

DOWNTOWN DEVELOPMENT AUTHORITY MINUTES

August 17, 2010

There was a meeting of the Downtown Development Authority held Wednesday, August 17, 2010 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Bob Abraham, Chair
Ms. Shiela McKay-Vaughan, Commissioner
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. Cathleen Olson, Recording Secretary

1. Call to Order

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

2. Roll Call

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

3. Approval of the Minutes of July 27, 2010

Ms. Lipton made a motion approve the minutes of July 27, 2010. Mr. White seconded the motion and it was approved unanimously (5-0).

Ms. McKay-Vaughan asked for updates regarding the issues with the permit process as well as a spreadsheet listing available vacant spaces Downtown.

Mr. Jeffries stated that a Staff update regarding the permit process would be provided at the September DDA meeting, and agreed to provide a spreadsheet with available spaces.

4. Discussion: Downtown Branding

Mr. Jeffries noted a memo provided in the meeting packet from the DBPA outlining a preliminary schedule for work regarding Downtown branding, with the Promotions Committee developing a concept and then holding a workshop with Downtown stakeholders to discuss the development of an overall Downtown brand to promote Downtown shopping and dining but also developing a goal for the look and feel of Downtown.

Mr. White stated that he had presented information to the Promotions Committee in July, and noted that a small committee had been formed to discuss different options with hopes of presenting to the DBPA in September.

Ms. Weiss stated that the intent was to present the Downtown brand at a major event such as the Halifax Art Festival.

Mr. White noted difficulties in creating a brand as soon as possible to stimulate businesses without rushing the process.

Ms. McKay-Vaughan emphasized the need to spend the time necessary to create a long-term, lasting image and brand.

5. Proposed DBPA 2010/11 Annual Grant and Work Plan

Mr. Jeffries stated that a preliminary draft of the work plan to be approved at the September meeting had been included in the meeting packet, noting the amount of time designated for administrative and staff time in the objectives and emphasizing the need for the brochure to be otherwise self-supportive.

Ms. Weiss stated that the goal was to get the Downtown Magazine to break even and be self-sufficient. She also noted the Downtown Cleanup Days and holiday promotions as objectives of the DBPA.

Ms. Cook asked whether the Downtown Membership Program was a feasible institution.

Ms. McKay-Vaughan asked for further details regarding the membership card.

Ms. Weiss clarified the intention of the Downtown membership card, noting discounts and coupons for Downtown businesses.

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Ms. Lipton stated that there were already internal programs in place with Downtown merchants with similar goals and noted potential difficulties in reaching a consensus for an overall program among merchants.

Ms. Weiss emphasized that the goal was to promote the Downtown area businesses and to provide a tangible card for the customer base.

Ms. Lipton stated that local merchants were reluctant to not have control over promotions and discounts, emphasizing the need to start on a small scale.

Ms. Weiss noted tax-on-us days as an example of promotions but stated that all discounts or incentive programs would be up to the merchants' discretion.

Ms. Cook asked about the production of the guide and the proposed future events.

Ms. Weiss stated that the focus was going to be on a summer sporting event and another barbecue event in the following year.

Ms. McKay-Vaughan asked about potential programs geared more towards residents.

Mr. Abraham emphasized that a successful business district was directly beneficial for residents.

6. Funding Request: Holidays in Downtown

Mr. Jeffries outlined a memo from the DBPA with ideas from the Holiday Committee, noting issues with using public dollars to create holiday decorations on public façades.

Mr. White stated that the goal was to work towards improvements that would be of year-round benefit.

Ms. Cook stated the need to create cohesive decorations as a whole district, citing St. Augustine as an example.

Ms. McKay-Vaughan emphasized the need to utilize the historic bridges in the area to entice visitors to the Downtown area.

Mr. Jeffries acknowledged the idea of a music system and noted the need for wreaths and holiday lettering.

Ms. Weiss noted the prohibitive cost of Christmas trees and stated that efforts were being made to obtain donated trees.

Ms. Cook noted problems with theft with holiday decorations.

Ms. Weiss stated that the DBPA was emphasizing the importance of engaging local youth to involve them with local events and avoid vandalism or thievery.

Mr. Jeffries stated the need for input regarding street decorations for the holidays.

Ms. Weiss stated that some lighting could be prohibitively expensive and expressed the opinion of the DBPA that lighting on buildings would not be sufficient for daytime decorations.

Mr. Abraham concurred with the need for daytime decorations to cater to the usual shopping hours.

Mr. Jeffries stated that Staff would do a lease/purchase analysis regarding Downtown decorations.

Ms. McKay-Vaughan asked for clarification regarding funding sources for holiday decorations.

Mr. Jeffries clarified the holiday spending per the presented budget.

7. **DBPA Update**

Ms. Cook asked for an update regarding the Daytona Beach website.

Ms. Weiss stated that the existing DowntownDaytonaBeach.com would be transferred to a site under the Chamber of Commerce, with the goal of creating an online Downtown marketplace.

Ms. Lipton emphasized the need to utilize Facebook to maximize local advertising.

Ms. Weiss stated Cinematique was moving Downtown and would be holding a fundraiser at the Atlantic Center for the Arts, noting the need to raise \$50,000 by launch in October. She also stated that the Downtown Barbecue had garnered a very successful turnout, with ten Downtown stores and 20 vendors, and an estimated attendance of 3,000-5,000 people, and noted concerns regarding street closures in staging music.

Mr. Abraham asked about the new coffee shop opening Downtown.

Ms. Weiss stated that the coffee shop was opening north of McKay's on Beach Street.

8. **Staff Update**

Mr. Jeffries stated proposed changes to the Downtown alcohol regulations to allow wine bars Downtown but noted ongoing problems with the issue.

Ms. McKay-Vaughan asked for a definition of a boutique bar.

Mr. Jeffries acknowledged that the concept was unique and outlined the idea of a bar serving only wine and beer, allowing flexibility for more upscale businesses Downtown while discouraging nightclub-type businesses.

Mr. White noted the caveat of a 75% seating area to prevent a large dance area.

Mr. Jeffries also noted the preclusion of selling alcoholic beverages after midnight.

Ms. Lipton asked for clarification regarding the awning in terms of the LDC.

Mr. Jeffries stated that per the LDC, a canvas-like material was required, but noted that a vinyl material resembling canvas had been increasingly used.

Ms. Lipton emphasized the need for shade trees Downtown.

Mr. Jeffries outlined issues with two of the three towers of Marina Point residents, stating their request to be removed from the DDA and outlining the legal process involved if the removal were to proceed.

Mr. Abraham emphasized that a formal request had not yet been made.

Mr. Jagger stated that the legal cost would be borne by the DDA if the issue did proceed, due to tax issues.

9. **Public Comments**

There were no public comments.

10. **Other Business**

Ms. Lipton noted the availability of posters for the French Market if needed by Downtown businesses.

Mr. Abraham stated that the September meeting dates had been sent to the Board.

Mr. Jeffries noted a public hearing for the City Commission on September 8.

11. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:56 am.



Bob Abraham, Chairman



Cathleen Olson, Board Secretary