

**DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MEETING  
MINUTES**

**November 22, 2011**

There was a meeting of the Downtown Development Authority Board held Tuesday, November 22, 2011 at 8:00 a.m. in the City Hall Conference Room 149B. The following people were present:

**Board Members:**

Robert Abraham, Chairman  
Sheryl A. Cook, Vice Chairman  
Kelly White  
Stacey Lipton  
Joseph Hopkins

**Staff Members Present**

Bob Jagger, Deputy City Attorney  
Jason Jeffries, Redevelopment Project Manager  
Chuck Jackson, Buyer –Purchasing Department  
Julia Rademacher, Office Specialist III

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:04 a.m.

**2. Roll Call**

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

**3. Approval of Minutes**

September 27, 2011 Regular Meeting  
October 17, 2011 Special Meeting  
October 25, 2011 Regular Meeting  
November 8, 2011 Special Meeting

Mr. Abraham stated the above minutes had not been reviewed by the Board and would be continued to the next meeting.

4. **Funding Approval: Wyndham Resort Book Advertising**

Mr. Jeffries introduced Mr. Thomas Dornfield, Account Executive with North American Directory Services, LLP concerning a proposal for funding by the DDA for the benefit of the Downtown merchants. The proposal would consist of the top banner of four pages of the guest service book that would be filled with the Downtown merchant advertisements. The guest service books were in the "Welcome Packet" throughout the Wyndham Resort. The request was for \$2,380 to purchase the four banners and would include discounted advertisement rates for the Downtown Daytona Beach merchants.

Ms. Lipton asked if the commitment allowed DDA brochures for distribution in the resort and for what length of time.

Mr. Dornfield stated that the average stay through the point system was 3 days to 3 weeks.

Mr. Hopkins asked the number of rooms that would receive the booklet.

Mr. Dornfield stated it would be distributed to 782 rooms.

Mr. Abraham asked if the fee was annual.

Mr. Dornfield stated yes and the first book should be complete in 90 days. The deadline for the book was December 7, 2011.

Mr. Abraham asked if there would be any additional money for marketing.

Mr. Jeffries stated that the money for marketing had been reduced from last year.

Mr. Abraham asked Mr. Jeffries what the order and procedure for the marketing firm presentations would be.

Mr. Jeffries stated that each marketing firm would present their proposals for a recommendation of a marketing plan concerning the DDA.

Meeting adjourned at 9:00 a.m.

Meeting reconvened and closed to presenter at 9:15 a.m.

5. **Interviews: Downtown Marketing and Promotions RFP**

## **Presentation by: Gold Associates**

Presenters: Keith Gold, President and CEO; Gary Inks, South Florida Managing Director; Jennifer Kreuer, Account Executive

### **Introduction:**

Gold Associates (hereinafter referred to as "Gold") started in 1989 and was the largest Southeast Marketing Communication Company with headquarters located in Ponte Vedra, FL.

Gold had worked with Volusia County for the past 20 years and had a history of working with the Main Street experience. The company had received numerous international awards more than any other marketing firm in the state of Florida for their achievements and had expertise in brand marketing. The company was a tithing company with 10% of the profits going to charity. The company had a large staff to help the team efforts but the DDA would be working directly with the staff presented today.

Jennifer Kreuer, Account Executive, presented credentials of the company's personnel along with various areas, i.e. Television, Wall Street Journal, etc. and clients with relationships such as Roush, Omi Hotels, Sun Cruz Casinos, Disney, etc.

Gary Inks discussed the quad cities of Rock Island, Illinois, River Boat Casino project and his work with the economic development department and the whole city. With coordinated efforts of special events and strategic planning, the city created a 70 million investment over a period of three years.

Mr. Gold presented the strategic marketing plan outline and discussed the direction that would be taken for the Downtown Daytona Beach project. The outline would be approached in three phases as follows: Phase I - research; Phase II - development; and Phase III - implementation. Actions taken would be strategic planning, offline media, broadcast media, print media, online tactics, web development, collateral design to create personality, Main Street marketing, work plan and a budget. The work allowed with the budget presented would cost approximately \$7,500.00 per month.

In closing, Gold's belief was that they could offer the DDA intelligent imagination, outstanding team efforts, marketing acumen, testing before implementation, and bringing a history of success and accountability for the same.

### **Questions & Answers:**

Ms. Lipton asked which Downtown area they would consider as their most difficult.

Mr. Gold stated that it would be Jacksonville due to the rate of crime and panhandlers which were difficult to overcome.

Ms. Lipton stated that the DDA had a bare budget and was concerned about the fees and if they were on the projected timeline for a finished product.

Mr. Gold stated that it was for the projected finished product that did not include the printing but would be worked within the budget.

Ms. White asked if Mr. Gold had worked with other municipalities that had worked with Gibbs Planning Group, Inc. (hereinafter referred to as "Gibbs").

Mr. Gold stated he was positive that they had. The Gibbs study provided secondary data that allowed their company to begin primary research.

Ms. White asked if the suggested \$7,500 fee was for Gold's work and not for collateral on the budget.

Mr. Gold stated that it was for the time and creating to work within the budget.

Ms. Cook asked that since they had already created the brand, how Gold perceived working with that.

Mr. Gold stated the company worked with larger corporations, i.e. IBM, AT&T, etc. and they were comfortable working with an established identity.

Mr. Hopkins asked what the timing of the testing of strategies and implementing them would be.

Mr. Gold stated that it would be very quick from the research to the strategic planning within six weeks.

Mr. Inks stated that the responses could be obtained by using the internet and obtaining a feedback within 4 or 5 days.

Mr. Hopkins asked if the company could use the private investors to extract additional money out of the market to help with the campaign.

Mr. Gold stated yes and that would be part of the solution to the budget.

Ms. White asked about the length of time of the work relationships within the company.

Mr. Gold stated the average length of employment within the company was fifteen years.

End presentation: 9:45 a.m.

Begin presentation: 10:00 a.m.

**Presentation by: Bullseye Marketing**

Presenters: Kelley Bales, Director; Debi Brand, Brand Development, Al Smith, Al Smith Productions

**Introduction:**

Ms. Bales stated that Bullseye Marketing was a local business and located in the Downtown area.

**Presentation:**

Ms. Bales stated that the company had already started to build relationships with the merchants and began the branding for the Downtown area. Bullseye created the jingle commercial that was currently being used for different events along with the Downtown Discount Card to draw locals to the Downtown area and to create an email database to use in the future as a marketing tool.

Ms. Bales stated that she had been in the area for 15 years in advertising and marketing, Mr. Smith and Ms. Brand has been in the area for a long time and had existing relationships with the media such as Television, Radio, etc. to help leverage access with a limited amount of money.

“Snapshots” were created on the web site that contained information for local merchants concerning the Downtown area and were helping to build relationships and communications.

Ms. Bales stated that the company was utilizing different venues to capture data to help build the marketing database. She stated that the company had created the website to sign up for the Downtown Card, merchant communication, etc.

Mr. Smith stated that the “Gibbs” report was important and that they should rely on its expertise and input to move forward. One of those ways would be for events to be a great way to leverage the small amount of money that was available and build relationships with other events that already exist within the Downtown area.

Ms. Brand stated that the creation of the website would be the first priority for the Downtown area. Research had been made by other markets that were comparable and would arrange a planning and marketing meeting to begin the process. Creation of a merchant portal to communicate would be very important.

Ms. Brand discussed the proposed timeline and provided samples of print materials concerning the internet and social media.

Ms. Bales presented the marketing budget with the exception of the cost for the web site and web portal because it was difficult to price due to all of the different elements associated with it. There was an estimate in the budget for a one time fee. The company was comfortable that they would be able to get an estimated amount of \$15,000 in sponsorship fees for marketing.

Mr. Abraham asked if the company had to work with a 10% less budget which line item would have to be decreased.

Ms. Bales stated that the event collateral would be the line item to reduce.

Mr. Abraham asked if the company would be able to work with a lower budget since the DDA estimated a budget of \$75,000 to include agency fees and costs. If the first year website charge was \$8,000 and Bullseye estimated budget was \$79,960 they would be approximately \$13,000 over budget.

Ms. Bales asked if the initial start up of \$75,000 needed to include the website, etc.

Mr. Smith stated that the closed street events could be cut back to accommodate the budget.

#### **Questions & Answers:**

Mr. Hopkins asked if the company would be putting on and marketing the events for profit and if that money was part of the forecasted sponsorship and if that money would go back into the budget.

Mr. Smith stated that there was not a lot of profit but the money would go back into the sponsorship.

Ms. Brand stated that the profit would return to the sponsorship and build up a "treasure chest" and would be a growing process.

Ms. Cook asked if the proposed events would give the Downtown more of a presence than the events held by others.

Ms. Bales stated that it would be how the scripts were written for the advertising to include Downtown as the destination.

Mr. Smith stated that the company needed to work with the event to promote the destination and have a connection with the merchants via a website.

Ms. Cook asked if the website would include the ability to link between the merchants concerning the good and bad events occurring.

Ms. Brand stated that a portal would be made for the communication between the merchants.

Mr. Jackson informed the DDA board that the time limit for the presentation had exceeded the intended 30 minutes.

Ms. White asked about the history of the company's team working together.

Ms. Bales stated that she has worked with Mr. Smith for the past 14 years, and with Ms. Brand via the News Journal about a year and a half.

Ms. Lipton stated that the budget was heavily weighed down with radio in the Downtown area and she would not like to go back to radio marketing.

Ms. Bales stated that it would not be all radio but the branding image would be thru cable television, but radio was a cost effective way to reach the public quickly.

Ms. Brand stated that the printed material would be associated with the branding portion of the marketing.

Ms. Lipton stated that the type of event should be geared back to the Downtown area and not as entertainment and closure of the streets.

Ms. Bales stated the activities needed should be geared towards including the masses to bring to the Downtown area.

End Presentation: 10:36 a.m.

Begin Presentation: 10:41 a.m.

**Presentation by: a5**

Presentation By: John Harris, Principal, Chuck Colley, Fletcher Martin

**Introduction:**

Mr. Harris stated that since 2001, a5 had offices in Chicago, Grand Rapids, St. Louis and Tampa. Some of a5's clientele included Advance Rehab - out patient professional

athletics, and Florida Southern College. A5 was a brand consultancy company with extensions to the company such as planning, marketing strategy, branding, interactive advertising and public relations.

Presentation:

Mr. Colley stated that the interactive advertising description meant website design and development in all electronic markets.

Mr. Harris stated that the company had worked with a lot of non profits, planners, architects, developers, etc. that would be a benefit to putting together the marketing plan for Downtown Daytona Beach. He stated that the company would work well and interact with local business according to the client's preference.

Mr. Colley stated he would be the contact person and work with the client's preferred communication process. The team would consist of Mr. Harris, Fletcher Martin as the creative director; Katherine Smith would be the primary designer, and Tony Hodge would handle the website and personnel as needed.

Mr. Harris stated that through observations of the Downtown area, it was historic and quaint; highly walk able, shopping, and dining with great bones to define the boundaries of the area for residents and tourists.

Mr. Harris stated that the company was comfortable dividing up the first year budget as the DDA deemed necessary and to plan ahead to the next three to five years with "ownable" events. The company would create a street banner and co-op advertising program to bring revenue back into the budget.

Mr. Harris stated that the work plan would be in two phases. Phase I would be the planning stage that would include research, interviews, etc. in a 2 to 6 week timeframe. Phase II would be the implementation that included the web site, public relations, social media, etc.

Mr. Harris displayed the recent re-branded Oak Park, Illinois project showing street banners, events, and co-op advertising, etc.

#### **Question & Answers:**

Ms. Lipton asked if the company had completed any Florida projects.

Mr. Colley stated that the company had completed several Florida projects such as Florida Southern College and Advanced Rehab.

Ms. Lipton asked how the company would target the senior group.

Mr. Harris stated that direct mail, door hangers, senior centers, etc. would be used to keep it on a one to one group level.

Ms. Lipton asked how long Mr. Harris had been in town.

Mr. Harris stated that he had arrived yesterday late afternoon.

Ms. White asked how long Mr. Harris and the team had been working together.

Mr. Harris stated that the team had been together for approximately 10 years and he considered it to be a stable group that realized to succeed the company needed to be on time and under budget.

Ms. Cook asked about the final total amount of the budget in the presentation.

Mr. Harris stated that a summary sheet should have accompanied the budget and that the 39% to 40% out of the \$75,000 would be in fees but would be flexible of the DDA's needs within range.

Ms. Cook asked if the company was offering plans to do events.

Mr. Harris stated that the company could create and run the events, hire someone to run the events, or have the DDA run them.

End Presentation: 11:13 a.m.

Begin Presentation: 11:16 a.m.

**Presenters: Genius Marketing and Planning Solutions Corp.**

Presentation By: Kay Stelling of Genius Advertising and Marketing; Beth Lemke, President of Planning Solutions Corp.

**Introduction:**

Ms. Stelling stated that Genius Advertising and Marketing and Planning Solutions Corp had partnered together for the RFP.

Presentation:

Ms. Stelling stated that there were two distinct targets that they would like to pursue which were residents and tourists.

Ms. Lemke stated that the retail and market analysis was reviewed and concluded that there were markets in demand that needed to be met. In order to meet those markets a destination would need to be made and the market analysis indicated that it would be a single shopping district.

Ms. Stelling stated that they would follow the "Gibbs" report but also meet with merchants in updating the marketing plan, creating a web site and begin a social media for the brand strategy. She stated that they had presented only a six month work plan as an example as to how they intend to execute the agreement. Meetings with the merchants would be held once a month to get feedback on the marketing plan.

Ms. Stelling stated that maximizing the budget would be met by targeting sponsorships and creating a package to offset costs. Expansion of the social media and tapping into the existing website would utilize the website for the merchants to communicate between themselves.

Ms. Lemke stated that the internal communication would be the first step to set up and then branch off to the outside communication. She stated that she had a solid relationship with the local media.

Ms. Stelling and Ms. Lemke provided the DDA board with previous and current work samples and projects completed.

### **Questions & Answers:**

Ms. Cook asked if the projected \$34,000 coming into the budget would be done by sponsorships.

Ms. Stelling stated yes and was an estimation.

Ms. Cook asked if the event support on site meant that they would work the event, create and administer it.

Ms. Stelling stated yes.

Ms. Cook asked the description of the Beach Street television.

Ms. Stelling stated that the trend was becoming visual instead of reading of it on the internet.

Ms. White asked the history of the each team working together.

Ms. Stelling stated that she had the company for two years and was previously employed with Clear Channel Radio.

Ms. Lipton stated that a very impressive schedule was submitted with the presentation and asked if the company thought that they would be able to complete it.

Ms. Stelling stated yes the schedule could be met if everyone was in agreement with the print, ad, etc.

Ms. Lipton asked what would be the importance of billboards for the Downtown area.

Ms. Stelling stated that the billboards would not have to be all year but for events which would be a great way to reach in bound tourist and a great locater.

Ms. Stelling asked Ms. Lemke if when she worked for DOTS if she had any experience with getting signage or way finding procedures.

Ms. Lemke stated that she had some recommendations for way finding.

End Presentation: 11:48 a.m.  
Close Presentations 12:00 p.m.

Mr. Abraham stated that the meeting would continue as a private session for discussion by the DDA.

Mr. Abraham stated that the decision process would not be easy due to the well qualified applicants that represented their company. He stated that all applicants had good points but in different areas.

Mr. Hopkins stated that he would like to drop a5 and Genius from the program. He stated that he did not think that a5 could commit the resources to service the DDA as it needed to be served. He stated that Genius presented a mirage of ideas but did not provide a consistent path to achieve those ideas. Bullseye was already in the program and knew the Downtown area. He stated that he was impressed with Gold with the testing strategy and creating an image for the Downtown area. He recommended making a short list of the applicants.

Ms. Lipton stated that the Genius presentation did not match the submitted proposal.

Mr. Abraham stated that he was impressed with the a5 presentation and their willingness to work within the budget and make adjustments as needed.

Ms. Lipton stated she was impressed with a5 and the amount of knowledge Mr. Harris had about the Downtown area in the small amount of time that he had been there. She

stated that she was looking for someone that “gets us” and could provide direction to a higher level. She stated that a5 impressed her with the three to five year outlook during the presentation.

Ms. Cook stated that a5's presentation and Mr. Harris' ideas were mainly about Chicago and Illinois which was too far.

Mr. Hopkins stated that a5 presented soft comments concerning what the Board wanted or needed for implementation of the plan for the Downtown area. He stated that they were looking for an agency to promote the Downtown and say what was needed and create to a leadership through the process.

Mr. Lipton stated that she was impressed with Gold and wondered why a large company would want to do the job but they stated many times in their presentation that they wanted to give back to the community.

Ms. Cook asked if the tithing went to their organization or to the businesses from where it came from.

Mr. Hopkins stated that he thought that it went to their choice.

Mr. Abraham stated that Gold was a glittery presentation and that they would be doing a lot of studying and would not hit the ground running since they did not seem to know a lot about Downtown. He stated that it would be good to have someone from the outside to take a look at new ideas. He stated that they were well qualified for the job.

Ms. Cook stated that Genius would be on the bottom of her list due to the fact that they hired Ms. Lemke as a planner and the DDA already had staff for planning. She stated that the DDA's website was a horrible display of what the DDA was trying to do and the presentations were reflected on those efforts.

Ms. Lipton stated that she wanted to give Bullseye the higher points but was concerned about what they are going to put the money towards and would like to have seen it placed in print and branding more.

Mr. Abraham asked the Board if they could reach a census for a short list.

Mr. Jagger stated that if the board was in a position to begin the selection of the firm for the proposal then the meeting would have to be reopened to the public.

Mr. Jeffries stated that the selection should be for the top firm and if negotiations failed then they would proceed to an alternate firm.

Board discussion was closed and the meeting reopened to the public at 12:15 p.m.

6. **Selection of Downtown Marketing and Promotion Firm**

Mr. Abraham stated that the meeting was now open to the public.

Mr. Abraham asked the Board if Genius could be dropped from the list for marketing firms.

Ms. White stated that she valued a team that had been together for a time and was stable. She stated that the first read through for Genius was great but wondered why they would need a planner. The approach of the planner would be consistent for the use of communication skills.

Ms. Cook asked if anyone had looked at the Genius budget and noticed the \$1,800 for the web site where other firms were applying \$8,000 to \$10,000.

Ms. White stated that Bullseye and Genius and the other marketing firms were two different calibers. She stated that with the other marketing firms they would be paying for the constant staff whereas with Bullseye and Genius they would be able to pick and choose but maybe would not be as happy with the outcome. She stated that they were all impressed with Gold but they had the largest agency fee. She stated that she would prefer that the Board spend the year in planning and branding opposed to bringing together events. She stated that she was disappointed with the presentation of the local firms and it was time to take a different approach.

Mr. Abraham asked Mr. Jeffries if it would be possible to only contract for one year and what would be done for the next year.

Mr. Jeffries stated that he would pursue more than a one year deal due to the time and expense that had taken the DDA to the point. He stated that the firm would have to have time up front for the planning stages, website and graphic designs. He stated that he would recommend multiple years and the agreement could be terminated due to performance standards.

Mr. Hopkins asked if multiple extensions could be made without modifying the RFP.

Mr. Jagger stated that the RFP outlined the contract but did not designate the term of the contract.

Ms. Cook asked if the DDA could have the ability to request some different print or billboards and point out what direction the DDA would like to go

Mr. Abraham stated that if the DDA was not looking for a fresh approach they would want to give someone their ideas.

Ms. Lipton stated the approach should be the look, feel and excitement about Downtown. She stated that they could provide a list of successful promotions to the marketing firm.

Mr. Jeffries stated that the Board should be careful not to duplicate the efforts that were being done in the "Gibbs" report and not have a marketing overlap.

Mr. Abraham stated that it was the consensus of the Board to drop Genius from consideration of the marketing firm.

Mr. Hopkins stated that Bullseye did not present a change of what was currently being done and was relying on creation of events only.

Ms. Cook stated that Bullseye had only provided the DDA with a three month promotion for buying local at that point.

Ms. Lipton stated that Bullseye had the advantage to "wow" us and was privy to more information than the other marketing firms and was not able to do that.

Ms. White stated that the presentations provided a contrast in synergy of the groups as one team was very well organized and the other team was not able to make eye contact and stated that they should consider their options carefully.

Mr. Hopkins stated that the DDA could be on the threshold of being creative and bringing a whole new set of ideas and would love to see the DDA take the steps to bring in the creativity and impress the whole Downtown community.

Mr. Abraham stated that it was the consensus of the board to drop Bullseye from consideration of the marketing firm for the DDA.

Mr. Hopkins stated that he had concerns about Gold's \$7,500 fee and did not know what it consisted of, i.e. print, advertising, etc.

Ms. Abraham stated that Gold indicated that the \$7,500 fee was suggested and that they would work within the budget and that it would be part of the negotiations if selected.

Ms. Cook stated that she did not want to see the first year as event driven only.

Ms. Lipton stated that they would still have the art festival, French markets, etc. that did well and did not cost a fortune.

Ms. Cook stated that someone needed to find out the future "DBPA" plans and work with the merchants to coordinate efforts between the two with the marketing firm hired.

Ms. White stated that a liaison should be considered for the marketing firm between the Partnership and merchants.

Mr. Abraham asked the Board individually to decide the marketing firm that they would like to contract with for the Downtown area. After polling the board members, he requested a motion.

### **Board Action**

Mr. Hopkins made a motion to recommend awarding Gold Associates the marketing contract and to begin negotiations. Ms. Cook seconded and the motion was approved unanimously (5-0)

Mr. Abraham stated that the Board should consider a alternative marketing firm at the next meeting.

Mr. Jagger advised the Board to enter into negotiations with the selected firm and if those negotiations did not become final then the decision for the alternative marketing firm should be brought before the Board again for another selection.

Ms. Cook asked if the Board would be informed of the progress throughout the negotiations.

Mr. Jeffries stated that if the Board had suggestions or input to email them directly to him and he would make sure the information was passed on during the negotiations process.

### **7. Staff Update**

Mr. Abraham requested a staff update.

Ms. Cook asked about the \$14,000 excess and if the DDA borrowed from last year then the reserves would be for excess spending.

Mr. Jeffries discussed the budget from the previous years and the reserve that had been accumulated as follows: 9/10 \$39,000, 10/11 \$14,000 and a projection of \$21,000 for the current year bringing the total to approximately \$74,000 which would be an 18% reserve of revenue. He stated that the DDA was using the reserve and that the percentage for the reserve should not be allowed to fall below 10%.

Mr. Abraham stated that the revenue had been decreasing even though the DDA had maintained the same percentage.

Mr. Jeffries stated The William Square project at the corner of Magnolia Avenue and Palmetto Avenue had been approved by the Planning Board.

Bullseye Marketing reported that the Downtown Card was operational with approximately 500 – 600 sign ups and 400+ cards registered. Radio and TV commercials were on the air.

The last French Market for the quarter and the Home for the Holidays Festival were scheduled for December 3, 2011.

Mr. Abraham asked how the Downtown Card project was going.

Mr. Jeffries stated that he was pleased with the response of the merchants and residents.

Ms. Lipton stated that no one had requested a discount from her business but that she was aware that the Hometown News was supporting the effort with small stories at no cost.

Mr. Jeffries stated that he was extremely pleased with the turnout for the weekend but was disappointed with the event at City Island concerning the homeless that could affect the Downtown area.

Ms. Lipton asked if the person that held the homeless event could be fined for the misrepresentation that was submitted on the application for the permit. She stated that there were 4 permits issued for the same weekend and that the Occupiers were encroaching into permitted space.

Mr. Jeffries stated that Cultural Services has been asked to review the application concerning the homeless and report back to the Deputy City Manager. In regards to the Occupiers which was a protest group a permit was not required. He stated that he was receiving an event list for applications received.

The Board discussed the types, amounts and number of permits that should be allowed in the Downtown area. Discussion was made about how to control the number of permits and working with the City Staff so that the problems from the previous situation did not occur again.

Mr. Jeffries stated that the City held monthly staff meetings based on the permit for traffic and police and that he would convey the Board's displeasure with the outcome of last weekend.

Mr. Abraham requested that a letter be drafted with the concerns for the upcoming events on December 3, 2011 and request information concerning the rules and regulations for issuing permits. He asked about an upcoming meeting schedule for the DDA.

Mr. Jeffries stated that the Farmers' Market proposal meeting was scheduled for November 29, 2011 at 8:00 a.m. for a final review of what was to be submitted to the

City Commission for approval. He commended Ms. Cook for her participation in drafting and completing the final review.

The Board discussed the additional Farmers' Market submittal for review by the City. Possible submittals for the Farmers' Market included the DBPA, Manny Bornia, etc. Letters to the farmers from the City Manager and Reed Berger had been sent to inform them of the process of the RFP and the approval of the City Commission. Mr. Jeffries stated that submittal to the City Commission was scheduled for December 21, 2011 by the City Manager and recommended that one Board member attend the meeting.

Mr. Abraham agreed to attend the City Commission meeting on behalf of the DDA.

Ms. Lipton requested that an email be sent to remind the board.

The Board discussed the date for the next regular meeting of the DDA and agreed upon Tuesday, December 13, 2011.

Ms. Cook stated the need to approve the meeting minutes that were behind and asked for time to review before submitting for approval.

Mr. Jeffries stated that the October minutes were in review and the September minutes needed some additional information before being complete. He apologized for the delay of delivering the minutes to the Board and stated it was due to short staffing and extra projects throughout the Redevelopment Department.

**8. Public Comments**

There were no public comments.

**9. Other Business**

Mr. Abraham stated that a representative from the DDA needed to attend the Bike Week Festival Task Force. He stated Ms. Cook usually attended the meeting but would not be able to this year. Mr. Hopkins stated that he would attend the meeting on December 6<sup>th</sup> at 8:30 a.m. at the Chamber of Commerce Board Meeting on behalf of the DDA.

**10. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 1:14 p.m.

Robert Abraham

Robert Abraham, Chairman

Julia A. Rademacher

Julia A. Rademacher, Recording Secretary