

**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

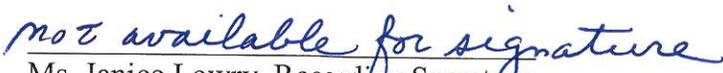
Mr. Abraham suggested that Mr. Chesley take the Board comments as a preview of what would happen with the City Commission. He stated he hoped they would be able to work with him in the future.

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