DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, March 27, 2012

A meeting of the Downtown Development Authority was held Tuesday, March 27, 2012, at 8 AM in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

Board Members

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. Kathie Eichinger, Finance Director
Ms. Jeanne Tolley, Redevelopment Technician
Mr. Reed Berger, Redevelopment Director
Ms. Dana Williams, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:10 AM.

2. Roll Call

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

3. Approval of Minutes:

a) November 22, 2011 regular meeting

Ms. Lipton noted a correction on page 11 of minutes (pg 12 of 75 of the packet), the 6th paragraph "Ms. Stelling asked Ms. Lemke if when she worked….", but it should read "Ms. Lipton asked Ms. Lemke if when she worked…."

Mr. Hopkins made a motion to approve the minutes of November 22, 2011 as amended. Ms. Cook seconded the motion and it was approved unanimously (5-0).

b) January 24, 2012 regular meeting

Ms. Cook noted spelling corrections on pages 24, 35, and 36. She also pointed out a discrepancy on pages 27 and 29 where Mr. Hopkins had stated a conflict of interest yet the vote was recorded as 5-0.

Ms. Lipton asked about a breakdown of financials related to the Art of the Automobile event. She added concern that the event was two months out with only one meeting before then and the Board was donating $11,000 with little known as to how the money would be spent.

Mr. Jeffries responded all figures were not yet finalized but he would email the details to the Board members when available. He noted that $5-6,000 would be used for the permit fees and advertising for the majority of the remainder. He cited the expenditure was approved at the January meeting and included an overview and breakdown of spending estimates in that packet material.

Ms. Cook made a motion to approve the minutes of January 24, 2012 as amended. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

c) February 28, 21012 regular meeting

Referring to page 43, Ms. Cook asked if Bright House had confirmed their advertising commitment.

Mr. Jeffries stated they had not, but he was working with them and hoped to finalize it in the next two days and he would email the Board when the information was complete.

Ms. Lipton asked if all bills had been submitted and paid relating to the Wine 'n Chocolate Walk.

Mr. Jeffries stated yes and the City would receive all documentation from Bullseye as backup.

Ms. Lipton felt because the event was billed as a fundraiser all related materials should state what percentage would go toward the organization being advertised as the recipient. She continued that promoting it as a fundraiser helped to push sales and that there were twenty merchants on the street each of which contributed $100 towards the event, yet there was no information forthcoming.

Mr. Abraham stated that on a case-by-case basis, if an event was going to be billed as a fundraiser, the Board could require whatever information it wanted on the promotional materials.

Mr. Jeffries stated as Gold & Associates completed the tactical plan, the marketing plan for next year, and how it interacted with which events would be supported, he might suggest revisions to the event criteria. He stated that if the Board still wanted to support the Halifax Art Show and other key events, he would include a call out to those events as the budget preparations began and for what was in line with the tactical plan.

Mr. Abraham added that if an event was going to be promoted as a fundraiser, there was a need for transparency so that people understood how much was being spent on fundraising.

Ms. Cook made a motion to approve the minutes of February 28, 2012. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

4. **Review of FY2010-11 DDA Financial Report**

Mr. Jeffries stated that over the past 10 years, the finances had been very simple but with more activity occurring within the DDA, combined with the cash business of the Farmers' Market, there was increased need to have a careful review of the finances and how the accounting interacted with the City's financial policies and guidelines. He stated the DDA was an independent board however it utilized the City's accounting system and must comply with the established financial accounting procedures. He stated the City's internal auditor can review the financials or request additional documentation for an expense/revenue.

Mr. Jeffries presented the Statement of Activity on page 54, referring to various figures related to budgeted vs. actual dollar amounts. He also reported the ending fund balance was approximately $46,000. He introduced Ms. Eichinger who could address any specific questions from the Board.

Mr. Abraham suggested cash flow figures be included since that was what people understood.

Ms. Cook asked if the Farmers' Market would be included in the statement.

Mrs. Eichinger stated the Market would be in the DDA section but not separated from the other activity or expenses.

Mr. Abraham stated the Farmers' Market would be combined with other revenue and expenses on the City's financials, but the Board would receive a separate report on Farmers' Market activity from Mr. Jeffries.

Mr. Jeffries clarified that in accordance with the Board's contract, a separate accounting for the Farmers' Market would be prepared at year end; however in terms of the City's audit, the Farmers' Market would be summarized. He also added that when the actual budget was adopted, the Board would see the Farmers' Market vs. general activities.

Ms. Lipton asked when the Board would see projected budget numbers for the next year; whether there was a projected drop or a flattening out for the upcoming year.

Mr. Jeffries stated the City had already begun the budget process and the first draft would be brought to the Board in May or June, although there may be some figures available at the next meeting.

Ms. Eichinger stated the budget was currently based on revenues remaining the same but there may be a slight drop, but all in all she expected it to flatten out.

Mr. Abraham stated that Morgan Gilreath had indicated he thought it was leveling out. Although values may drop it would not be as much as in past years.

Mr. Jeffries added the east side of Volusia County was leveling off and slightly increasing. He stated that Mr. Gilreath was looking County-wide but there was a difference between the Coast and the west side of the County where there were still significant drops in Deltona.

Mr. Abraham stated that Mr. Gilreath had said Deltona was still dropping, Deland was very stable and Daytona Beach was not quite at the bottom but he was not specific about areas such as Downtown or particular neighborhoods.

Ms. Eichinger stated that controls had been established to account for the reporting of revenues and expenses; and that the auditors performed random samplings to ensure proper signatures, purchase orders, approvals etc. had been secured. She stated the same regulations applied to revenues with cash transactions so it was important to follow the financial procedures.

5. Farmers' Market Update

Mr. Jeffries presented the cash flow report as presented on page 56, noting the figures were current through March 21, 2012. He pointed out the revenues were tracking above what was projected and expenses were a little under what they should be, with a surplus of approximately $1,900. He stated the commitment was to break even with revenues generated being put back into the Market.

Ms. White asked if the original projections of the Market were for the entire fiscal year.

Mr. Jeffries stated it was for January through September 30th and it appeared the Market would exceed what was projected although they had yet to enter the slow months of the summer.

Ms. Cook asked if Cheryl Kelley had spent any money or purchased signage.

Mr. Jeffries stated that the expenses in the report were purchases he or Jeanne Tolley had made for Ms. Kelley. He stated that the $557 marketing expense for the News Journal was for ads running on Thursday and Saturday. The $144 expense was for tables and chairs that he and Ms. Tolley had purchased and $51 was for supplies such as cash bags.

Ms. Cook asked if any other expenses had been submitted for signage.

Ms. Tolley stated no.

Mr. Jeffries stated that he and Ms. Tolley had spent $200 the week before for a market tent.

Mr. Abraham asked if there was booth merchandise for sale.

Mr. Jeffries stated no. The contract stated that the Board was to approve items to be sold so Ms. Kelley was to present the items and prices to the Board.

Ms. White stated the merchandise to be sold was to have a logo and they needed to settle on a logo.

Ms. Lipton asked if Ms. Kelley had ads running in the Hometown News.

Mr. Jeffries stated that part of the contract was to coordinate marketing so he had left that up to Ms. Kelley but when he asked about it, he did not get a response. He stated that most media companies wanted cash up front or a purchase order but Ms. Kelley could arrange for the ads then he would work with her to set up payment.

Mr. Abraham referred to the memorandum from Paul Wetzel, staff designated by the City Manager, to coordinate oversight of the license agreement, which related to three issues of concern at the Farmers' Market. He noted the first issue concerned vendors exceeding the boundaries of the leased area of the Market onto the sidewalks which in turn forced customers into the street and encroached onto the Rights-of-Way (ROW) thereby impeding traffic flow.

Mr. Jeffries presented the layout from Magnolia Avenue crossing the bridge onto City Island showing where tents were set up on the sidewalk which forced pedestrians into the street which created a safety issue as well as one of liability.

Mr. Berger stated the only way to circulate around the Market was to go around on the sidewalk or be forced out into the street if tents were in the way which was what was happening. He stated that there was two-way traffic as well as people turning in and out of the Library and looking different ways so they may not see people walking in the street.

Mr. Abraham stated that was a function of someone being there when vendors arrived in the morning to set up. He stated that the problem might be that nobody was there to direct the operation that early and that was Ms. Kelley's job so they needed to coordinate with her to be sure that was done.

Ms. Cook stated the vendors were the same and nobody's location had been changed since the beginning when Ms. Kelley relocated noncompliant vendors to the back.

Ms. White stated that the vendors on the sidewalk were prepared food vendors. She stated that when the management tent was set up it would be in that area so she thought vendors were placed strategically in that area for visibility.

Mr. Jeffries agreed that it was to create a front but there may be other ways to approach it. He stated it was the City's opinion that area was outside the lease area.

Mr. Berger stated that even if it was part of the leased area the issue was safety.

Mr. Jeffries stated the DDA's concern was also safety and liability.

Mr. Abraham stated the issue was how to resolve the issue with Ms. Kelley. He wanted to be sure the Board's message was clear and asked if they simply said no vendors on the sidewalks if that would solve the problem or if they needed to do something else.

Mr. Jeffries stated the Board could ask for a redesign of the set up to create a front for the Market and bring it back to the Board for approval but it was up to the discretion of the Board.

Mr. Abraham stated that he was happy with whatever layout the City Commission and City Manager were happy with because the DDA leased the property from the City. He stated that the vendors would not need to move far to be moved off the sidewalk but they needed to move.

Mr. John Nicholson, 413 N. Grandview Avenue, stated landscaping may not be a concern for the Board but it was a concern for residents. He stated there used to be trees in the islands and the vendors broke branches to make it easier to set up their tents so the trees were now gone. He stated there was supposed to be a solid wall of shrubbery so the vendors should not be allowed to put their tents over the shrubs.

Ms. Lipton stated that some vendors used the ground along the landscaped areas to anchor their tents, particularly on windy days. She asked if there was anything included in the contract that specified ground cover should not be disturbed.

Mr. Hopkins stated he had concerns about the way the Board communicated with Ms. Kelley and the way she communicated with the Board through the City. He stated the emails he reviewed from Ms. Kelley corresponding directing with Paul Wetzel he thought was inappropriate and he would like to see the Board give her direction not to bypass them and communicate directly with senior City staff. He stated that any communication should go to the Board and if action was to be taken the Board needed to provide it. He stated he was disappointed that so much effort was put into that communication to Mr. Wetzel and the context of it and the temperature of it was less than appropriate and was a poor reflection on the guidance of them as a Board controlling their manager because she was their manager. He stated he thought the Board needed to give Ms. Kelley specific direction so it does not happen again.

Mr. Abraham stated he, Mr. Wetzel, Mr. Berger and Mr. Jeffries had met with Ms. Kelley and the issue had been addressed and resolved. He confirmed with the Board it was their consensus to provide her instruction that vendors not be allowed to set up on the sidewalks or to disturb/destroy vegetation.

Mr. Abraham noted the hours of operation, including set-up and breakdown, which were contained in the agreement and asked what time vendors began to set up.

Mr. Jeffries stated some of the long term vendors began as early as 4 AM. New vendors arrived between 6:30 and 7:00 so it was important for Ms. Kelley to be on site to assist them. He stated that he had visited the Market at different times and on different occasions when Ms. Kelley was not present but he had not kept notes or any kind of attendance records. He added that once he visited the breakdown of the Market and Ms. Kelley was not on site. He stated he wanted to be sure the area was being cleaned and there were no conflicts with the Cubs, particularly as their season began. He stated that in the past Cubs employees had to clean up after the Farmers' Market to insure the parking lot was clean for their customers.

Mr. Abraham stated it should be examined from a function point of view rather than one of hours. He stated that Ms. Kelley needed to be reminded that someone needed to see that the vendors were set up correctly before the Market opened, to make sure the cones were out and vendors were properly located. He stated he wanted to ensure the vendors maintained hours they committed to keep, that the management booth was manned and breakdown was properly handled.

Mr. Jeffries agreed, saying that if Ms. Kelley were to get the management booth set up, volunteers could keep it manned so that she could circulate through the Market to ensure all operations were going smoothly.

Mr. Abraham agreed and stated they needed to see that the functions were being performed according to the contract.

Ms. Cook stated she agreed with Mr. Hopkins' comments and asked if Ms. Kelley's direct point was Mr. Jeffries or Mr. Wetzel.

Mr. Abraham stated her direct line was to the Board, through Mr. Jeffries. He stated that the Board was responsible to the City Commission and the City Commission communicated to the Board through the City Manager whose coordinator was Paul Wetzel.

Ms. White asked if there had been any other issues other than the sidewalk and people not setting up correctly. She stated Ms. Kelley needed to focus on function and that in not being a direct employee of the Board, care needed to be exercised when managing her. She added there needed to be flexibility in order to accomplish the objectives which had been laid out.

Mr. Jeffries stated he had not received any complaints from the Cubs.

Ms. Cook stated the Cubs were just beginning their season.

Mr. Jeffries stated the DDA, in the past, had concerns about how the Market presented itself and where certain vendors were placed. The Board had indicated that new vendors should be placed in the back until they had proven themselves. He stated that standards had been set for the DDA and staff as well as the expectations of the City Commission.

Ms. White stated when she had been to the Market it was packed with customers and there had been positive changes and it was apparent that the results were speaking for themselves. She stated that it seemed there was more direction to vendor set up than there had ever been.

Ms. Lipton asked if the Board would agree to allow Ms. Kelley to put signage in the medians to direct customers to certain vendors.

Mr. Jeffries stated there would not be a problem with having small signs.

Mr. Scott Chesley, 140 S. Beach Street, pointed out Ms. Kelley may be putting in hours such as the evenings prior to the Market opening to delineate spaces. He felt that to require her attendance from 6 AM – 2 PM puts her at a disadvantage as far as the ability to perform her responsibilities. He stated she should be leaving the property from time to time in order to view its entrances and appearance from varying angles and direction. He added that if the Board had issues they should simply convey those issues to Ms. Kelley and allow her to work through them, but limiting her or tying her to one location was not the answer.

Mr. Abraham stated the third issue in Mr. Wetzel's memo related to vendor information and schedules. He stated it could be resolved by having copies of the vendor contracts on file with the City.

Ms. Lipton suggested that a floor plan be provided. She stated that if Ms. Kelley had an emergency and someone needed to step in and handle set up and direction that person would need to know the layout of the Market.

Mr. Abraham agreed and stated there needed to be a category of vendors in order to monitor compliance with the license agreement. He also stated that in spite of Mr. Wetzel's comments, which were relatively mild, the Market seemed to be doing very well. The Market was crowded, people were buying and there was a very positive atmosphere overall.

Ms. Lipton asked if there was enough room at the current location to bring in additional vendors or if it was maxed out.

Mr. Jeffries stated the Market was not maxed out. He stated the current design was set up in a semi circle and it had been discussed, as the Market grew, a second row of vendors could be added. He stated that many vendors were leaving their cars next to their tents so Ms. Kelley would need to work on getting them removed which would provide space for the management tent and additional vendors.

Mr. Abraham stated Ms. Kelley had a copy of Mr. Wetzel's memo and while unsure of her reaction, he wanted to make certain she understood that the Board was looking for function rather than an accounting of her time on item #2. He stated for item #3, the Board needed copies of the contracts and her help in categorizing the vendors and the Board appreciated the job she was doing.

Mr. Hopkins asked if it would be out of context for Ms. Kelley to attend DDA meetings, so they could have those discussions and give her input rather than give Mr. Jeffries information and have him give the information to her.

Mr. Abraham stated it would have been good for her to be at the meeting, but she had expressed concern about the number of hours she was putting in so he and Mr. Jeffries told her it was her choice whether or not to attend and she opted not to.

Ms. Cook asked if Ms. Kelley's pay was based on a number of hours specified in the contract.

Mr. Jagger stated her pay was 45% percent of the rents collected.

Mr. Abraham stated it was not an hourly pay contract and that she viewed it as a part time position so there was a limit as to what the Board could impose.

Mr. Jeffries stated that Ms. Tolley and himself were available for assistance to Ms. Kelley. He asked how the Board would like the points of clarification conveyed to Ms. Kelley.

Mr. Abraham asked Mr. Jeffries to draft a response for his signature.

6. **Marketing Tactical Plan**

Prior to discussing the Tactical Plan, Mr. Jeffries asked the Board to consider a logo for the Farmers' Market. He stated he had briefly talked with Mr. Gold and showed him the two logos currently available in order to get his thoughts on what would be a good logo for the Market. On the first page of the handout were the current logos, the one on top being a holdover from the Farmers' Market Committee and DBPA. The bottom logo was received from Ms. Kelley as something she had commissioned unofficially. The remaining pages showed various designs drafted by Gold and Associates for the Board's consideration. He added if the Board could decide on a logo, he would get them on banners to be placed alongside the Cubs' banners on City Island.

Mr. Keith Gold, Gold and Associates, explained his three proposed designs, attached hereto and made part of the record. He stated he wanted something simple but that would grab attention. Describing the first design, he stated he had incorporated the pineapple, a welcoming symbol and the sunset and water, both components of the City, but also he had picked up on the rich, bold colors from the DDA logo so as to be compatible and incorporate it with the DDA.

The second design was to catch people's attention with Downtown architecture in the background and water in the foreground. Mr. Gold also stated the rooster symbolized the farmers' aspect although it could be changed to anything the Board felt would be appropriate.

Mr. Gold described the third proposed logo as "something fun" which featured fruits and vegetables from the area; and a clear statement of a Farmers' Market with no waterfront focus.

Ms. Lipton expressed her like for the pineapple logo, particularly the graphics, colors, and design although she did not like what was beneath the pineapple. She thought the second design had a historic feel although she did not like the colors.

Mr. Hopkins thanked Mr. Gold for his work but added he assimilates with the top design of the current concept. He added that if he had to select one the other designs, he would choose the first or the second option, totally ruling out the third option.

Ms. White, referring to Gold's option #1, stated she liked the color scheme palette and the use of one thing which she viewed as iconic. As for the second design, she liked the "very classic" feel but did not think the rooster was representative of the Market. For option #3, she suggested using the color scheme from the first one. She also thanked Mr. Gold, saying each was very professionally done.

Mr. Abraham liked the colors in the first option, but the graphics in the third option.

Ms. Cook stated her initial preference was the third option but with the colors from the first. She felt the pineapple depicted in the first option was not right in that its top was not spread although she did like the water representation, the circular design and the color scheme.

Ms. Lipton thought the graphic properties of the second option provided a historic perspective, similar to the French Market.

Ms. White suggested using something other than the pineapple and more locally grown, although emphasizing she did not want to mimic Orange County.

Mr. Abraham stated his preference for a concept of more than one item, but he did not care for the pineapple. He also liked the lettering font of the second option but suggested the rooster be changed to produce of some sort.

Discussion followed on various features of a logo design including a historic vs. new, clean feel; contemporary font styles, the desire for a classic or contemporary image, whether it was to be a separate or incorporated component of the Downtown Development Authority, and the components of Daytona Beach such as the sunrise and water.

In summarizing the Board's preferences, Mr. Gold restated it was the consensus of the Board to incorporate the colors from the first option, the lettering style from the second option and the graphics from the third option.

Mr. Chesley added that whatever the Board ultimately decided on, they should imagine it hanging in the storefronts along Beach Street since the Market was designed to drive traffic Downtown and should fit in with the long-term plan of the DDA.

Mr. Gold presented the Tactical Plan and stated his major focus was the proposed survey and how important it would be to collect feedback in order to complete the Plan. He provided an overview of the meetings and data collection thus far, the design of the survey and how it would be distributed via an email blast including possibly offering incentives. He stated the survey began with basic demographic information, followed by awareness questions, then overall knowledge. He discussed the questions on survey and how each was designed to elicit responses to where visitors were from, what they did or saw, how much they spent, etc.

Ms. Lipton asked if the Downtown businesses' Facebook pages could be used to launch the survey.

Mr. Gold stated any survey on Facebook would need to be significantly shortened and that typically those users do not like to provide demographic information. He stated he would check with the internet "guru" of his company to determine any downside or technical drawbacks and would forward that response to Mr. Jeffries.

Ms. Cook expressed concern about the proprietary rights and confidentiality aspect of protecting her clients' email addresses. Referring to question #13, she also did not like the response of not feeling safe listed first and asked that it be reworded, moved down or removed from the list.

Discussion followed on the particulars of the survey questions and suggestions for list inclusions. Mr. Gold stated that the results could not provide "who said what" although responses would be grouped by zip code.

Mr. Jeffries presented information about the Directory (page 70 of 75 in the packet), saying once the next draft was ready it would be sent in a PDF format to the merchants for any updates. He also noted two bars would be removed from the list and that two new restaurants would be added. Once complete, information would be compiled into a map pad provided to each Downtown merchant.

Mr. Gold asked several questions including whether the DDA logo or the City of Daytona Beach header should be used and whether an inset map should be included to show where the Downtown area was in relation to the entire City.

It was the consensus of the Board to use the current branding, include a details' map, to remove two vendor names, add two new restaurants, and send it out to the merchants for their review.

7. **Downtown Daytona Beach Website**

Mr. Gold displayed the initial (web) site plan and stated that for search engine optimization, he did not combine the shopping and dining tabs as one. He stated that on a government website, a blog could be dangerous, so his suggestion would be to try and draw more user interaction through the social media components.

Mr. Chesley suggested not referring to it as a blog, but rather a "comment area", which could undergo editing. He felt pushing users off to a social media would detract them from staying and exploring the main website.

Discussion on the pros and cons of a blog followed. Some of the benefits were listed as conversational, interest, and providing a sense of community storefront. The downside included negative feedback could be posted without allowing for edits or control.

Ms. Lipton asked about the Downtown and Professional Services she had requested at the last meeting. She continued that the site was creating a disservice by not featuring those businesses.

Mr. Gold stated those were included under the DDA tab.

Mr. Jeffries explained the differences between business services (such as printing) and professional services (attorneys, CPA's) and the links available from the DDA website to the City's website. He also talked about the request for domain names and the availability for business partnerships which would show up on the website as a basic listing and to help offset the cost by generating revenue.

Mr. Gold agreed to include a tab for business and professional services and to move the calendar of events to each subsequent page. He also requested the Board consider a suggested pricing strategy if it was their desire to allow advertising on the website. He stated it would offer the merchants an opportunity to upsize their presence on the site via two or three different options and that once finalized, he would forward it to Mr. Jeffries for his comments and pass-through to the Board.

8. Staff Update

Mr. Jeffries updated the Board on the Redevelopment Boards' approval of a conditional use application for the Windy City Bar & Grill, for alcohol beverage service and sidewalk café.

Mr. Jeffries stated Bob Gibbs had met with merchants. He focused on cleanliness, updated storefront appears, removal of alcoves and outdated awnings, updating colors and signage, and overall renovations. He added that businesses with the most potential were more closely scrutinized. Mr. Jeffries displayed several slides of what Mr. Gibbs focused on and a more updated look from completed businesses or those from other cities.

Mr. Jeffries discussed enforcement issues had been raised and how staff was working more diligently to enforce compliance and violations. He continued that he would be doing an email blast to merchants with a recap of Mr. Gibbs visit, pointing out the issues to be addressed along with a friendly warning of more stringent enforcement to follow.

Ms. White suggested developing a retail best practices guide to assist people through the grant process and possibly focus block by block on issues such as canopies and awnings.

Mr. Jeffries stated Mr. Gibbs had reviewed the City's sign code and his recommendations would be presented in his final report. Other issues to be addressed included updating trash receptacles, an ISB update, reducing lanes and slowing traffic on Beach Street, parking meters, and lighting and signage for parking.

(Ms. White left the meeting at this point.)

Ms. Lipton stated she was against the installation of parking meters and quoted several comments received on the issue via her businesses' Facebook page.

Mr. Abraham agreed, saying he was against parking meters also and that people were not receptive to their use.

Mr. Jeffries also briefly discussed Mr. Gibbs' recommendation for updated sign standards and specifically the revision for outdoor display standards.

Ms. Cook requested the recommendations and presentation be emailed to the Board, adding she would have liked to see them included in the Board packet.

Mr. Jeffries, referring to page 74 of 75 in the agenda packet, stated the TIF funding letter was provided for informational purposes only.

9. Public Comments

Mr. Scott Chesley suggested doing a test on a one block area for parking meters. Referring to the website, Mr. Chesley felt a comment page would have a huge value through "spiders" who read each update and which in turn, moved the site up in the rankings through Google. He pointed out that if the comment page was done through a moderator, then each time the moderator made changes or updated the page, the site activity would cause it to be placed more towards the top of the list which was important since it would be competing with a lot of "Daytona names".

Mr. Chesley stated he had begun filming video for commercials in support of a festival event he would be putting on in June and anticipated over 4 million impressions through print, social media, radio, and television. He asked for the Board's assistance in identifying a name for the shopping area along Beach Street, such as "Downtown Market Place on Beach Street", or "Downtown Shopping District on Beach Street". He asked for a singular identifier in an effort to help build the brand.

Ms. Lipton stated Mr. Gold was doing research through the survey in an effort to help identify it and create a brand; but that they may not be ready in time for Mr. Chesley's event.

Mr. Abraham stated that a lot of merchants use "Beautiful Downtown Daytona Beach" or "Historic Downtown Daytona Beach". He stated they did not want to make a decision prior to completion of the research and tactical plan.

Mr. Chesley stated he was trying to build an impression in people's heads that they would be coming to the shopping district of Daytona. He also stated he would personally be opening a retail business on Beach Street within the next 12 months so it would also affect him, but for the current project he would like it to work with the vision of the Board.

Mr. Hopkins stated the Board would be hard-pressed to come up with something new and that the process should not be sidestepped until complete.

Mr. Abraham stated the Board could not make a decision in the middle of the process. He added Ms. Cook used "Beautiful Downtown Daytona Beach" as do other merchants and he felt that was a great marker for the area.

Mr. John Nicholson, 413 N. Grandview Avenue, referred to the alcove storefronts discussed earlier, and stated a lot of the historic facades were lost when the area was modernized. He stated storeowners were being asked to take away a historic component.

Mr. Jeffries stated the historic period was 1890 – 1920 but the alcoves were built in the 30's and 40's. Over the past 20 years the design standards had not allowed bubble awnings and Mr. Gibbs had suggested that rather than just new storeowners being compliant, everyone in the area should comply with the current standards.

Ms. Lipton had received a complaint regarding absentee landlords and whether or not there were any codes for empty storefronts, particularly for dirty windows.

Mr. Jeffries stated he was working with Code Enforcement regarding that issue. He stated curtains needed to be put up in order to block the view inside. If the property was empty or you could see in, it should be visibly clean inside and not cluttered with junk.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:23 AM.

Robert Abraham

Robert Abraham., *Chairman*

not available for signature

D. Williams, *Recording Secretary*