

**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