board needed assurance that the events would be successful and something everyone could be proud of.

Mr. Abraham stated that the Board did not need to take action but could let their comments be forwarded.

Mr. Jeffries stated it was a discussion item and the Board did not have to take action. He stated that the Board had laid out their concerns so City staff and Mr. Chesley were aware of them.

The motion died for the lack of a second.

Mr. Jeffries stated Board comments could be forwarded to the City Commission.

Ms. White suggested the information be put in a letter summarizing the Board's discussion.

Mr. Chesley noted that the Board was neither approving nor disapproving the proposal.

Mr. Abraham stated it was not up to the Board to approve or disapprove but to make a recommendation to the City Commission and they were not making a recommendation.

Mr. Chesley stated the City Commission would need something from the Board but they were not getting anything for or against his request.

Mr. Abraham stated that the City Commission did not need anything from the Board because they could act independently.

Mr. Chesley stated he wanted to be a partner with the City. He understood there were two issues in question; his credentials and the length of time of the contract and both were verifiable. He asked if the Board wanted events Downtown.

Mr. Abraham stated the Board would love to have events and he was not concerned about Mr. Chesley's background. He stated it was his understanding that Mr. Chesley could not afford to make the infrastructure investment without a long term commitment. He further stated if there was a contract with an opt out clause then Mr. Chesley would not want to make the investment if the City could terminate the contract after 6 months or a year.

Mr. Chesley stated he could rent the infrastructure and that was a decision he would need to make for his company but it should not be a deciding factor in whether or not the Board voted for or against.

Mr. Abraham stated the Board had made their decision and they could revisit the request at a later time.

7. **Funding Approval: Valentine's Day Promotions**

Mr. Jeffries gave an overview of how all of the promotion efforts fit together for the remainder of the fiscal year in a PowerPoint presentation, a copy of which is hereto attached and made part of the record. He stated that in the interim he requested Bullseye put together marketing efforts for Valentine's Day. He stated that in late March/early April Cubs home games would be starting so he had been talking to Cubs representatives and they were interested in doing joint marketing for the Downtown. He stated that the Marketing budget originally had \$42,750 and there was \$29,890 remaining, which will not cover all of the marketing efforts for the remainder of the fiscal year. He stated that there was money available in the Main Street Projects line item and no projects had been allocated to it so funds could be transferred to cover the Marketing efforts which would be approximately \$17,500. As Gold developed the website and the brochure there was a potential to do a co-op with the merchants and they would pay for part of it. He stated he had been talking to merchants about the idea and had been getting a positive response. He stated as the website and brochure were developed everyone would have a basic listing but for a larger payment it could be more exposure on the website and there could possibly be multiple levels and possibly bring in \$7,500 to develop the website. He stated there was also \$14,000 left over from the previous year that was unallocated. He stated that there could be \$20,000 - \$29,000 available for marketing over the summer as Gold's plan was implemented.

Mr. Jagger stated Mr. Hopkins had a conflict and would complete the Conflict of Interest form due to having a promotions contract with Bullseye.

Mr. Jeffries stated he had approached Bullseye Marketing about Valentine's Day knowing that the Gold contract was not going to be complete and he was concerned there would be no marketing for Valentine's Day which was a very critical time for the merchants and restaurants Downtown. He stated Bullseye came back with a proposal for \$3,500 using radio and the News Journal as well as emails. He stated that the promotion was combined with the Wine 'N Chocolate Walk and the event cost would be covered by the participating merchants.

Ms. Kelly Koliopulos and Debbie Brand from Bullseye Marketing, 140 S. Beach Street, were present to answer questions.

Ms. Koliopulos stated that there were 14 merchants involved and she had not talked to everyone on the street. She stated she thought she could get 25 merchants involved. She stated that the original date for the Wine 'N Chocolate Walk was February 4th but in order to give more time to prepare she requested it be moved to February 11th from 1:00 – 6:00 p.m. She stated that New Smyrna Beach and Deland both had good luck with wine walks with 500 – 700 people in attendance and merchants had small sales during the event but had an increase in

business over the following 2 weeks. She stated they had sponsorship commitments and no streets would be closed for the event.

Ms. Brand stated that participating merchants would be designated in a passport map.

Ms. Koliopulos stated that merchants participating in the event paid \$100 which covered the cost of the glasses and 2 types of wine to give a sampling and the merchants would be responsible for chocolate for the event. Sophie's Choice would be the charity that people could donate to.

Ms. Brand stated that the first 100 participants to purchase a passport will receive a gift and everyone who visits all participating merchants will have their passport entered into a drawing for a romantic getaway.

Ms. Koliopulos stated it would also give them the opportunity to use those emails and increase the database.

Mr. Abraham asked if someone had to purchase a ticket or passport to participate.

Ms. Koliopulos stated New Smyrna Beach and Deland both charged \$20 so they decided that \$15 would be a good starting place for a first time event.

Mr. Abraham asked if the promotion would general to the Downtown Area.

Mr. Jeffries stated yes, the idea was to promote Downtown businesses for Valentine's Day.

Ms. Lipton stated she liked the idea of an event inside businesses and she did not have a problem with doing a cause for donations but she had a problem with the cause that was chosen. She stated that there were many social service organizations Downtown and she would prefer to see a woman or child cause such as Children's Advocacy Center.

Ms. Koliopulos stated the challenge was the time limit and each charity was only allowed 3 permits per year for the use of alcohol.

Ms. Lipton stated the person they selected came into French Market and was a huge problem and had to be asked to leave because she was such a problem. She stated she had a problem with the woman being in the district and giving her money.

Ms. Brand stated because of time constraints and plans already being worked on she did not think they could change plans. She stated that they did not know Ms. Lipton had a problem with the charity that was chosen.

Ms. Koliopulos stated that the woman would not be at the event but letting the event use her 501C3 for the liquor license in turn for a donation to her organization.

Board Action

Ms. White made a motion for approval of Valentine's Day promotions. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. Contract with Downtown Marketing and Promotion Firm

Mr. Jeffries presented the scope of services with Gold & Associates and stated Mr. Gold was present to answer questions of the Board and to get feedback prior to proceeding to finalizing the contract. He stated he, Mr. Abraham and the Legal Department had met with Mr. Gold and he had presented a three phased approach with the first phase being a tactical plan, the second phase would be web design and graphic design and the third phase was implementation. He stated the struggle was what marketing efforts would be implemented before the plan was complete.

Mr. Keith Gold, Gold & Associates, 6000-C Sawgrass Village Circle, Ponte Vedra Beach stated he would answer any questions the Board had.

Mr. Abraham stated that pages 33 – 37 of the staff report were broken down into phases. He stated there were financial constraints through the end of the fiscal year so because the plan was in phases certain phases could be implemented without using marketing funds.

Ms. Lipton asked what kind of information Mr. Gold was looking for in the strategic planning questionnaire.

Mr. Gold stated its purpose was to gather as much information as possible from the DDA and merchants then they wanted to get the merchants and other stakeholders involved. He stated he wanted to get all of the DDA's knowledge and information as well as ideas about what the future might hold.

Ms. Cook asked how they could make the most of the Board's time and Mr. Gold's time without getting into a long agenda.

Mr. Jeffries stated Mr. Gold's plan was to be in town for a full day to meet with Board members in a public meeting. He stated he would set up merchant meetings to obtain their input. Mr. Gold would devise a plan and return at the next regular meeting to develop a strategy to present to the Board. He stated that if special meetings were needed they could be scheduled.

Ms. Lipton suggested that rather than meeting with people individual it would be better to have panel discussions. She stated she wanted to hear what other people had to say and by having everyone together she thought they would get a better product.

Mr. Jeffries asked if Ms. Lipton wanted group merchant meetings and group by subject.

Ms. Lipton stated for instance when the meetings were scheduled, a marketing meeting could be scheduled and people interested in marketing would come.

Mr. Jeffries stated Mr. Gold would meet with merchants but it would ultimately be the DDA who made final decision on strategy.

Ms. Cook stated that nobody wanted extra meetings but things had changed so much they needed to their all into the project to get the best product possible.

Mr. Abraham stated special meetings could be scheduled when needed.

Ms. White asked what would happen with the website domain.

Mr. Jeffries stated that part of the coordination with the DBPA that still needed to occur. The website was still up and running so he was hoping that once the DDA had a website the DBPA would be willing to turn over the domain. He stated staff had been meeting with the City Attorney's Office and they were discussing a hybrid version between a contract specific and a continuing contract and the first two phases would layout the funding and as a continuing basis would be the remainder of the services.

Mr. Abraham asked if the Board was agreeable to phasing as described and substance of phases.

Ms. Lipton stated one of the most important items was producing an up-to-date brochure.

Mr. Gold stated they could also develop a map pad with locations that would direct traffic to the area.

Public Comments

There were no public comments.

Mr. Abraham stated the Board did not need to take action yet as there were additional details to be worked out in the contract.

Mr. Jeffries stated the contract would be finalized based on the phased approach and brought back to the Board. He would pursue possibility of revenue as a way to co-op the brochure and web development.

Ms. Lipton asked what the time frame was in completing the contract.

Mr. Jeffries asked if the Board would agree to a special meeting to approve the contract.

Mr. Gold asked if there was a special meeting if it would be possible to hold a workshop at the same time.

Ms. Cook stated it would depend on timing because it could be during Speed Weeks which was a busy time.

Mr. Abraham stated the Board could determine how much progress was made before making that decision. He asked Mr. Gross if he had adequate time to complete the contract.

Mr. Gross stated he was close to completing the contract. A copy of the consultant contract had been sent to Mr. Gold.

Mr. Gold stated his firm would begin putting together a team to address the aspects of the strategic and tactical marketing plan. He stated he would also like to start meeting with people to put together the map pad.

Ms. Lipton stated she had prepared marketing materials and gave them to Mr. Gold to assist in preparing a brochure.

Mr. Abraham asked how it would affect with Mr. Gold was doing if City ultimately approved the proposal for events in the park over a long period of time.

Mr. Gold stated he liked the idea as presented and stated events that would not interfere with day-to-day business for the merchants was critical and would generate more attention for the area. He stated he thought Mr. Chesley had exciting ideas and everyone could work together.

Mr. Jeffries stated the questionnaire Mr. Gold referred to would be forwarded to all DDA members.

Mr. Gold stated he would review the questionnaire to be sure all areas were covered then he would send it to Mr. Jeffries

9. Downtown Event Funding Requests for 2012

a. Art of the Automobile

Mr. Jeffries stated that the event was a key event for the Downtown. Al Brewer was leading the event and was expanding it from one day to two days and from two blocks to three blocks. He stated the event had given national attention to Downtown and had been promoted on the Speed Channel. He stated that Mr. Brewer had approached the Convention and Visitors Bureau and they were supporting marketing beyond Volusia County. He stated that the DDA marketing support would be for the local trade area. He stated he scored the event high because of the significant impact to the Downtown and the potential to grow to the level of the art show.

Ms. Lipton asked how much funding was given to the art show.

Mr. Abraham stated \$10,000.

Mr. Jeffries stated \$5,000 was for prize money, \$3,000 was for TV ads to promote Downtown and the event and \$5,000 was for permitting fees so it was a total of \$13,000 for one event. He stated that the total for Art of the Automobile was \$11,450 so it was less than the art show.

Mr. Abraham stated that the event had been very successful in its first year.

Ms. Lipton stated that the event had brought a lot of people to the Downtown but not many of them went into the stores so she asked if Mr. Brewer could put more events on the store side of the street instead of on the Park side.

Mr. Jeffries stated that there would be merchant meetings to talk about marketing but merchants needed to do something on their own to draw people into their businesses.

Mr. Abraham asked what the \$11,450 would be used for.

Mr. Jeffries stated that \$5,450 would be for the permit costs and \$5,000 would be used for marketing and Mr. Brewer was working with Bulls Eye to do marketing. He stated that they wanted the event to promote Downtown and the event not like last year when it also had to promote Mother's Day.

Ms. Kelly Koliopulos, 140 S. Beach Street, stated that the event would also be advertised in trade publications outside of the area, on Orlando radio, press releases, auto enthusiast publications and web sites. She stated there was huge support from previous sponsors, they were working with the CVB and the Hotel/Motel Association and there were 25 hotel rooms already booked by different auto clubs.

Mr. Jagger asked if promotion money would be going to WROD for advertising.

Ms. Koliopulos stated yes.

Mr. Jagger stated that Mr. Hopkins would need to complete a conflict of interest form.

Ms. Cook stated she had been to Palm Beach to a Ferrari event and it was huge. She stated it was the type of event needed Downtown and even though it was expensive it was an event that was needed.

Ms. Koliopulos stated that since it was a two day event Mr. Brewer was having additional events and planned a cruise on the Beachside so he was including other areas.

Mr. Abraham stated that they needed to support the event and the merchants needed to assume responsibility for getting people into their stores.

Board Action

Ms. White made a motion to approve funding for Art of the Automobile. Ms. Cook seconded the motion and it was approved (4-0) with Mr. Hopkins abstaining from the vote.

b. Cinematique Under the Stars

Mr. Jeffries stated that applications had been submitted for the Downtown events and he had scored each one. Cinematique scored 410 points and he thought it would be a good value for the DDA with 8 nights of events. He stated that being an evening event not all merchants would be open so it would not benefit everyone but it would bring people Downtown and could tie into the Front Porch Fridays.

Ms. Stephanie Mason- Teague, 242 S. Beach Street, stated they had been presenting Cinematique under the Stars for 6 years. She stated they were a nonprofit film society and had operated on sponsorships and memberships but the budget was tighter than in previous years so she was requesting the DDA assist with permitting fees. She stated they were proposing the event be held on the first Fridays because neighboring cities had events on the First Fridays and they wanted to keep people in Daytona Beach. She stated the event was being moved from City Island to Riverfront Park and she had approached other Downtown businesses to participate in the event. She stated she would be having reusable shopping bags made and hoped to fill them with discount

coupons from merchants. She was also partnering with the City Island Library to encourage people to read the book, watch the movie and discuss it.

Mr. Abraham asked what attendance had been.

Ms. Mason-Teague stated at City Island Park there had been 150 – 300 people but she thought the event would grow in the new location because people would see them doing the set up during the day. She stated the movies would start at 6:30 but as it got dark later they would start at 8:30 or 8:45.

Mr. Jeffries provided a summary of how the event would tie in with other events in the Downtown Area. He stated the support from the DDA would be to cover the permit costs which would be approximately \$2,000 for 8 events.

Board Action

Ms. White made a motion to approve \$2,120 to cover permitting fees for Cinematique Under the Stars. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

c. Shamrock Jam and Beach Street BBQ

Mr. Jeffries the two events were proposed by McKay's. He stated he scored Shamrock a 360 and the Beach Street BBQ plans were not complete so he did not score it. He stated that both were evening events. Since the Shamrock Jam scored under 400 and would not have as much value to the DDA because it was a one day event so he recommended \$1,000 be provided toward permitting fees.

Ms. Lipton stated Shamrock Jam was a beer event and asked if the Board could be held liable if someone got hurt as a result of the event.

Mr. Jagger stated no.

Mr. Abraham stated it was not the DDA's event, they were only providing help with permit fees.

Ms. White asked if there had been applications for block-oriented events to the north block to maintain a balance. She stated the Art of the Automobile was on 3 blocks but the Shamrock Jam and Beach Street BBQ were very south block oriented. She stated that the thought was there were no events in the blocks north of International Speedway Boulevard so if the Board wanted to support Shamrock Jam maybe they should hold the balance of funds for an event in the north block.

Mr. Abraham stated it was a good point although the events were brought forward by merchants in those specific blocks and if a merchant in the north block brought forward an event the Board would support them as well.

Ms. Lipton asked that since the budget was tight if they had to make a decision on the two events that were so low on the scale.

Mr. Jeffries stated there was no set date for the BBQ but Shamrock was already being planned.

Ms. White suggested letting it be known that there was not a lot of money available so if merchants wanted an event in the north block they needed to come forward as soon as possible.

Mr. Jeffries stated Rhokkoh's and Tia Core's were two businesses fairly new but very active businesses in the north block so he could talk to them.

Ms. White stated she did not have a problem going ahead with Shamrock Jam but once that was approved there would not be much funding available.

Mr. Jeffries stated if the Board approved funding for Shamrock Jam there would be \$2,500 remaining and he would talk to the merchants to see if they were willing to put together an event possibly with the News Journal Center.

Mr. Abraham asked where the Beach Street BBQ would take place.

Mr. Jeffries stated he was not sure since the application submitted was not complete.

Mr. Abraham stated the Board could defer action on the barbecue but the Shamrock Jam would be coming up soon.

Ms. Cook stated that there was no information on the BBQ and suggested voting on the Shamrock Jam.

Board Action

Ms. White moved to approve the request for Shamrock Jam. Ms. Cook seconded the motion. Upon roll call vote the motion was approved (4-1) with Ms. Lipton casting the negative vote.

10. Review of Downtown Holiday Promotions

Mr. Jeffries stated the holiday promotions went very well and were a big improvement over previous years. He stated that it was the first time in ten years the DDA had been directly involved in holiday promotions.

Ms. Koliopulos stated the winner of grand prize was a Downtown resident who had entered the contest at the Farmers' Market. She had positive comments on Downtown businesses.

Ms. Brand stated they looked at where data came from and 295 registrations had come from the website, 373 registrations had come from events and merchants had brought in 384. She stated that she had sent out 121,000 e-mails to cold list with a 4.07% open rate which was good because normal was between 2 and 3%.

Ms. Koliopulos stated they had advertised through Bright House, WROD, News Journal, WNDB and the VYB and there was an article in Hometown News. She stated she had sent out surveys asking merchants to let them know how they did and of the surveys completed the merchants were happy with the promotions and would participate again. She did receive comments on how to improve and what could be added in coming years.

Ms. Brand stated that business was up and 54% of the merchants stated that traffic was up over the prior year. She stated that Bullseye was happy with the overall comments.

Ms. Lipton stated that when Bullseye asked the merchants about the jingle and the commercials, very few of them had read it or seen the ads so if so few merchants had seen it then how many of the public had seen it.

Ms. Brand stated that merchants were not watching TV because they were running a business and not exposed to the types of medial that were used. She stated if they were involved in the future she would want to be sure the merchants were aware of all that was being done.

Ms. Lipton stated that the public was as busy as the merchants were.

Mr. Jeffries stated that in the past they had relied on the DBPA to make the connections with the merchants so he needed to do better since the DBPA was no longer involved. He stated he had sent out emails to try to get people to meetings but communication with the merchants stilled needed to be improved.

Ms. Koliopulos stated that statistics say a person has to read something 3 times before it registered so sometimes people did not remember hearing something. She stated that it was a building process and making people more aware.

Mr. Jeffries stated that additional meetings would be held giving people the opportunity to get involved.

Ms. Cook stated she thought Bullseye did a great job in a short period of time with very little money.

Ms. Koliopulos stated that the merchants had become much more open minded and willing to participate.

Mr. Abraham stated he thought Bullseye did a great job.

6. **Redevelopment Staff Updates**

Mr. Jeffries stated the Redevelopment Board had reviewed and approved demolition of the auto dealership buildings. He stated that they would be leaving the asphalt parking lot and would have a 10' strip of landscaping.

Ms. Lipton asked if the lots be rented for parking during events.

Mr. Jeffries stated there had been discussions about it so it was a possibility. He stated that the Board had also discussed the public market and City staff was in the process of finalizing the analysis and would look at different operating options.

Ms. White stated George Burdon, President of the Racing and Recreation Authority had made a presentation to the City Commission and stated they were funding projects outside of Daytona Beach and he would like to see applications from Daytona Beach.

Ms. Lipton stated she had received a phone call from bank about the plaza project. She stated she wanted people to know that there was a division in Downtown and the people who were collecting the money.

Mr. Jeffries stated that Sans Lassiter was the new President of the DBPA and was supposed to come back to the Board to report about their plans for the future.

Ms. Lipton stated there was a lot of money going to the Plaza and if it did not get built she did not want the DDA or the Downtown to get blamed.

Mr. Jeffries stated there was an agreement between the DBPA and the CRA because CRA funding. Was involved and there were safeguards written into the agreement. He stated there was enough money to do the plaza but not the structural elements but they were approaching the end of the contract so the DBPA would need to report to the City.

Ms. Lipton stated they needed clarification on the new ordinance and what protocol was for beggars. She stated she had a distressed store owner who was upset about a guy who was sitting in front of his store drinking a beer. After two customers complained the store owner called the police and said he wanted to press charges. The three police officers who responded said that under the new ordinance they needed to see someone begging and could not go by witnesses.

Mr. Jeffries stated it was administrative operation so he would talk with Police Department and Legal.

Ms. Cook stated that merchants needed to know how the ordinance worked.

Mr. Jeffries stated he would find out and email the merchants.

Ms. Lipton stated that if she had something in writing she would hand it out but it needed clarification.

12. Public Comments

Mr. Abraham suggested that Mr. Chesley take the Board comments as a preview of what would happen with the City Commission. He stated he hoped they would be able to work with him in the future.

Mr. Chesley stated he was discouraged but he appreciated the Board comments.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:00 a.m.

Mr. Robert Abraham, Chairman

Ms. Janice Lowry, Recording Secretary