

# **DOWNTOWN DEVELOPMENT AUTHORITY MINUTES**

**December 29, 2010**

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, December 29, 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  
Ms. Stacey Lipton  
Mr. Jack White

## **Staff Members Present**

Mr. Reed Berger  
Mr. Jason Jeffries  
Mr. Robert Jagger  
Ms. Jeanne Tolley  
Ms. Cathleen Olson

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

Mr. Abraham called the meeting to order at 8:08am.

### **2. Roll Call**

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

Mr. Abraham noted the need to streamline meeting procedures and clarify discussions to keep the minutes from becoming prohibitively lengthy.

### **3. Approval of the Minutes of November 23, 2010**

#### **Board Action**

Ms. Cook made a motion to approve the minutes of November 23, 2010. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

4. **Funding Request: Valentine's Day - Brighthouse Commercials**

Mr. Jeffries outlined a request for \$2,500 to advertise shopping and dining Downtown through Brighthouse cable, noting that as reruns the advertisements involved no production costs, and stated that \$13,435 was available in the budget.

Mr. Abraham asked how effective the advertisements had proven from a merchant perspective.

Ms. Lipton stated that the advertisements had been very effective.

Ms. Cook stated that Brighthouse was willing to work with the DDA and provide reduced rates, emphasizing that the commercials proved to be the biggest "bang for the buck".

Mr. White recommended that in the future, the funding for the Valentine's Day commercials be included in the budget in advance in order to better anticipate the cost.

Ms. Quanita of Quanita's Ballroom noted that Valentine's Day fell on a Monday and asked whether stores would be open the Sunday prior.

Ms. Cook noted that the Valentine's Day events would fall on the Saturday prior to Valentine's Day.

Mr. Jeffries stated that Staff would work with merchants to try to effectively coordinate Valentine's Day events.

**Board Action**

Ms. Lipton made a motion to approve a request for \$2,500 to advertise shopping and dining Downtown through Brighthouse Cable. Ms. Cook seconded the motion and it was approved unanimously (4-0).

5. **Event Budget Approval: Lovin' the Downtown**

Mr. Jeffries noted changes to the event funding process, noting that as part of the DBPA 2010/11 Work Plan approval, the DDA requested that budgets for individual events be approved by the DDA in advance of the event.

Ms. Weiss outlined a request for \$5,000 of marketing expenses to fund the Lovin' the Downtown event, highlighting \$700 for postcards; \$500 for Think Magazine advertising; \$300 for flyers; \$300 for posters; \$300 for News-Journal advertising; \$500 for direct mail advertising; \$1,500 for radio advertising; \$500 for banners; and \$400 for design of a logo. She stated that the DBPA was moving in a new direction related to event, in that in the past, single events were individually

promoted, while now and in the future through Downtown Holiday Central, there was a shift to multi-week promotions effort across a season. She stated that with the new direction, instead of budgeting \$5,000 for one or two day events, \$7,000 was budgeted for events spanning eight weeks, and noted more merchant participation. She stated that individual events could be plugged into the overall marketing plan and outlined the schedule of events for the year, with Valentine's Day in the winter, the Art of Automobiles in spring, Summer Sports, and Rock & Rhythm/Beach Street Barbecue in autumn. She highlighted the differences between the old and new event planning process, emphasizing the seasonal focus versus event focus, and noted the event time span of multiple weeks versus a one to two-day event; the hours being more cooperative than conflicting with regular business hours; the promotion of shopping and dining Downtown over a period of time versus promoting for future return; and the organization by the DBPA versus partnered events. She stated that the Lovin' the Downtown budget request was a retail request with mini events, falling from the third week of January throughout February.

Mr. Abraham asked whether the Lovin' the Downtown event could be tied into the Brighthouse advertising.

Ms. Weiss stated that the Downtown Holiday Central banners, website and such would be utilized, and stated that she would research business promotions.

Mr. White noted that the February events were part of a broader frame of events.

Ms. Weiss emphasized the goal of the DBPA to approach events in a comprehensive way, noting that too much money had been spent on one-day, small-scale events.

Ms. Lipton expressed concern regarding keeping the "sizzle" of events, as well as maintaining the identity of Downtown areas, such as the jewelry district, and also noted concern about events the rest of the year.

Mr. White stated that the budget spanned the entirety of the year.

Ms. Lipton emphasized the need for events every month.

Mr. Abraham stated that there were limited funds committed to marketing to the DBPA, noting that the DDA was not the only funding source.

Mr. Jeffries stated that he could prepare a more fleshed-out plan.

Ms. Weiss emphasized that a comprehensive plan gave more flexibility in event planning.

**Board Action**

Mr. White made a motion to approve the request for \$5,000 of marketing expenses to fund the Lovin' the Downtown event. Ms. Cook seconded the motion and it was approved unanimously (4-0).

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

Mr. Jeffries updated the Board on the request from the Marina Point Association and the Marina Point Harbor Condominium Association to remove the three residential towers from the taxing district. He stated that Staff had proposed that the CRA provide \$80,000 of funding towards the replacement of water and sewer utilities, approximately 15% of the total cost, with the property owners providing the remainder of the funding, with the condition that the residential association would have to stipulate to an additional 50 units of residential development in Marina Point; the offer was declined. He noted that the annual tax revenue from Marina Point totaled \$14, 815, approximate 13% of the total annual revenue received by the DDA. He outlined the amendment process that would be followed to amend the DDA boundaries, noting that the \$30,000 would have to be borne by the DDA.

Mr. Abraham noted that there was no money budgeted for such a process.

Ms. Cook asked about any recourse from Marina Point should the DDA deny their request.

Mr. Jagger stated that the amendment process was the only way to amend the boundaries and that Marina Point must ultimately abide by the DDA's decision, noting that the amendment procedure was designed to be onerous.

Mr. White expressed concern with setting a precedent in allowing entities to request removing from the DDA.

Mr. McKittrick asked whether the DDA was legally bound to underwrite the cost of the amendment process.

Mr. Jagger stated that the DDA was obligated to underwrite the cost as stated in the Special Act.

Mr. John Nicholson, 413 N. Grandview, asked whether Marina Point could pursue legal recourse in suing the DDA should their request be denied, to which Mr. Jagger replied in the negative.

Mr. Abraham asked whether Marina Point had tangible benefits to being in the DDA.

Mr. Jeffries emphasized that many of the issues of Marina Point were not related to the DDA.

Ms. Lipton asked for clarification as to the water utility issue.

Mr. Jeffries stated that Marina Point was an old development with an undersized water line, and that the residents wanted a water line to City standards with individual meters.

Ms. Lipton asked who owned the land for future development.

Mr. Jeffries stated that the land was owned by the bank.

Mr. Abraham recommended allowing the item to lapse for a lack of a motion, to which the Board acquiesced.

7. **Discussion: Event Funding Criteria**

Mr. Jeffries stated the event funding criteria had been revised based on discussion from the previous month's meeting. He noted that the application was largely the same and stated that certain criteria remained too subjective.

Ms. Lipton asked how long in advance an application for event funding needed to be submitted.

Mr. Abraham stated that applications for event funded needed to be submitted a minimum of three months in advance.

Ms. Lipton asked for clarification on page 23, item 1, regarding demonstrable benefit to Downtown.

Mr. Jeffries noted the need for specific criteria to show benefits to Downtown.

Ms. Cook asked for clarification as to funding via reimbursement versus via funding given beforehand.

Mr. Jeffries stated that the DDA only funded permit fees, with the rest of funding money transferred from the DDA to Cultural Services.

**Board Action**

Mr. White made a motion to approve the proposed event funding criteria subject to Board comments and concerns regarding mission statements and goals. Ms. Cook seconded the motion and it was approved unanimously (4-0).

8. **Discussion: French Market**

Mr. Jeffries stated that the French Market had concluded its six-day pilot project, noting that the event had been successful and drew thousands of customers to the Downtown area on Saturdays. He stated that Ms. Lipton had prepared a memo summarizing the benefits of the event to Downtown and noted the request to continue the event in the spring.

Ms. Lipton outlined the benefits of the French Market to Downtown, noting estimates of 2,500 to 6,000 customers traveling to the Downtown area each French Market day, some from up to an hour away, and leaving with a positive Beach Street experience and the desire to return. She outlined the expenses of the project and noted that she had no control over the number of empty spaces, but stated that she had not used all funding that had been allocated to the project.

Mr. Jeffries further outlined the expenses for the project, noting the budget allocated versus spent.

Ms. Quanita of Quanita's Ballroom noted a potential event conflict from February 24<sup>th</sup> to 27<sup>th</sup> and highlighted plans for a mini-event in February done on conjunction with the French Market, and noted that advertising was beginning for a multicultural event in March in partnership with the French Market.

Ms. Lipton noted possible partnering with the Farmer's Market as well.

Ms. Quanita stated that money was used more effectively in partnered events, and stated that while the February VW event was ticketed, the Ballroom/French Market event was free.

Mr. Jeffries stated that it was Staff recommendation to approve up to \$3,000 of funding for three events.

Ms. Cook expressed her appreciation to Ms. Lipton for her work with the French market and noted concern with future challenges, such as potential squatters.

Ms. Paul McKitrick provided an update with the Streetscaping situation, noting that it was in the process for summer, and emphasized the need for communication to flesh out understanding between supporters and opposition to the project.

Ms. Lipton concurred with the need for better communication, noting that meetings discussing the project had been confusing.

Mr. McKitrick emphasized the need to highlight the benefits of the project.

Mr. Abraham reiterated appreciated to Ms. Lipton for her work.

**Board Action**

Mr. White made a motion to approve up to \$3,000 of funding for three events.  
Ms. Cook seconded the motion and it was approved unanimously (4-0).

**9. Discussion: Merchant Survey**

Mr. Jeffries outlined a draft of the Downtown merchant server, touching on Downtown marketing, events, and general information.

Ms. Lipton recommended amending question 11, related to perceived effectiveness of events for local businesses, to include suggestions for other events. She also suggested compiling a list of names and addresses for Downtown merchants.

**10. DBPA Update**

Ms. Weiss presented updates from the DBPA, reiterating the intention to move in the direction of promoting periods of time instead of individual events, and noting that the DBPA was looking for event criteria as well; she stated that the DBPA hoped to adopt the DDA event funding criteria to support events. She also noted that the Daytona Beach trolley had been approved to serve the Downtown area as well, with a launch of the Downtown route in late February.

Ms. Lipton asked for further details regarding the route of the trolley, drop-off points, and signage.

Mr. Jeffries stated that the trolley route had been approved from International Speedway Boulevard south to Orange Avenue.

Ms. Cook recommended considering amending the route to go north from ISB and then loop south at the News-Journal Center.

Mr. Nicholson asked about the funding sources for the trolley routes.

Mr. Jeffries stated that some funding came from the CRA general funds, some from Downtown/Balough Road, and some from Main Street/South Atlantic, noting that funding was broken down by route.

Ms. Weiss noted maps of the trolley routes.

Ms. Cook asked for updates regarding the Farmer's Market Manager.

Ms. Weiss stated that third-party trash pickup had been completely eliminated, with vendors being responsible for the bulk of their trash and the manager taking

care of smaller trash items, and stated that the manager was currently fully meeting expectations.

Ms. Cook asked for updates regarding the Downtown website.

Ms. Weiss stated that DaytonaDowntown.com was active, but still hosted by another website.

Ms. Lipton noted that plans for the vacant corner lot could affect the French Market.

Ms. Weiss stated that she was aware of concerns and that construction would occur between spring and fall to minimize impact on local business and events.

**11. Staff Update**

Mr. Jeffries provided the Board with updates regarding issues brought before the Downtown/Balough Road Redevelopment Area Board on December 7, 2010, highlighting Downtown branding, Board appointments, trolley service, and the merchant survey.

Ms. Lipton noted that some public buildings were falling into disrepair.

Mr. Nicholson noted that poinsettias needed to be brought inside before cold snaps.

Mr. Jeffries stated that the flowers were the responsibility of the CRA and would be replaced by petunias.

Ms. Lipton asked whether the appearance of parking lot entrances could be improved.

Mr. Jeffries stated that he would look into the possibility.

**12. Public Comments**

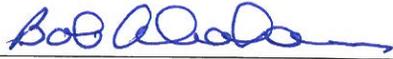
There were no public comments.

**13. Other Business**

There was no other business.

14. Adjournment

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



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Bob Abraham, Chairman



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Cathleen Olson, Board Secretary