

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, February 28, 2012**

A meeting of the Downtown Development Authority was held Tuesday, February 28, 2012, at 8 AM in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

Downtown Development Authority

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

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Cheryl Kelly, Farmer's Market Manager
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Dana Williams, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:03 AM.

2. Roll Call

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

3. Approval of Minutes:

- a) November 8, 2011 special meeting**
- b) November 22, 2011 regular meeting**
- c) January 24, 2012 regular meeting**
- d) February 16, 2012 special meeting**

Ms. White noted one correction on page 5 of the November 8th minutes.

Ms. Cook noted three typographical corrections to the November 8th minutes, on pages 8, 10, and 14.

Board Action

Ms. Cook made a motion to approve the minutes of November 8, 2011 as amended. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Ms. White noted a spelling error on page six of the February 16th minutes.

Ms. White made a motion to approve the minutes of February 16, 2012, as amended. Mr. Hopkins second the motion and it was approved unanimously (5-0).

The minutes of November 22, 2011 and January 24, 2012 would be approved at the next meeting to give the Board time to review them.

4. Farmers' Market Update

Mr. Jeffries provided a brief update on the recent advertising in the *Daytona Beach News Journal* from Thursday and Saturday, and distributed an addendum for funding approval.

Ms. Kelley discussed the events, promotions and activities at the Market. She stated she was working on a logo for the Market which needed to be in place prior to printing t-shirts, banners, etc.; and the booth also needed improved signage. She stated the revenue, which they hoped would be \$2,000/mo had been approximately \$2,400/mo and there were 2-3,000 people in attendance.

Mr. Abraham stated that the Board and Farmers' Market had made certain commitments to the City for specific tasks by certain dates, and asked if they were being met.

Ms. Kelley stated she was tracking the responsibilities but she also needed action on the parameters of what was being sold vs. what could be sold at the market. She cited an example of two long-time vendors whose products were not hand-crafted, which was a requirement. She had spoken to the vendors to give them the specifications of the market, but suggested a specific decision be made in order to provide compliance and enforcement.

Mr. Jeffries noted that page five (5) of the addendum outlined the types of vendors permitted in the Farmers' Market and added it provided 180 days to bring them into compliance.

Mr. Abraham asked that a list of compliance criteria and where the market was on each be provided monthly to Board members.

Ms. Kelley asked how long grandfathering lasted, citing there were wholesale vendors who had been supportive of the Market through the lean and prosperous times, but now that the City was amending the regulations, they may not qualify for a booth.

Mr. Jeffries stated out the premise was to bring in fresh vegetable vendors but not push out any wholesalers, and there was a provision to attract local farmers in the agreement.

Ms. Lipton asked about the placement of the non-conforming vendors.

Ms. Kelley stated they were located in the corners with the compliant vendors being placed in the more prominent spaces.

Referring to page five of 42 of the addendum, Mr. Abraham asked about cross-marketing with the downtown businesses.

Ms. Kelley stated she had talked with businesses on Beach Street and that they were entitled to a free table at the Farmer's Market. She also cited examples of businesses such as Sweet Marlays and the used book exchange, which she hoped would come to the the market.

Mr. Abraham suggested the types of specifics would be helpful to be included in the monthly report he requested above.

A-1 Funding Approval: Farmers' Market Grant Preparation

Mr. Abraham referred to a summary of the proposal for applying for the EBT and SNAP grant.

Ms. Cook stated that in reviewing the proposal it looked like the preparation and submittal of the grant would be a three month process.

Ms. Kelley stated the grant she was working on was offered through the Department of Agriculture and explained that based on last year's timeframe, once the period was open applicants had four weeks for submission followed by another period where applications were reviewed by a review committee.

Ms. Cook stated that if the grant process took three months and applicants only had four weeks to submit once the period was open, then Ms. Kelley must have already been working on the grant.

Mr. Abraham asked what the source of funding would be.

Mr. Jeffries stated it would come out of the DDA Farmers' Market cost center out of the Farmers' Market Management line item. He stated that the budget was currently an estimate of the fees and may require a budget transfer later in the year. If a transfer was needed it would be a transfer between Farmers' Market line items.

Board Motion

Ms. Cook made a motion to approve a flat fee of \$600 towards the submittal of a grant application to the USDFA for the Farmers' Market promotion program. Mr. Hopkins seconded the motion.

Mr. Jagger wanted to confirm that the motion was for a flat fee, and not an hourly rate with 'up to' amounts, which would be included in a letter of agreement and stated that Ms. Kelley would not be paid for work she had already done on the grant.

Mr. Abraham confirmed that the intent was for a flat fee of \$600 and the Board understood Ms. Kelley would not be paid for work already performed.

Board Action

The motion was approved unanimously (5-0).

Ms. Kelley added the #1 priority was the grant application. She stated that she wanted the Board to be aware that there had been talk about moving the Farmers' Market to a different location in case they heard rumors.

Mr. Abraham asked who was proposing it be moved.

Ms. Kelley stated that it was part of the public market proposal. If it were up and running it would make sense to wrap the Farmers' Market around the public market and have it in the same location. She stated that one of the proposed sites for the public market was City Island and moving the Farmers' Market would free up parking. She stated that any decision would be based on approval of the public market being and being operational in the new location.

Mr. Abraham stated that the current agreement with the City was to operate the Farmers' Market in the current location. He stated it would be up to the City Commission to negotiate for a move of the Farmers' Market if the public market proposal occurred. He stated the DDA's main concern was to get the Farmers' Market established and operating successfully before they considered moving it to another location. He stated the public market idea was exciting and hopefully would work out but that would be down the road.

5. Funding Approval: Spring Advertising

Mr. Jeffries stated that at the last meeting, the tactical plan and website components were laid out. He presented information about spring advertising and stated he had been working with Bright House to do joint ads with the Cubs then there would be an email blast to promote specific events in March and April. He added the Cubs were willing to contribute \$750 towards the \$4,000 Bright House cost which would provide \$4,750 for the ad buy. In addition there would be \$350 for email blasts which would be critical.

Bullseye was offering a discounted rate to send out 4 email blasts, using the database that was developed during the holidays. If approved by the Board the first email would go out later in the week for the first Cinematique move in the Park on Friday. He stated they would follow through in March and April at about the same time for upcoming Downtown events during the spring.

Mr. Abraham asked what they would get from Brighthouse for \$4,000.

Mr. Jeffries stated there would be 234 commercials at an average cost of \$18/spot then with the additional \$750 from the Cubs they would get another 40 commercials so there would be a total of 275 commercials.

Mr. Abraham asked what channels the commercials would be on.

Mr. Jeffries stated there would be a mix of channels proposed such as ESPN, Fox News, History Channel, MSNBC, TNT and Channel 13. He stated the concept was to promote the Downtown shopping and dining through the TV commercial produced through the holidays and last fall. A tag would be included that the home opener Cubs game would be coming up the first week of April.

Ms. Cook stated \$4,000 was a lot of money for only four weeks of advertising without knowing what they were getting. She stated the cost was higher than what she paid each month.

Mr. Jeffries stated that the commercial that would be used would be the one that was produced last fall.

Ms. Cook asked that Mr. Jeffries email the Board with a breakdown of the costs.

Mr. Jeffries stated that Brighthouse was working on a proposal that would be 50/50 with the Cubs and he just found out that the Cubs could only commit \$750 so he had to revise the ad. He stated that when the Cubs were going to match the cost there was more value but the total would probably be \$4,500.

Ms. Lipton asked how it compared with the Christmas holiday ads.

Mr. Jeffries stated the holiday ads ran about \$3,500.

Ms. Cook stated she could not support \$4,350 for advertising when it was not even for the Christmas holidays. She stated that the proposal should be \$4,000 from the DDA with \$750 from the Cubs which would reduce the DDA's contribution to \$3,250 not add to it.

Mr. Abraham asked if the \$4,000 could be spent on something of more value. He asked if the email blasts were being considered separately.

Mr. Jeffries stated yes, the email blasts were separate. He stated the TV ads were a discussion he was having with the Cubs but if the Board did not see the value they did not have to do it. He thought the email blasts were important especially with the commitment to Cinematique and other events coming up Downtown.

It was the consensus of the Board to allocate \$350 for email blasts.

Board Action

Mr. Hopkins made a motion to approve the allocation of \$350 to Bullseye for email blasts. Ms. Cook seconded the motion and it was approved unanimously (5-0).

Mr. Hopkins asked if they should allocate less money that everyone was comfortable with for the ads.

Mr. Abraham stated if there was something they could do with the Cubs on a 50/50 basis he thought it would be worth considering but he did not know what they could get for \$1,500.

Ms. Cook stated she did not know if it had to be 50/50 but if they had \$2,000 they could get a lot of ads from Brighthouse. She stated she understood the Cubs wanted different stations than where she advertised her jewelry store but there would be some of the same people seeing the ads.

Mr. Hopkins stated he had worked with the Cubs on advertising and he thought Mr. Jeffries needed to renegotiate.

Mr. Jeffries stated he would talk to the Cubs and work out the details.

Board Action

Mr. Hopkins made a motion to allocate \$2,000 plus the \$750 Cubs for spring advertising. Ms. Cook stated she could support the \$2,000 included the Cubs money. Mr. Hopkins stated he was not as familiar with ad buys as the merchants were. Ms. Lipton stated she did not buy ads from Brighthouse so she did not know how much was adequate. Ms. Cook stated she felt more comfortable with \$2,000 inclusive and thought they could get a lot of spots for that amount of money.

Mr. Abraham confirmed that the amounts were \$1,250 from the DDA and \$750 from the Cubs.

Mr. Hopkins amended his motion to allocate \$1,250 from the DDA and \$750 Cubs for spring advertising through Brighthouse. He asked if the information would be brought back to the Board after negotiations with the Cubs and Brighthouse.

Mr. Jeffries stated that they wanted the ads running the last 2 weeks of March and the Cubs first game was the first week of April. He stated he would email the Board with the Brighthouse proposal.

Ms. Cook seconded the motion and it was approved unanimously (5-0).

6. Review of Wine 'n Chocolate Walk Promotion

Mr. Jeffries presented a review of the Wine 'n Chocolate Walk merchant survey responses, and stated comments were very positive and an event the merchants would like to repeat in the future.

Ms. Lipton asked if the Board would see a budget showing the money that was raised or how much went to Cinematique..

Mr. Jeffries stated the DDA put in \$3,500 for a sponsorship and that went to a media buy. The numbers he had been provided were: \$500 for WROO, \$1,800 to Black Crow, and \$1,000 to the *News Journal*,

Ms. Lipton asked about what was supposed to be donated to Cinematique and how much that was. She stated it was advertised as a fund raiser for a business Downtown and she asked if they had received the money.

Mr. Al Smith, 154 S. Beach Street, stated that the numbers had been completed the day before and Cinematique would be receiving a check later that day.

Ms. Lipton asked Mr. Smith if he had a money amount.

Mr. Smith stated that was between the marketing firm and Cinematique and if they wanted to share that information with the Board they could.

Ms. Lipton stated she was questioning that they had advertised an event that was a fund raiser for someone and they did not have anything formalized as far as what monies were passed or if they were happy with it. She asked if they should have some kind of notes on it if somebody asked.

Mr. Jeffries stated it was an event put on by Bullseye and the DDA was a sponsor so what somebody might ask was where the money went.

Mr. Abraham stated he did not perceive that the Board had anything to do with the proceeds of an event.

Mr. Jeffries stated that his recommendation was when it came to events Downtown the DDA sponsored events they saw as beneficial to the Downtown

Mr. Abraham stated he thought the Board's goal was to create business for the merchants Downtown and he did not have an understanding for anything beyond that.

Mr. Smith stated that they worked very closely with Cinematique and they would be very happy with how it worked out but he felt they took the risk and they got the reward. He stated the Board did not question anyone else who came before them so he did not see how it was relevant when they spent the money the way they told the Board they would.

Ms. Lipton stated there was \$15,000 collected from the event between the ticket sales and what the DDA contributed. She stated that was a lot of money and the Board did not know what was going on.

Mr. Smith stated there were a lot of expenses associated with the event. He stated they did a good job and put on a good event but it could have rained all day and they would have lost their butts. He stated that coming after the fact and wanting to know information he felt was inappropriate.

7. **Discussion: Downtown Daytona Beach Website**

Ms. Jennifer Pallai, Gold & Associates, Inc., discussed the initial site plan for the DDA's website. She pointed out the proposed primary navigation buttons to include an overview, shopping, dining, entertainment, special events, and business partners tabs, asking if there were any other specialty categories the Board would like to include.

Mr. Jeffries stated he had requested the addition of a Farmers' Market heading.

Ms. Pallai stated the horizontal navigation was more consumer oriented but not set in stone if the Board would like it reconstructed. She also suggested that under the Farmers' Market heading, a map of the vendor locations, an application for new vendors, compliance information, hours of operation and an overview be included. She stated content could be added or amended but that it was critical for the Board to decide on structure so implementation could begin.

Ms. Lipton stated there were many professional services offered in the Downtown area and asked if they should have a separate category heading.

It was also noted that a link to the City's departments and programs would be linked under the Business Partners heading.

Ms. Pallai then covered the widgets to be featured on each page which would include any discount cards, a photo gallery, downloadable brochures, newsletter sign-up information, guest services, a 'contact us' section and the social media feeds.

Ms. Lipton asked about the timing for inclusion of a blog where people could post comments on their downtown experiences.

Ms. Pallai answered it was never too soon to begin the planning for such but cautioned that it could be a double edge sword if someone chose to post negative or inappropriate content, therefore it would have to be monitored regularly. She added she would look into specific programs.

Ms. Lipton asked if there would be tracking availability to see how people arrived at the site, which page(s) they visited, how long they stayed on the site, demographic information, etc.

Ms. Pallai responded that would be possible through Google Tracking.

Ms. White asked if the web addresses for Downtown merchants would be available on the site.

Ms. Pallai stated they would be available through the business' links.

Mr. Jeffries stated there were a number of motorcycle oriented businesses in the N. Beach Street area and asked the Board to consider if a separate listing for bikes should be included. After a brief discussion on events such as Bike Week appearing under the heading of "Special Events" and not segregating other specific businesses such as jewelry stores, it was the consensus of the Board to not include a separate tab for motorcycles.

Ms. Pallai stated there would be a footer on each page for the visitor to click back to the home page as well as the general disclaimers for terms of use and a privacy policy.

Ms. White stated the site should be structurally hierarchical and not cluttered.

Discussion then moved to calendar options, updates and a contact person(s) to maintain the events. There was no decision on who would be responsible for updating the calendar of events.

Ms. Pallai suggested the Board members take the remainder of the week to look over the site plan and email any recommendations or suggestions to Mr. Jeffries who would forward the comments to her. She added if the basic structure could be determined and agreed upon, then an initial demonstration of the site could be provided at the Board's next regular meeting.

Mr. Scott Chesley, 140 S. Beach Street, stated one goal of the DDA was to create more foot traffic in the Downtown area and suggested adding a cultural aspect to the site.

8. Discussion: Marketing Tactical Plan

Mr. Jeffries provided a summary of the tactical plan as presented at the last meeting and in combination with the merchant's workshop held February 22nd. He stated the Board did not need to take action, but asked that any comments on the presentation summary be provided to him and he would forward the information to Gold & Associates.

9. Staff Update

Mr. Jeffries stated a new restaurant, Scuttlebutts, had recently gone before the CRA Board and had been approved for beer and wine beverage service and a sidewalk café at the former Delphine's site. There had been no exact date for opening; but the sidewalk café license would go before the City Commission March 7th. He stated the applicant was stalled for period of time over issues with manhole inspection covers, but added that had been resolved. He also stated the CRA is going to install the covers as part of promoting restaurants and dining Downtown. The manholes would be put in under the pavers so they would not to be seen. He was working with the Utilities Department on the installations.

Ms. Cook asked what was known about the restaurant.

Mr. Abraham stated they had a huge menu, serving both lunch and dinner.

Ms. Lipton asked about the sporting goods store on N. Beach Street.

Mr. Jeffries stated they did not appear to be open although there was work being done in the building. He also added as an informational item, that McKay's had entered into an agreement to open the former Stingrays as a Chicago-style sports bar.

Mr. Jeffries stated that Bob Gibbs was going to be in town and would be conducting a merchant seminar on Thursday, March 1st at 8:30 AM. He encouraged attendance by the members and would send out an update. He added that if any of the members would like to meet individually with Mr. Gibbs, to let him know and he would schedule a meeting. Mr. Jeffries also stated there would be a Merchant Wrap Up meeting on Friday, March 2nd at 5 PM at the Mediterranean Express.

Ms. Lipton asked for an update on ISB.

Mr. Jeffries stated the project was on hold and Mr. Berger was working on contract issues. He would also be looking at the budget for various projects such as Downtown, ISB and the Riverfront Master Plan but they could only be completed as funds were available.

Ms. White said she had talked with Brady, at the Cubs, and he said they would be willing

to print and pay for banners on City Island, including the installation, but that he needed official permission to do so.

Mr. Jeffries stated he was currently bidding the cost for banners on the median of ISB for the Farmers' Market and Cubs, with the goal to have all installed prior to the opening game.

Ms. White stated the Farmers' Market used to have access to the bathroom/vending/storage area where tables and chairs were stored and asked how they could access that area.

Mr. Jeffries stated he had the key but had not been given permission to give it to a non-City employee due to security issues. He added he had asked for the use of the storage room and/or re-keying the lock but had not received permission for either.

Ms. Cook asked about code violations on Beach Street and if they were presented to another board or come before the DDA.

Mr. Jeffries stated that Code Enforcement was no longer going to be reporting to the redevelopment boards. He stated if anyone had any concerns they should give them to him and he would pass them along to the proper person.

Ms. Cook asked if code enforcement was still a priority in the Downtown.

Mr. Jeffries stated there was still dedicated staff to redevelopment areas but staffing had been cut back. He asked if there were specific concerns.

Ms. Cook stated she had already talked to Mr. Jeffries about them. She stated that Bob Gibbs had been in town and they were working to improve the area but there were strict code violations.

Ms. White suggested Ms. Cook send a letter to the City Commissioner for the area.

Mr. Jagger stated that if there were any particular issues he could possibly provide an answer.

Ms. Cook asked if there was a place on the City's website to check on the status of a violation or whether it was active.

Mr. Jeffries stated yes through the software, *Track-It*, which allowed viewing of ongoing permitting, which site plans had been submitted and reviewed, and the status of business licenses and code violations.

10. Public Comments

Mr. Al Smith, 154 S. Beach Street, asked if the Farmers' Market had a sign.

Ms. Kelley stated that they did not have a sign yet because she was trying to finalize the logo.

Mr. Smith stated that the Board had discussed earlier the issue about connecting the Farmers' Market with Downtown. He stated that Ms. Kelley was there with an information booth to let people know what was going on Downtown and but they needed a way to collect data while there were so many people in town. He stated the people were already Downtown so they needed to collect emails and build a website. He suggested coming up with a give away that people would want to give away their information for. He stated it was important because all the people were in town and they may not go Downtown at that moment but they may go back later. He stated that Ms. Kelley was at the Farmers' Market with a tent but people needed to know what the tent was for.

Ms. Cook suggested having a board, like a chalkboard, where Ms. Kelley could list what was going on in the Downtown.

Ms. Kelley stated it was difficult because she had no way to buy anything she needed and she had to go through the City. She stated that some of the new Market vendors had banners from Vista Print that were very nice and were inexpensive. She stated she could get a banner that said Management Booth but it was painful to order anything because the financial process was not in place.

Mr. Smith stated he did not think that people cared what the logo was. He stated they were losing with every Saturday that went by and they were not doing anything to collect data because of a logo.

Ms. Lipton stated that Ms. Kelley needed to have a box with slips for people to put their information on and give away something free. She stated she had a box and slips the Farmers' Market could borrow.

Ms. Kelley stated she needed a banner.

Mr. Abraham asked how they could get a banner.

Mr. Jeffries stated that the DDA's contract with Ms. Kelley authorized her to spend up to a certain amount that the Board had budgeted so she could purchase what she needed and submit receipts for reimbursement. He stated there were certain criteria about getting bids but she was authorized to buy what she needed. He stated that initially Ms. Tolley bought supplies for her through Sam's Club and other City vendors where they could get a better price than Ms. Kelley would get on her own. He stated that she could put a list together and have Redevelopment people buy it or go buy it herself and submit the receipts. He stated that the City had discounts with vendors such as Office Depot and Capital Office Products so they were able to get a better deal.

Mr. Abraham stated that they would work to solve the problem.

Mr. Smith stated he did not know that the Board would no longer receive Code reports but if the Board had issues they could pass them along to Mr. Jeffries and he would forward them to the Downtown/Balough Road Board and they would welcome the information.

Mr. Scott Chesley, 140 S. Beach Street, provided a hand-out for the Tsunami Sand Festival to be held June 27 – July 8, 2012.

11. **Adjournment**

There being no further business to come before the Board the meeting was adjourned at 9:42 AM.



Robert Abraham., *Chairman*



D. Williams, *Recording Secretary*