

# **DOWNTOWN DEVELOPMENT AUTHORITY MINUTES**

**July 27, 2010**

There was a meeting of the Downtown Development Authority held Wednesday, July 27, 2010 at 8:00 am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida:

## **Board Members**

Mr. Bob Abraham, Chair  
Ms. Shiela McKay-Vaughan (arrived at 8:15 am)  
Ms. Sheryl Cook  
Ms. Stacey Lipton  
Mr. Jack White

## **Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Cathleen Olson, Recording Secretary

### **1. Call to Order**

Mr. Abraham called the meeting to order at 8:09 a.m.

### **2. Roll Call**

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

### **3. Approval of the Minutes of May 25, 2010 and June 22, 2010**

Ms. Cook made a motion to approve the minutes of May 25, 2010. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Ms. Lipton made a motion to approve the minutes of June 22, 2010. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. **Quarterly Budget Report**

Mr. Jeffries presented an outline of the quarterly budget report.

Ms. Cook asked about the end-of-year balance.

Mr. Jeffries estimated the end-of-year balance to be between \$16,000 and \$20,000.

Mr. Abraham noted that some budget money had been committed but not yet spent, such as the French market and the Downtown Barbecue.

5. **Adoption of the Fiscal Year 2010/11 Budget**

Mr. Jeffries noted revisions to the budget incorporating requests from the DBPA, stating that the only issue was establishing the sources of funding for events. He presented proposed overall budget categories totaling \$147,000, noting that some cuts had been made for 2010/11 and that further cuts would be made in 2011/12, and highlighted the event funding as proposed in the DBPA grant.

Mr. Larry McKinney of the Daytona Beach Partnership Association (DBPA) noted difficulties in requesting funding from the CRA for new events.

Ms. Cook asked whether the DBPA would request funding from the CRA all at once or individually per event, and noted that more information about proposed events would be useful.

Ms. McKay-Vaughan stated that financial cutbacks would likely be maintained in future years.

Mr. Al Smith stated that the Riverfront Park Master Plan was essential in facilitating events.

**Board Action**

Ms. McKay-Vaughan made a motion to approve the FY 2010/11 budget as presented. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

6. **DBPA Grant Quarterly Report**

Ms. Naomi Weiss of the DBPA presented a quarterly report of the DBPA grant, noting a change to allow for more of her time to be reimbursed through the grant pending documentation of time.

Ms. Lipton asked for clarification on the date of the Downtown Barbecue.

Mr. Jeffries further clarified the criteria for grant-eligible expenses.

Ms. McKay-Vaughan asked whether the amount of \$27,000 in the report reflected proposed adjustment.

Mr. Jeffries stated yes.

Mr. White asked if there were excess funds available than allocated in the report.

Mr. Jeffries stated that there was not excess money available but that documentation was still needed for fourth-quarter spending.

Ms. McKay-Vaughan asked where the money would go if it were not spent as allocated.

Mr. Jeffries stated that if it were not spent, the money would return to the DDA.

**Board Action**

Ms. McKay-Vaughan made a motion to approve the quarterly payment in an amount of \$21,485.34 to the DBPA. Mr. White seconded the motion and it was approved unanimously (5-0).

**7. DBPA 2009/10 Grant Audit (continued)**

Mr. Jeffries provided clarification of the DBPA 2009/10 grant audit, noting that the remainder of the grant money would be paid after the end of the fiscal year.

Mr. White asked if the audit report done by John Meyers should be amended to reflect the clarification.

Mr. Jeffries stated that the report did not need to be amended, as it was done based on cash flow when the DBPA received payments.

**Board Action**

Mr. White made a motion to accept the DBPA 2009/10 grant audit report. Ms. McKay-Vaughan seconded the motion and it was approved unanimously (5-0).

**8. DBPA Update**

Ms. Naomi Weiss presented an update from the DBPA, highlighting the work plan for the following year; the Promotions Committee; the Economic Restructuring Committee; the Downtown membership card and benefits program; and changes to the Downtown website.

Ms. Lipton asked when a Holiday Committee would be established.

Ms. Weiss stated that the Holiday Committee would be meeting later in the week, and information from that meeting could be brought to the August DDA meeting.

Mr. Jeffries reiterated that details regarding holiday events would be discussed at the August meeting.

Ms. Weiss noted the creation of a master calendar for events, stating that the goal was to fund projects with lasting impact, such as lighting systems and music along light poles Downtown.

Mr. White noted problems with permit fees, stating that a goal should be to incentivize organizations to come Downtown.

Ms. Weiss stated that the DBPA could help with the process of permitting, such as providing information, contacts, and publicity, but noted that permit policies were established in the City Commission and that the DBPA had little authority to adjust permit fees.

Mr. White asked if it would be possible to establish small grants or sponsorships to assist with permit fees.

Mr. Berger stated that he would try to bring individuals involved in the permit process to a future meeting to facilitate communication regarding the fee issues.

Mr. White suggested including event coordinators in the discussion as well.

Ms. Cook stated that the first stage of the process should be to bring permit authorities to the DDA, and then to hold a workshop for further discussion.

Mr. White stated that permit fees needed to be reduced in order to reduce upfront risk.

Ms. Weiss noted that there were frequently discrepancies between the upfront fee quote and the final amount.

Mr. Smith stated that Cultural Services only established the base fee, noting that there were frequently fees due to other organizations such as the Police Department.

Ms. Weiss stated that Downtown brochures were being mailed to residents, noting increased ad space with the goal of self-sustainability, and highlighting the intent to create creative promotional opportunities.

Mr. White stated the need to consider establishing a “restaurant row” such as in the Port Orange Pavilion.

Ms. Weiss provided the Board with updates regarding the Economic Restructuring Committee, noting that Dan Di Antonio had been selected as the new chair, and outlined the implementation of a comprehensive economic development plan designed to promote incentives, create business-building workshops, and establish a mentoring program for new businesses.

Ms. Lipton stated that the goal should be to attract established business Downtown moreso than new businesses.

Ms. Weiss clarified that the intent was to attract established businesses that were new to the Downtown area.

Mr. White noted the need to establish communication with local businesses about their possible reservation regarding economic plans.

Ms. McKay-Vaughan recommended increasing interaction and communication with the City Commission.

Ms. Weiss stated that the DBPA was working closely with City Staff to work on economic issues. She stated that the Economic Redevelopment Plan focused on the future economic profile of Downtown with emphasis on the creative class, noting that the goal was to create a comprehensive recruitment package to entice businesses Downtown.

Ms. Lipton asked if there were a current inventory of available space.

Ms. Weiss stated that the amount of available space was always in flux.

Mr. Jeffries noted that there was a spreadsheet that kept track of available spaces.

Ms. Weiss updated the Board on the Design Committee, noting the adoption and implementation of the Riverfront Park Master Plan and the implementation of a survey program to facilitate communication with Downtown merchants. She also noted the ongoing rewrite of the Land Development Code as relevant to Downtown and highlighted Downtown neighborhood clean-up days as an example of physical, tangible projects in progress.

Ms. Cook noted issues with trash disposal at Cadillac Place.

Ms. Weiss stated that Code Enforcement issues were researched via driveabouts.

Ms. Lipton stated that directional signs for the Downtown area should be a priority.

Ms. Weiss stated that directional signs were included in the Riverfront Park Master Plan discussions. She also updated the Board on progress with the Farmer's Market, noting that the Market Manager position was being implemented and outlined plans to expand the market, improve composting and eliminate plastic bags, and establish grants for vendors.

Ms. Lipton noted the possibility of using reusable bags sponsored by Downtown businesses.

Ms. Cook asked whether the Market Manager position had been filled.

Ms. Weiss stated that interviews were currently being held for the position and noted that it should be established with two weeks. She also updated the Board on the Holiday Committee, stating that the goal was to activate Downtown as a holiday area via decorations, activities, advertising, etc.

**9. Staff Update**

Mr. Jeffries outlined updates from the Redevelopment Staff, noting that the Downtown/Balough Road Redevelopment Board had approved the awning request at a previous meeting in accordance with the recommendations provided by the DDA, and also noted updates regarding the LDC text amendments, alcohol regulation, the Riverfront Park Master Plan, and a retail analysis project being conducted by the Gibbs Planning Group.

Mr. White stated that it was important to design a cohesive image for Downtown.

Ms. Weiss stated that the Promotions Committee could assist in designing an image or brand for Downtown.

Mr. Abraham asked for updates regarding the Mike Curb Building.

Mr. Jeffries stated that there was not yet a final contract for the Mike Curb Building.

Ms. Cook asked for updates regarding Brownfield Testing.

Mr. Jeffries noted that the date of the next meeting had been changed to Tuesday, August 17 at 8:00 am.

**10. Public Comments**

Ms. Weiss expressed appreciation concerning the cleaning and fixing of Downtown directories.

13. **Other Business**

There was no other business.

14. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:59 am.

  
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Bob Abraham, Chairman

  
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Cathleen Olson, Board Secretary