

**DOWNTOWN DEVELOPMENT
AUTHORITY
MINUTES**

October 25, 2011

There was a meeting of the Downtown Development Authority held Tuesday, October 25, 2011 at 8:00 a.m. in Conference Room 149B, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham
Ms. Sheryl Cook
Mr. Joseph Hopkins
Ms. Stacey Lipton

Board Members Absent

Ms. Kelly 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. Beth Berry, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:02 a.m.

2. Roll Call

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

3. Approval of Minutes: September 27, 2011

The minutes not available and would be presented at the next meeting.

4. Funding Approval: Resort Maps

Mr. Jeffries stated that Resort Maps submitted a request of \$625 to produce 2012 area resort map. He stated that in the past, the DDA funded marketing and

promoting of Downtown and Resort Maps distributed over 300,000 maps last year. He stated that Angell & Phelps had their own advertising page on the map.

Mr. Abraham asked what the ramifications were if the DDA did not fund the project.

Mr. Jeffries stated that the map was mostly geared toward attracting tourists to businesses on Beach Street.

Ms. Lipton stated that Resort Maps produced distribution figures for a particular location. She stated that each customer of Resort Maps was given a nice holding box. She stated they had a website with trip advisor facts and the map was recognized all along east coast and she definitely thought it was worth the cost.

Board Action

Ms. Lipton made the motion to approve Resort Maps proposal. Ms. Cook seconded the motion and it was approved unanimously (4-0).

5. Termination of Grant Agreement with the DBPA & Final Payment

Mr. Jeffries stated the request before the Board was for the final payment to the DBPA. He stated they had submitted receipts in the amount of \$25,650 for the final quarter and staff reviewed the receipts. He presented the final calculation of all eligible expenses. He stated there were documented 4th quarter eligible expenses of \$6,259.48 with an excess of eligible expenses in the amount of \$645 for the previous quarter then \$1,985 was deducted for the items reviewed in the audit that had been paid the Board said that amount would be deducted from the final payment. He stated that the majority of ineligible expenses was related to salaries which was budgeted at \$42,500 and an additional \$14,000 - \$15,000 had been submitted so \$57,000 had been submitted for administrative costs that had a cap of \$42,500. He explained that was done to tie specific activities during the year not to pay for a full time person's salary.

Mr. Abraham stated that \$95,000 was budgeted for the year and in order to pay the amount requested by the DBPA they would have to reallocate funds from different line items.

Mr. Jeffries presented a list of specific activities with administrative costs and stated that throughout the year \$5,500 was capped out in the program office costs, \$270 in town hall costs, \$1,500 in audit costs, \$57,000 administrative costs, \$4,300 in marketing and \$24,000 related to events.

Mr. Abraham stated that the DBPA was requesting the DDA pay the fully budgeted amount and it did not fit into the line item structure.

Mr. Sans Lassiter, representing the DBPA, presented a power point presentation explaining their fourth quarter expenses and a proposal to increase what was reimbursed for salaries. He explained the Director's standard work week was an average of 57 hours excluding hours worked at the Farmer's Market. He stated they had submitted receipts in the amount of \$25,659 but were only reimbursed \$4,929. He stated that the projected amount was grossly underestimated by Staff. He stated that Staff was allowed to transfer funds if needed in certain line items.. He stated that the DBPA has served Downtown for a long time and was moving to be more independent and self-funding.

Mr. Abraham asked about the CRAs role in funding.

Mr. Jeffries stated that the CRA money was related to DBPA funding. He stated that the DDA had an obligation to the CRA to insure that all grant expenditures related to the eligible activities in the Redevelopment Plan.

Mr. Abraham asked if the DDA approved the request if they would be in violation with CRA.

Mr. Jeffries stated that documentation should state the amount of salaried time spent on CRA activities such as marketing and advertising. He concluded that if the DBPA fulfilled its partnership objectives in the work plan with the DDA then the additional salary could be justified. He pointed out that the work plan was approved by the DDA and the DDA must approve adjustments to the budget.

Mr. Lassiter stated that the audit proved the DBPA was on target with work hours and activities done. He also noted that due to the audit there was a loss of staff time gathering records for the auditor.

Ms. Lipton stated that overtime for the director should have been labeled.

Mr. Lassiter stated that overtime was not included.

Ms. Naomi Weiss stated that there was agreed upon documentation of hours according to Audit.

Mr. Hopkins asked if the approved amount was the final amount to be paid.

Ms. Lipton asked if the DBPA was caught up with all of the bills and wanted to be sure no additional bills would be coming in and the DDA be expected to pay them.

Ms. Weiss stated that there would be no more bills submitted. She stated that the News Journal sponsored Downtown until December or January so the DDA could work with the News Journal to advertise on the gang page.

Ms. Lipton stated that she did not want the DDA to end up with any unexpected bills.

Ms. Cook asked if in the past the Board was asked to change line items at end of quarter.

Mr. Jeffries stated that had happened last year but the Board did not pay 100% of the executive director's salary. He stated that his estimations were based on last year's figures.

Mr. Abraham asked what percentage of approved funds for the DBPA would pay for executive director's salary.

Mr. Jeffries stated that 82% of budget went to director's salary which was approximately \$47,000.

Mr. Lassiter stated that the DBPA had never been a fundraising organization.

Mr. Abraham concluded that the DBPA wanted the Board to look at value instead of statistics.

Mr. Lassiter stated that the DBPA hoped to do positive things with less money. He suggested there might be an increase in downtown membership fees and they needed to figure out how to increase their funds by fundraising.

Mr. Abraham stated he understood the DPBA's role as valued volunteers.

Ms. Cook asked when the audit began.

Mr. Jeffries stated the audit started in August.

Ms. Weiss stated there were many weeks when the audit was going on that took a lot of time which explained the increased hours.

Ms. Cook asked about the new insurance figure of \$1,145.88.

Mr. Jeffries stated that the proposed \$1,145.88 was only a quarter of the annual expenditure.

Ms. Cook stated that there was no precedence to go by in changing salaries and that the DDA had never funded 100% of an executive director's salary.

Mr. Abraham stated that before grant agreement there was just a grant with no separate line items.

Ms. Cook felt that the DDA was rushed into making a decision about the DBPA's proposed salary increase.

Mr. Lassiter stated that the DBPA did not get adequate response time either.

Mr. Jeffries stated that Staff received receipts on Friday and had 2 and a half business days to turn it around. He stated he had sent an email requesting invoices from the DBPA.

Ms. Lassiter stated that the DBPA was waiting for invoices but still made the deadline.

Mr. Jagger stated that the hours worked by the DBPA should be accounted for and consistent with the contract. He stated that the grant amount was set up based on the budget proposed by the DBPA and could be amended but he suggested the DDA rely on the budget.

Mr. Lassiter stated that the reason he presented the overtime hours was to show consistencies.

Mr. Abraham stated that the proposed request from the DBPA was slightly under budget.

Mr. Jagger stated he did not think it would be wise for the DDA to pay more than the proposed request.

Mr. Jeffries stated that the request for salary last year was \$53,900 which was close to 88% of the budget.

Mr. Lassiter stated that the proposed amount would help achieve goals.

Ms. Cook stated dues were a part of fundraising.

Mr. Lassiter stated that the DBPA would raise funds in the form of advertising, sponsorships, membership due increases, and breakfast meetings.

Ms. Cook stated that the revenue from higher dues would have helped pay for some of the DBPA's line item expenses.

Mr. Lassiter stated that the DBPA would begin to take steps to set up to become more independent of the DDA.

Ms. Cook asked what the difference was in the salary percentages from the current year and the previous year.

Mr. Jeffries stated there was a difference of a 7% increase and an additional \$10,500 in salaries. He stated the total would be \$16,574.39 which included insurance and deductions.

Board Action

Ms. Lipton made a motion to approve the payment of \$16,574.39 which included insurance and salary increase. Ms. Cook seconded the motion and it was approved unanimously (4-0).

6. Staff Update

Mr. Jeffries stated that Staff was waiting for the Redevelopment Board to get proposed changes to the City's Land Development Code. He stated module 2 dealt with zoning and land uses and module 3 would deal with architectural standards.

Mr. Abraham stated that the Redevelopment Board was making sure that special features of Downtown were included in the City's Land Development Code. He stated that Mr. Jeffries was working closely with the consultant.

Mr. Jeffries stated that the hotel book had been approved and published. He stated that Bullseye marketing was working on promoting the City during the holidays. He stated that Bullseye had their own website where interested people could get the discount card. He noted that the first newsletter for merchants was sent out last week which informed them on the discounts. Mr. Jeffries stated that the radio commercials had aired and new footage of Downtown had been filmed that featured shopping in our hometown. Mr. Jeffries stated the new directories were complete and would be put in the kiosks later in the wee.

Mr. Hopkins stated that he saw a full-page ad in the newspaper by Bullseye Marketing that featured Daytona Beach.

Mr. Jeffries stated that it was the gang page which featured the French Market.

Ms. Lipton stated that the page was part of the Downtown Page. She stated that the new DDA logo needed to be used in all ads.

Mr. Jeffries stated that he would work closely with Bullseye Marketing to make sure new logo would be used.

Ms. Cook asked who was in charge of getting the logo put on store ads.

Mr. Jeffries stated he would refer to a merchant list. He stated that before the directory went to print next time he would make sure the logo was used. He

stated the DDA would get an okay from the Redevelopment Board to approve a color palette to be used on the arches.

Ms. Lipton suggested that Staff come up with a color palette to be used by DDA for their logo that could be presented to Design Committee for approval.

7. Public Comments

Ms. Lipton stated she would like to see the DDA to place emphasis on the good things in historic Downtown.

Mr. Lassiter stated that he looked forward to working with DDA and appreciated their comments.

8. Other Business

Mr. Jeffries stated that the November 8 special meeting was for the review of proposals for marketing. He stated that the DDA would act as a selection committee and receive a scoring sheet with scoring from 1-5.

Ms. Lipton suggested the Board spend more time on goal setting and suggested having a discussion on proposed companies and what the Board's expected goals would be.

Mr. Hopkins stated the Board should pick a firm then implement their goals.

Mr. Jagger stated the Board would not be able to deviate much from proposals.

Ms. Cook asked if Board would be receiving copies of the responses prior to presentations.

Mr. Abraham asked how many proposals were received.

Mr. Jeffries stated two local companies had submitted and the deadline was October 31.

Ms. Lipton asked what the target date was for holiday street decorations.

Mr. Jeffries stated it would take place after the Halifax Art Show.

Ms. Cook stated that the street would be closed on Friday at 3 for the art show.

Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:30 a.m.

Robert Abraham Janice Berry (Both not available)
Mr. Robert Abraham, *Chairman* Ms. Beth Berry, *Recording Secretary*