

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES**

**November 23, 2010**

There was a meeting of the Downtown Development Authority held Tuesday, November 23, 2010 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida:

**Board Members**

Mr. Bob Abraham, Chair  
Ms. Sheryl Cook (excused 10:21am)  
Ms. Stacey Lipton  
Mr. Jack White

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Robert 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 8:06am.

**2. Roll Call**

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

Mr. Jeffries noted that Shiela McKay-Vaughan was no longer on the Downtown Development Authority Board.

**3. Approval of the Minutes of September 21, 2010**

Ms. Cook asked if a letter had been sent to the Halifax Art Festival noting Board concerns had been sent as requested at the previous meeting.

Mr. Berger stated that the letter was being drafted but had not yet been sent.

Ms. Cook asked for clarification regarding the term "contributing entity" on page three as to whether credit was being attributed to the City or to the DDA.

Mr. Jeffries clarified that credit was given to the DDA.

**Board Action**

Ms. Cook made a motion to approve the minutes of October 26, 2010. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

4. **Funding Request: Graphic Artist for Branding**

Mr. Jeffries outlined a funding request for \$2,750 for a graphic artist to assist the Promotions Committee and the DDA with the development of a brand, noting that \$7,000 was available in the budget, and stated that the marketing firms of Mastando Media and Kelli with an Eye were being considered.

Ms. Lipton stated that Kelli with an Eye could cut down on the cost, noting that she had not been aware that the item was on the meeting agenda.

Mr. White stated that both firms were qualified for the work.

Ms. Lipton stated the need to see examples of work from each firm to determine which would be a better fit.

Mr. White noted that neither firm had been given information as to what the Promotions Committee and the DDA were looking for.

Ms. Lipton recommended providing both firms with funding to come up with branding ideas in order to make a better informed decision.

Ms. Cook concurred that it was not practical to make a decision based on the information provided.

Ms. Lipton stated that examples of work should be provided by the next meeting.

Mr. Abraham asked if there was criteria that could be provided to the marketing firms.

Mr. Berger stated that an outline of more specific criteria could be drafted.

Ms. Cook reiterated the need for objective criteria so that the firms were not starting from scratch.

Ms. Lipton recommended inviting both firms to present and discuss ideas at the December DDA meeting.

Mr. Jeffries reiterated Board comments, noting the recommendation that Staff enter into smaller contracts with both firms, with an allotment of \$500 to each firm to come up with concepts and present those concepts to the Board, then a

selection would be made. He noted the need to provide both firms with a clearer direction and more specific objective criteria for the branding concept.

Ms. Lipton emphasized the need for a visual presentation.

Ms. Weiss emphasized the need to ensure equal treatment of both firms.

Mr. White reiterated the need for a clear understanding of criteria to present to both entities. He also outlined the process of developing a brand, noting the progress of the Promotions Committee from July through December, with an adjusted plan for a brand as “a promise wrapped in experience,” and outlined the steps for brand development. He stated the fundamental information to be examined, such as the history of the Downtown area, the present status, available venues and parks, and the transportation hubs. He noted the charettes done by the Gibbs Planning Group for the Riverfront Park Master Plan, and noted the need to emphasize the history of Downtown as a marketing tool. He highlighted the branding done by other Southern cities, noting Greenville, “The Intellectual South”; Savannah, “The Creative Coast”; and Austin, “Keep It Weird”, and asked the Board for any input or concerns on the branding concepts.

#### **Board Action**

Ms. Cook made a motion to allow Staff to spend \$1,000 to get concepts from each company to be presented if possible at the December DDA meeting for approval, with Mr. Jack White as the point person. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

#### **Addendum: Request to fund International Dance and Food Event**

Mr. Jeffries outlined a funding request for \$1,065 to cover the permit fees for an International Dance and Food Event on February 26, 2011, noting that \$1,596 was still available in funding.

Ms. Cook noted that the event had drawn high attendance in the past and stated that it was an appropriate expenditure of DDA funds.

Ms. Lipton asked if Downtown merchants and restaurants had been consulted in regards to potentially conflicting events.

Mr. Jeffries stated that the date of the event was flexible and could be moved.

Ms. Naomi Weiss noted flexibility on the marketing of the event but stated that the DBPA was willing to help.

**Board Action**

Ms. Lipton made a motion to approve funding up to \$1,065 for permit fees for the International Dance and Food Event. Mr. White seconded the motion and it was approved unanimously (4-0).

5. **Event Budget Approval: Downtown Holiday Central**

Mr. Jeffries outlined a request for \$5,350 for marketing of the Downtown Holiday Central event, noting postcards, advertisements, flyers, posters, mailings, banners, etc.

Ms. Lipton expressed her approval of funding going directly to marketing and asked about the placement of banners.

Mr. Jeffries stated that banners would not be hung across Beach Street.

Ms. Lipton asked about the possibility of purchasing banner poles, and noted that there was no holiday decoration on International Speedway Boulevard.

Mr. Jeffries stated that the decorations had not been completed and that there would be decorations on ISB.

Ms. Weiss noted that the requested \$5,350 was an estimate based on quotes.

Ms. Cook emphasized the need for a good holiday season, and recommended approval of higher funding than requested.

**Board Action**

Ms. Cook made a motion to approve up to \$7,000 in funding for marketing of the Downtown Holiday Central event. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

6. **Discussion: Request from Marina Point Association to amend DDA boundaries**

Mr. Jeffries stated that Staff was requesting a continuance on the request from the Marina Point Association to amend DDA boundaries.

Ms. Lipton asked if Marina Point was aware that work was being done on the issue.

Mr. Jeffries stated yes.

7. **Discussion: Event Funding Criteria**

Mr. Jeffries outlined the criteria for event funding, highlighting the goals of: providing comprehensive and coordinating events and promotions; enhancing the image of Downtown Daytona Beach as a destination; expanding the Riverfront Park program; celebrating the vibrancy of the Downtown area; strengthening Downtown businesses; increasing the frequency and length of visits to the Downtown area; ensuring diversity and distinction of events; and drawing targeting audiences into the Downtown area to businesses and for events. He stated that DDA funding went towards permitting, graphic advertising for Downtown Daytona Beach, and announcements of events.

Mr. White expressed the need for a checklist to assist applicants with information on how to be prepared for review of proposed events.

Mr. Jeffries outlined evaluation criteria, based on: benefit to the Downtown area; ease and ability of production; broad popularity of the event; and coordination and collaboration. He also stated that access to the Riverfront Park must always remain free, while specific events could be ticketed.

8. **Discussion: Merchant Survey**

Mr. Jeffries outlined plans to focus on the benefit of DDA programs to Downtown merchants, in terms of marketing and Downtown events, and stated the need for direction and input.

Ms. Lipton stated that if Downtown merchants did not approve of an event, they would not participate.

Ms. Cook stated that it would be easier to promote Downtown programs and events once the Downtown brand had been further developed.

Mr. Abraham asked about the preferred approach for communication with Downtown businesses.

Ms. Quanita of Quanita's Ballroom introduced herself and stated that a personal approach, such as merchant-to-merchant, would garner the best results.

Mr. Abraham emphasized the need to coordinate the timing of Downtown events with business hours.

9. **DBPA Update**

Ms. Naomi Weiss presented an outline of the Downtown Holiday Central events, noting participating businesses as well as a holiday party at the Halifax Historical Museum. She updated the Board with progress on the Farmer's Market, noting

that funding going to Waste Pro had been eliminated and vendors were responsible for their own trash removal. She stated a weekly newsletter was going out to Farmer's Market vendors a formal review of the Farmer's Market Manager would occur per the grant agreement. She then updated the Board on the Promotions Committee, the Economic Restructuring Committee, and the Design Committee.

Mr. Sans Lassiter, DBPA Design Committee, emphasized the importance of keeping the momentum of the Riverfront Park Master Plan going on. He noted the need to draw people to the concept, particularly by attracting motorists. He also stated the need to attract and recognize donors to the Riverfront Park, and to create an informational kiosk for Downtown businesses.

Mr. White noted that art groups were interested and asked about the possibility of murals in the Riverfront Park area.

Mr. Jeffries stated that murals were permissible but would have to be approved by the Redevelopment Board.

Mr. Lassiter acknowledged potential issues with murals and stated that having a mural would not be a deal-breaker, but suggested a competition to design the mural.

Ms. Weiss noted concerns of restaurant owners after the Art Festival.

Mr. Mario Stemburger stated the need to work with events that had grown, such as the Seafood Festival, and noted issues with the Art Festival in getting visitors off the street and into businesses. He emphasized the need to be considerate of merchants and businesses and noted the possibility of businesses expanding outside components during festivals.

Ms. Lipton asked if the Museum had made money from food vendors.

Mr. Jeffries stated that the Museum did make money from vendors, but noted that Downtown restaurants offered full food service, while vendors only sold carnival-type food.

Ms. Weiss noted that Downtown restaurants did half as much business as the previous year during the Festival.

Ms. Lipton recommended limiting the Festival location to the Riverfront Park and encouraging restaurants to expand to tables outside on the sidewalks.

10. **Staff Update**

Mr. Jeffries stated that he had provided a written report and asked if there were any questions. He noted the next meeting was scheduled for December 28.

11. **Public Comments**

There were no public comments.

12. **Other Business**

Ms. Lipton stated she hoped that the French Market would be an ongoing Downtown event. She noted the need for local businesses to keep the area clean and their window displays attractive.

Mr. Jeffries stated that the Design Committee could consider additional Land Development Code standards for the Downtown area.

Ms. Lipton noted that there were frequently stains on sidewalks after events and festivals. She also stated the need for an event similar to Black Friday next year for local businesses, such as Small Business Saturday.

13. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:39am.



Bob Abraham, Chairman



Cathleen Olson, Board Secretary