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Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Stacey Lipton

AGENDA

Tuesday, March 27, 2012 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **November 22, 2011 Regular Meeting**
 - b. **January 24, 2012 Regular Meeting**
 - c. **February 28, 2012 Regular Meeting**
4. **Review of FY2010-11 DDA Financial Report**
5. **Farmers' Market Update**
6. **Marketing Tactical Plan**
7. **Downtown Daytona Beach Website**
8. **Staff Update**
9. **Public Comments**
10. **Adjournment**

**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 locator.

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 6th 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, Chairman

Julia A. Rademacher, Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

January 24, 2012

There was a meeting of the Downtown Development Authority held Tuesday, January 24, 2012, 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
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Helen Riger, Cultural Services Administrator
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Janice Lowry, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:15 a.m.

2. Roll Call

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

3. Approval of Minutes: November 8, 2011 Special Meeting; November 22, 2011 Regular Meeting; December 13, 2011 Regular Meeting; and December 29, 2011 Special Meeting

Mr. Jeffries stated the only minutes available for approval were December 13 and December 29, 2011.

Ms. White made a motion to approve the minutes of December 13, 2011. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Ms. Cook made a motion to approve the minutes of December 29, 2011. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

4. Quarterly Budget Report

Mr. Jeffries stated there were no major concerns under General Activities. He presented a summary of information provided including the layout of Farmers' Market Activities.

5. Farmers' Market Update

Ms. Cheryl Kelley, Farmers' Market Manager, stated her number one goal was to write a grant which would give the Market the ability to accept food stamps, WIC and EBT. She stated the Sanford Farmers' Market was the only farmers' market in Florida to accept them. She stated she had collected \$2,400 from vendors for the current month's rent and monthly collections in the future should be approximately \$2,420.

Ms. Lipton asked if there was a separate checking account for the Farmers' Market.

Mr. Jeffries stated no. He stated all the monies were deposited by Ms. Kelley in the utility payment night deposit box at City Hall. Utility employees counted the money then sent him the totals of amounts collected and funds were deposited into the DDA Farmers' Market Account.

Ms. Kelley stated overall the response had been positive.

Mr. Jeffries stated there were promises made by the DBPA in terms of transition but that had not yet happened. Traffic cones had been provided to the DBPA by the City and those had not been given to the Farmers' Market.

6. Discussion: CKS Productions Downtown Event Series Proposal

Mr. Scott Chesley, CKS Productions, stated he wanted to put on family events and he had done a lot of market research on the area. He stated he had met with City staff and had been provided with a list of weeks when there were no events in Riverfront Park. He stated he had been involved in sand-sculpting events in Keene, New Hampshire with fireworks on the river. He stated it took over a year to build the infrastructure and design the events then 7-15 people to operate each area of the event.

Ms. Lipton asked where equipment would be stored.

Mr. Chesley stated the parks would be completely fenced from inside of sidewalk, but no sidewalks or streets closed. He stated that he had a 27-acre facility in DeLeon Springs for storage with exception of 45,000 square feet in NSB.

Ms. Lipton asked if any equipment would be left at the event locations.

Mr. Chesley stated no equipment would remain outside of the time constraints for setting up and removal.

Mr. Abraham asked if the fencing was removed every time.

Mr. Chesley stated yes he would use natural green fencing with no fence posts.

Mr. Abraham asked how the event would address the Riverfront Master Plan.

Mr. Jeffries stated the area between Orange Avenue and News Journal Center was supposed to be active and complete the Downtown Area with an archway at Magnolia Avenue, a performance pavilion, a gateway to City Island, all designed to accommodate events. He stated north of the News Journal Center was a passive area because across the street was residential. He stated the proposal would fit the plan in terms of activities and there were other communities that had ongoing activities in riverfront parks.

Ms. White asked if Mr. Chesley had worked with the City before.

Mr. Chesley stated he had not yet produced an event. Last July he was going to do an international seafood festival but it was too large.

Ms. White asked where Mr. Chesley had produced other events.

Mr. Chesley stated he had produced events in New England and had been involved with the Balloon Festival in New Smyrna Beach for last three years. He stated he had worked with sponsorships for Tuskegee Airmen, designed and built radio control air show aspect of balloon festival.

Ms. White asked if there would be an admission fee.

Mr. Chesley stated \$10.

Ms. White asked if he was asking for Board approval.

Mr. Chesley stated yes this was the third year he had tried to do an event and would not keep trying if the Board did not want them.

Ms. Stephanie Mason Teague, Cinematique Theater, stated she was concerned about a fenced event where people would come in, spend their money and leave. She stated they would take the parking spaces but she did not think the event would benefit the merchants.

Mr. Chesley stated he had references from events in the downtown area in Concord NH.

Mr. Abraham asked for the City's perspective of the proposed event.

Ms. Riger stated the City had received an application from Mr. Chesley for the sculpture festival and City staff had met with him. She stated the City wanted more family-oriented events but not any that would conflict with other events or impact the Farmers' Market.

Mr. Abraham asked when the proposal would go before the City Commission.

Ms. Riger stated staff still needed to work with the Legal Department to draft a contract for multiple events. She stated the sand-sculpture event could be approved through the regular process and be approved by the City Manager. She stated that the 5-7 year contract would have to go before the City Commission.

Ms. Kelley stated she was in favor of any event that would bring people to Beach Street.

Mr. Chesley stated multiple years were requested because they were investing an enormous sum of money for infrastructure for the first event. He stated they were not renting but buying infrastructure in order to have more money to produce events. He stated he wanted to work with local organizations and not conflict with the Art Festival, Biketoberfest, or Bike Week. He stated the idea of the hours of operation from 2:00 to 11:00 was to encourage people leaving the beach to stop at the event.

Ms. Lipton stated using outlying parking areas and trams to transport people might alleviate some of the parking worries of the business owners.

Mr. Chesley stated there were large parking lots and a parking garage on A1A and he did not object to shuttle buses. He stated that the Police had assured him that 10,000 people could park in the City Island area and not affect merchants. He stated he could have people directed to parking areas.

Ms. Riger stated the City would require a parking plan and traffic-management plan.

Ms. Cook stated her concerns over a multi-year contract and that the Board had no proven record for CKS Productions.

Mr. Chesley stated he had references, including the New Smyrna Beach Airport Manager. He stated it did not come down to his credibility but what the Board wanted.

Ms. Riger stated that she had already checked his references.

Ms. Cook stated it would be seven years out of their time and if people were going to be living across from the events it would not work.

Mr. Chesley stated according to the proposed contract with the City there would be an out clause for each event and there would be built-in guidelines. He stated he was not asking for money but just for a yes or no answer as to whether the City wanted events Downtown.

Mr. Hopkins stated he was not prepared to grant a monopoly on Riverfront Park.

Public Comments

Mr. All Smith, 154 South Beach Street, stated his only objection was to the length of the contract and charging an admission fee to Riverfront Park.

Mr. John Nicholson, 413 North Grandview Avenue, suggested issuing an RFP for use of the Park.

Ms. Mason Teague stated she was encouraged by the intent to work with area businesses and stated something different was needed. She stated it was encouraging that business would be included.

Ms. Lipton stated as a Board member she did not want to be in the event business and she found it refreshing that someone would work with the business owners and not ask for money.

Ms. White stated she wanted to continue with other agenda items and return to this issue afterward. She stated she was concerned about a commitment to a multi-year agreement. She asked if they could begin with the sand-sculpting event.

Mr. Chesley stated it would cost \$2 million to put on the event.

Ms. White stated she wanted to see something done before she committed to the entire proposal.

Mr. Abraham asked if the Board wanted to act on the CKS proposal.

Board Motion

Ms. Cook made a motion to recommend approval of the request to the City Commission. Ms. Lipton seconded the motion.

Ms. White stated she did not feel comfortable recommending approval of the proposal as presented. She stated she was in favor of Mr. Chesley's ideas but was not in favor of a 7 year commitment therefore she could not vote in favor of the request.

Ms. Cook suggested that Mr. Chesley start with a less expensive event in order to establish a track record.

Mr. Jagger stated the terms would be dependent on the contract form and there would be op out clauses if the Board was not satisfied with the work.

Mr. Abraham stated there was a feasibility issue and he was not sure it would work but Mr. Chesley had good ideas. He stated he did not want to stop it at that the Board level if there was merit that the City Commission might consider and could work something out. He stated he was neutral on the request and would vote yes to allow the process to move forward and a decision could be made on the City's part.

Mr. Hopkins stated that if the Board voted in favor of the request it would be endorsement of a 7 year program. He was concerned that the amount of time they would take to set up the event would make the park look like a carnival.

Ms. Cook asked for the exact wording of the motion.

Ms. Lowry stated the motion was to recommend approval.

Mr. Jagger stated the motion was to accept proposal but he did not know if the Board wanted to commit to proposal because there was no contract.

Ms. Cook asked that her motion be withdrawn. She stated she was not in favor of all the events without additional information.

Ms. Lipton made a motion to continue to negotiating after the request was reviewed by City staff.

Mr. Jeffries stated the item was on the agenda for discussion and the Board did not need to make a decision, however, staff was looking for feedback.

Mr. Abraham stated they liked the events but not long-term commitment and tying up the park as much as proposed.

Mr. Hopkins stated Mr. Chesley had success doing events in New Smyrna Beach but Board needed assurance that the events would be successful and something everyone could be proud of.

Mr. Abraham stated that the Board did not need to take action but could let their comments be forwarded.

Mr. Jeffries stated it was a discussion item and the Board did not have to take action. He stated that the Board had laid out their concerns so City staff and Mr. Chesley were aware of them.

The motion died for the lack of a second.

Mr. Jeffries stated Board comments could be forwarded to the City Commission.

Ms. White suggested the information be put in a letter summarizing the Board's discussion.

Mr. Chesley noted that the Board was neither approving nor disapproving the proposal.

Mr. Abraham stated it was not up to the Board to approve or disapprove but to make a recommendation to the City Commission and they were not making a recommendation.

Mr. Chesley stated the City Commission would need something from the Board but they were not getting anything for or against his request.

Mr. Abraham stated that the City Commission did not need anything from the Board because they could act independently.

Mr. Chesley stated he wanted to be a partner with the City. He understood there were two issues in question; his credentials and the length of time of the contract and both were verifiable. He asked if the Board wanted events Downtown.

Mr. Abraham stated the Board would love to have events and he was not concerned about Mr. Chesley's background. He stated it was his understanding that Mr. Chesley could not afford to make the infrastructure investment without a long term commitment. He further stated if there was a contract with an opt out clause then Mr. Chesley would not want to make the investment if the City could terminate the contract after 6 months or a year.

Mr. Chesley stated he could rent the infrastructure and that was a decision he would need to make for his company but it should not be a deciding factor in whether or not the Board voted for or against.

Mr. Abraham stated the Board had made their decision and they could revisit the request at a later time.

7. **Funding Approval: Valentine's Day Promotions**

Mr. Jeffries gave an overview of how all of the promotion efforts fit together for the remainder of the fiscal year in a PowerPoint presentation, a copy of which is hereto attached and made part of the record. He stated that in the interim he requested Bullseye put together marketing efforts for Valentine's Day. He stated that in late March/early April Cubs home games would be starting so he had been talking to Cubs representatives and they were interested in doing joint marketing for the Downtown. He stated that the Marketing budget originally had \$42,750 and there was \$29,890 remaining, which will not cover all of the marketing efforts for the remainder of the fiscal year. He stated that there was money available in the Main Street Projects line item and no projects had been allocated to it so funds could be transferred to cover the Marketing efforts which would be approximately \$17,500. As Gold developed the website and the brochure there was a potential to do a co-op with the merchants and they would pay for part of it. He stated he had been talking to merchants about the idea and had been getting a positive response. He stated as the website and brochure were developed everyone would have a basic listing but for a larger payment it could be more exposure on the website and there could possibly be multiple levels and possibly bring in \$7,500 to develop the website. He stated there was also \$14,000 left over from the previous year that was unallocated. He stated that there could be \$20,000 - \$29,000 available for marketing over the summer as Gold's plan was implemented.

Mr. Jagger stated Mr. Hopkins had a conflict and would complete the Conflict of Interest form due to having a promotions contract with Bullseye.

Mr. Jeffries stated he had approached Bullseye Marketing about Valentine's Day knowing that the Gold contract was not going to be complete and he was concerned there would be no marketing for Valentine's Day which was a very critical time for the merchants and restaurants Downtown. He stated Bullseye came back with a proposal for \$3,500 using radio and the News Journal as well as emails. He stated that the promotion was combined with the Wine 'N Chocolate Walk and the event cost would be covered by the participating merchants.

Ms. Kelly Koliopulos and Debbie Brand from Bullseye Marketing, 140 S. Beach Street, were present to answer questions.

Ms. Koliopulos stated that there were 14 merchants involved and she had not talked to everyone on the street. She stated she thought she could get 25 merchants involved. She stated that the original date for the Wine 'N Chocolate Walk was February 4th but in order to give more time to prepare she requested it be moved to February 11th from 1:00 – 6:00 p.m. She stated that New Smyrna Beach and Deland both had good luck with wine walks with 500 – 700 people in attendance and merchants had small sales during the event but had an increase in

business over the following 2 weeks. She stated they had sponsorship commitments and no streets would be closed for the event.

Ms. Brand stated that participating merchants would be designated in a passport map.

Ms. Koliopulos stated that merchants participating in the event paid \$100 which covered the cost of the glasses and 2 types of wine to give a sampling and the merchants would be responsible for chocolate for the event. Sophie's Choice would be the charity that people could donate to.

Ms. Brand stated that the first 100 participants to purchase a passport will receive a gift and everyone who visits all participating merchants will have their passport entered into a drawing for a romantic getaway.

Ms. Koliopulos stated it would also give them the opportunity to use those emails and increase the database.

Mr. Abraham asked if someone had to purchase a ticket or passport to participate.

Ms. Koliopulos stated New Smyrna Beach and Deland both charged \$20 so they decided that \$15 would be a good starting place for a first time event.

Mr. Abraham asked if the promotion would general to the Downtown Area.

Mr. Jeffries stated yes, the idea was to promote Downtown businesses for Valentine's Day.

Ms. Lipton stated she liked the idea of an event inside businesses and she did not have a problem with doing a cause for donations but she had a problem with the cause that was chosen. She stated that there were many social service organizations Downtown and she would prefer to see a woman or child cause such as Children's Advocacy Center.

Ms. Koliopulos stated the challenge was the time limit and each charity was only allowed 3 permits per year for the use of alcohol.

Ms. Lipton stated the person they selected came into French Market and was a huge problem and had to be asked to leave because she was such a problem. She stated she had a problem with the woman being in the district and giving her money.

Ms. Brand stated because of time constraints and plans already being worked on she did not think they could change plans. She stated that they did not know Ms. Lipton had a problem with the charity that was chosen.

Ms. Koliopulos stated that the woman would not be at the event but letting the event use her 501C3 for the liquor license in turn for a donation to her organization.

Board Action

Ms. White made a motion for approval of Valentine's Day promotions. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. Contract with Downtown Marketing and Promotion Firm

Mr. Jeffries presented the scope of services with Gold & Associates and stated Mr. Gold was present to answer questions of the Board and to get feedback prior to proceeding to finalizing the contract. He stated he, Mr. Abraham and the Legal Department had met with Mr. Gold and he had presented a three phased approach with the first phase being a tactical plan, the second phase would be web design and graphic design and the third phase was implementation. He stated the struggle was what marketing efforts would be implemented before the plan was complete.

Mr. Keith Gold, Gold & Associates, 6000-C Sawgrass Village Circle, Ponte Vedra Beach stated he would answer any questions the Board had.

Mr. Abraham stated that pages 33 – 37 of the staff report were broken down into phases. He stated there were financial constraints through the end of the fiscal year so because the plan was in phases certain phases could be implemented without using marketing funds.

Ms. Lipton asked what kind of information Mr. Gold was looking for in the strategic planning questionnaire.

Mr. Gold stated its purpose was to gather as much information as possible from the DDA and merchants then they wanted to get the merchants and other stakeholders involved. He stated he wanted to get all of the DDA's knowledge and information as well as ideas about what the future might hold.

Ms. Cook asked how they could make the most of the Board's time and Mr. Gold's time without getting into a long agenda.

Mr. Jeffries stated Mr. Gold's plan was to be in town for a full day to meet with Board members in a public meeting. He stated he would set up merchant meetings to obtain their input. Mr. Gold would devise a plan and return at the next regular meeting to develop a strategy to present to the Board. He stated that if special meetings were needed they could be scheduled.

Ms. Lipton suggested that rather than meeting with people individual it would be better to have panel discussions. She stated she wanted to hear what other people had to say and by having everyone together she thought they would get a better product.

Mr. Jeffries asked if Ms. Lipton wanted group merchant meetings and group by subject.

Ms. Lipton stated for instance when the meetings were scheduled, a marketing meeting could be scheduled and people interested in marketing would come.

Mr. Jeffries stated Mr. Gold would meet with merchants but it would ultimately be the DDA who made final decision on strategy.

Ms. Cook stated that nobody wanted extra meetings but things had changed so much they needed to their all into the project to get the best product possible.

Mr. Abraham stated special meetings could be scheduled when needed.

Ms. White asked what would happen with the website domain.

Mr. Jeffries stated that part of the coordination with the DBPA that still needed to occur. The website was still up and running so he was hoping that once the DDA had a website the DBPA would be willing to turn over the domain. He stated staff had been meeting with the City Attorney's Office and they were discussing a hybrid version between a contract specific and a continuing contract and the first two phases would layout the funding and as a continuing basis would be the remainder of the services.

Mr. Abraham asked if the Board was agreeable to phasing as described and substance of phases.

Ms. Lipton stated one of the most important items was producing an up-to-date brochure.

Mr. Gold stated they could also develop a map pad with locations that would direct traffic to the area.

Public Comments

There were no public comments.

Mr. Abraham stated the Board did not need to take action yet as there were additional details to be worked out in the contract.

Mr. Jeffries stated the contract would be finalized based on the phased approach and brought back to the Board. He would pursue possibility of revenue as a way to co-op the brochure and web development.

Ms. Lipton asked what the time frame was in completing the contract.

Mr. Jeffries asked if the Board would agree to a special meeting to approve the contract.

Mr. Gold asked if there was a special meeting if it would be possible to hold a workshop at the same time.

Ms. Cook stated it would depend on timing because it could be during Speed Weeks which was a busy time.

Mr. Abraham stated the Board could determine how much progress was made before making that decision. He asked Mr. Gross if he had adequate time to complete the contract.

Mr. Gross stated he was close to completing the contract. A copy of the consultant contract had been sent to Mr. Gold.

Mr. Gold stated his firm would begin putting together a team to address the aspects of the strategic and tactical marketing plan. He stated he would also like to start meeting with people to put together the map pad.

Ms. Lipton stated she had prepared marketing materials and gave them to Mr. Gold to assist in preparing a brochure.

Mr. Abraham asked how it would affect with Mr. Gold was doing if City ultimately approved the proposal for events in the park over a long period of time.

Mr. Gold stated he liked the idea as presented and stated events that would not interfere with day-to-day business for the merchants was critical and would generate more attention for the area. He stated he thought Mr. Chesley had exciting ideas and everyone could work together.

Mr. Jeffries stated the questionnaire Mr. Gold referred to would be forwarded to all DDA members.

Mr. Gold stated he would review the questionnaire to be sure all areas were covered then he would send it to Mr. Jeffries

9. Downtown Event Funding Requests for 2012

a. Art of the Automobile

Mr. Jeffries stated that the event was a key event for the Downtown. Al Brewer was leading the event and was expanding it from one day to two days and from two blocks to three blocks. He stated the event had given national attention to Downtown and had been promoted on the Speed Channel. He stated that Mr. Brewer had approached the Convention and Visitors Bureau and they were supporting marketing beyond Volusia County. He stated that the DDA marketing support would be for the local trade area. He stated he scored the event high because of the significant impact to the Downtown and the potential to grow to the level of the art show.

Ms. Lipton asked how much funding was given to the art show.

Mr. Abraham stated \$10,000.

Mr. Jeffries stated \$5,000 was for prize money, \$3,000 was for TV ads to promote Downtown and the event and \$5,000 was for permitting fees so it was a total of \$13,000 for one event. He stated that the total for Art of the Automobile was \$11,450 so it was less than the art show.

Mr. Abraham stated that the event had been very successful in its first year.

Ms. Lipton stated that the event had brought a lot of people to the Downtown but not many of them went into the stores so she asked if Mr. Brewer could put more events on the store side of the street instead of on the Park side.

Mr. Jeffries stated that there would be merchant meetings to talk about marketing but merchants needed to do something on their own to draw people into their businesses.

Mr. Abraham asked what the \$11,450 would be used for.

Mr. Jeffries stated that \$5,450 would be for the permit costs and \$5,000 would be used for marketing and Mr. Brewer was working with Bulls Eye to do marketing. He stated that they wanted the event to promote Downtown and the event not like last year when it also had to promote Mother's Day.

Ms. Kelly Koliopulos, 140 S. Beach Street, stated that the event would also be advertised in trade publications outside of the area, on Orlando radio, press releases, auto enthusiast publications and web sites. She stated there was huge support from previous sponsors, they were working with the CVB and the Hotel/Motel Association and there were 25 hotel rooms already booked by different auto clubs.

Mr. Jagger asked if promotion money would be going to WROD for advertising.

Ms. Koliopulos stated yes.

Mr. Jagger stated that Mr. Hopkins would need to complete a conflict of interest form.

Ms. Cook stated she had been to Palm Beach to a Ferrari event and it was huge. She stated it was the type of event needed Downtown and even though it was expensive it was an event that was needed.

Ms. Koliopulos stated that since it was a two day event Mr. Brewer was having additional events and planned a cruise on the Beachside so he was including other areas.

Mr. Abraham stated that they needed to support the event and the merchants needed to assume responsibility for getting people into their stores.

Board Action

Ms. White made a motion to approve funding for Art of the Automobile. Ms. Cook seconded the motion and it was approved (4-0) with Mr. Hopkins abstaining from the vote.

b. Cinematique Under the Stars

Mr. Jeffries stated that applications had been submitted for the Downtown events and he had scored each one. Cinematique scored 410 points and he thought it would be a good value for the DDA with 8 nights of events. He stated that being an evening event not all merchants would be open so it would not benefit everyone but it would bring people Downtown and could tie into the Front Porch Fridays.

Ms. Stephanie Mason- Teague, 242 S. Beach Street, stated they had been presenting Cinematique under the Stars for 6 years. She stated they were a nonprofit film society and had operated on sponsorships and memberships but the budget was tighter than in previous years so she was requesting the DDA assist with permitting fees. She stated they were proposing the event be held on the first Fridays because neighboring cities had events on the First Fridays and they wanted to keep people in Daytona Beach. She stated the event was being moved from City Island to Riverfront Park and she had approached other Downtown businesses to participate in the event. She stated she would be having reusable shopping bags made and hoped to fill them with discount

coupons from merchants. She was also partnering with the City Island Library to encourage people to read the book, watch the movie and discuss it.

Mr. Abraham asked what attendance had been.

Ms. Mason-Teague stated at City Island Park there had been 150 – 300 people but she thought the event would grow in the new location because people would see them doing the set up during the day. She stated the movies would start at 6:30 but as it got dark later they would start at 8:30 or 8:45.

Mr. Jeffries provided a summary of how the event would tie in with other events in the Downtown Area. He stated the support from the DDA would be to cover the permit costs which would be approximately \$2,000 for 8 events.

Board Action

Ms. White made a motion to approve \$2,120 to cover permitting fees for Cinematique Under the Stars. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

c. Shamrock Jam and Beach Street BBQ

Mr. Jeffries the two events were proposed by McKay's. He stated he scored Shamrock a 360 and the Beach Street BBQ plans were not complete so he did not score it. He stated that both were evening events. Since the Shamrock Jam scored under 400 and would not have as much value to the DDA because it was a one day event so he recommended \$1,000 be provided toward permitting fees.

Ms. Lipton stated Shamrock Jam was a beer event and asked if the Board could be held liable if someone got hurt as a result of the event.

Mr. Jagger stated no.

Mr. Abraham stated it was not the DDA's event, they were only providing help with permit fees.

Ms. White asked if there had been applications for block-oriented events to the north block to maintain a balance. She stated the Art of the Automobile was on 3 blocks but the Shamrock Jam and Beach Street BBQ were very south block oriented. She stated that the thought was there were no events in the blocks north of International Speedway Boulevard so if the Board wanted to support Shamrock Jam maybe they should hold the balance of funds for an event in the north block.

Mr. Abraham stated it was a good point although the events were brought forward by merchants in those specific blocks and if a merchant in the north block brought forward an event the Board would support them as well.

Ms. Lipton asked that since the budget was tight if they had to make a decision on the two events that were so low on the scale.

Mr. Jeffries stated there was no set date for the BBQ but Shamrock was already being planned.

Ms. White suggested letting it be known that there was not a lot of money available so if merchants wanted an event in the north block they needed to come forward as soon as possible.

Mr. Jeffries stated Rhokkoh's and Tia Core's were two businesses fairly new but very active businesses in the north block so he could talk to them.

Ms. White stated she did not have a problem going ahead with Shamrock Jam but once that was approved there would not be much funding available.

Mr. Jeffries stated if the Board approved funding for Shamrock Jam there would be \$2,500 remaining and he would talk to the merchants to see if they were willing to put together an event possibly with the News Journal Center.

Mr. Abraham asked where the Beach Street BBQ would take place.

Mr. Jeffries stated he was not sure since the application submitted was not complete.

Mr. Abraham stated the Board could defer action on the barbecue but the Shamrock Jam would be coming up soon.

Ms. Cook stated that there was no information on the BBQ and suggested voting on the Shamrock Jam.

Board Action

Ms. White moved to approve the request for Shamrock Jam. Ms. Cook seconded the motion. Upon roll call vote the motion was approved (4-1) with Ms. Lipton casting the negative vote.

10. Review of Downtown Holiday Promotions

Mr. Jeffries stated the holiday promotions went very well and were a big improvement over previous years. He stated that it was the first time in ten years the DDA had been directly involved in holiday promotions.

Ms. Koliopulos stated the winner of grand prize was a Downtown resident who had entered the contest at the Farmers' Market. She had positive comments on Downtown businesses.

Ms. Brand stated they looked at where data came from and 295 registrations had come from the website, 373 registrations had come from events and merchants had brought in 384. She stated that she had sent out 121,000 e-mails to cold list with a 4.07% open rate which was good because normal was between 2 and 3%.

Ms. Koliopulos stated they had advertised through Bright House, WROD, News Journal, WNDB and the VYB and there was an article in Hometown News. She stated she had sent out surveys asking merchants to let them know how they did and of the surveys completed the merchants were happy with the promotions and would participate again. She did receive comments on how to improve and what could be added in coming years.

Ms. Brand stated that business was up and 54% of the merchants stated that traffic was up over the prior year. She stated that Bullseye was happy with the overall comments.

Ms. Lipton stated that when Bullseye asked the merchants about the jingle and the commercials, very few of them had read it or seen the ads so if so few merchants had seen it then how many of the public had seen it.

Ms. Brand stated that merchants were not watching TV because they were running a business and not exposed to the types of medial that were used. She stated if they were involved in the future she would want to be sure the merchants were aware of all that was being done.

Ms. Lipton stated that the public was as busy as the merchants were.

Mr. Jeffries stated that in the past they had relied on the DBPA to make the connections with the merchants so he needed to do better since the DBPA was no longer involved. He stated he had sent out emails to try to get people to meetings but communication with the merchants stilled needed to be improved.

Ms. Koliopulos stated that statistics say a person has to read something 3 times before it registered so sometimes people did not remember hearing something. She stated that it was a building process and making people more aware.

Mr. Jeffries stated that additional meetings would be held giving people the opportunity to get involved.

Ms. Cook stated she thought Bullseye did a great job in a short period of time with very little money.

Ms. Koliopulos stated that the merchants had become much more open minded and willing to participate.

Mr. Abraham stated he thought Bullseye did a great job.

6. **Redevelopment Staff Updates**

Mr. Jeffries stated the Redevelopment Board had reviewed and approved demolition of the auto dealership buildings. He stated that they would be leaving the asphalt parking lot and would have a 10' strip of landscaping.

Ms. Lipton asked if the lots be rented for parking during events.

Mr. Jeffries stated there had been discussions about it so it was a possibility. He stated that the Board had also discussed the public market and City staff was in the process of finalizing the analysis and would look at different operating options.

Ms. White stated George Burdon, President of the Racing and Recreation Authority had made a presentation to the City Commission and stated they were funding projects outside of Daytona Beach and he would like to see applications from Daytona Beach.

Ms. Lipton stated she had received a phone call from bank about the plaza project. She stated she wanted people to know that there was a division in Downtown and the people who were collecting the money.

Mr. Jeffries stated that Sans Lassiter was the new President of the DBPA and was supposed to come back to the Board to report about their plans for the future.

Ms. Lipton stated there was a lot of money going to the Plaza and if it did not get built she did not want the DDA or the Downtown to get blamed.

Mr. Jeffries stated there was an agreement between the DBPA and the CRA because CRA funding. Was involved and there were safeguards written into the agreement. He stated there was enough money to do the plaza but not the structural elements but they were approaching the end of the contract so the DBPA would need to report to the City.

Ms. Lipton stated they needed clarification on the new ordinance and what protocol was for beggars. She stated she had a distressed store owner who was upset about a guy who was sitting in front of his store drinking a beer. After two customers complained the store owner called the police and said he wanted to press charges. The three police officers who responded said that under the new ordinance they needed to see someone begging and could not go by witnesses.

Mr. Jeffries stated it was administrative operation so he would talk with Police Department and Legal.

Ms. Cook stated that merchants needed to know how the ordinance worked.

Mr. Jeffries stated he would find out and email the merchants.

Ms. Lipton stated that if she had something in writing she would hand it out but it needed clarification.

12. Public Comments

Mr. Abraham suggested that Mr. Chesley take the Board comments as a preview of what would happen with the City Commission. He stated he hoped they would be able to work with him in the future.

Mr. Chesley stated he was discouraged but he appreciated the Board comments.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:00 a.m.

Mr. Robert Abraham, Chairman

Ms. Janice Lowry, Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, February 28, 2012**

A meeting of the Downtown Development Authority was held Tuesday, February 28, 2012, at 8 AM in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

Downtown Development Authority

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Ms. Kelly White
Ms. Stacey Lipton
Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Cheryl Kelly, Farmer's Market Manager
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Dana Williams, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:03 AM.

2. Roll Call

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

3. Approval of Minutes:

- a) **November 8, 2011 special meeting**
- b) **November 22, 2011 regular meeting**
- c) **January 24, 2012 regular meeting**
- d) **February 16, 2012 special meeting**

Ms. White noted one correction on page 5 of the November 8th minutes.

Ms. Cook noted three typographical corrections to the November 8th minutes, on pages 8, 10, and 14.

Board Action

Ms. Cook made a motion to approve the minutes of November 8, 2011 as amended. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Ms. White noted a spelling error on page six of the February 16th minutes.

Ms. White made a motion to approve the minutes of February 16, 2012, as amended. Mr. Hopkins second the motion and it was approved unanimously (5-0).

The minutes of November 22, 2011 and January 24, 2012 would be approved at the next meeting to give the Board time to review them.

4. Farmers' Market Update

Mr. Jeffries provided a brief update on the recent advertising in the *Daytona Beach News Journal* from Thursday and Saturday, and distributed an addendum for funding approval.

Ms. Kelley discussed the events, promotions and activities at the Market. She stated she was working on a logo for the Market which needed to be in place prior to printing t-shirts, banners, etc.; and the booth also needed improved signage. She stated the revenue, which they hoped would be \$2,000/mo had been approximately \$2,400/mo and there were 2-3,000 people in attendance.

Mr. Abraham stated that the Board and Farmers' Market had made certain commitments to the City for specific tasks by certain dates, and asked if they were being met.

Ms. Kelley stated she was tracking the responsibilities but she also needed action on the parameters of what was being sold vs. what could be sold at the market. She cited an example of two long-time vendors whose products were not hand-crafted, which was a requirement. She had spoken to the vendors to give them the specifications of the market, but suggested a specific decision be made in order to provide compliance and enforcement.

Mr. Jeffries noted that page five (5) of the addendum outlined the types of vendors permitted in the Farmers' Market and added it provided 180 days to bring them into compliance.

Mr. Abraham asked that a list of compliance criteria and where the market was on each be provided monthly to Board members.

Ms. Kelley asked how long grandfathering lasted, citing there were wholesale vendors who had been supportive of the Market through the lean and prosperous times, but now that the City was amending the regulations, they may not qualify for a booth.

Mr. Jeffries stated out the premise was to bring in fresh vegetable vendors but not push out any wholesalers, and there was a provision to attract local farmers in the agreement.

Ms. Lipton asked about the placement of the non-conforming vendors.

Ms. Kelley stated they were located in the corners with the compliant vendors being placed in the more prominent spaces.

Referring to page five of 42 of the addendum, Mr. Abraham asked about cross-marketing with the downtown businesses.

Ms. Kelley stated she had talked with businesses on Beach Street and that they were entitled to a free table at the Farmer's Market. She also cited examples of businesses such as Sweet Marlays and the used book exchange, which she hoped would come to the the market.

Mr. Abraham suggested the types of specifics would be helpful to be included in the monthly report he requested above.

A-1 Funding Approval: Farmers' Market Grant Preparation

Mr. Abraham referred to a summary of the proposal for applying for the EBT and SNAP grant.

Ms. Cook stated that in reviewing the proposal it looked like the preparation and submittal of the grant would be a three month process.

Ms. Kelley stated the grant she was working on was offered through the Department of Agriculture and explained that based on last year's timeframe, once the period was open applicants had four weeks for submission followed by another period where applications were reviewed by a review committee.

Ms. Cook stated that if the grant process took three months and applicants only had four weeks to submit once the period was open, then Ms. Kelley must have already been working on the grant.

Mr. Abraham asked what the source of funding would be.

Mr. Jeffries stated it would come out of the DDA Farmers' Market cost center out of the Farmers' Market Management line item. He stated that the budget was currently an estimate of the fees and may require a budget transfer later in the year. If a transfer was needed it would be a transfer between Farmers' Market line items.

Board Motion

Ms. Cook made a motion to approve a flat fee of \$600 towards the submittal of a grant application to the USDFA for the Farmers' Market promotion program. Mr. Hopkins seconded the motion.

Mr. Jagger wanted to confirm that the motion was for a flat fee, and not an hourly rate with 'up to' amounts, which would be included in a letter of agreement and stated that Ms. Kelley would not be paid for work she had already done on the grant.

Mr. Abraham confirmed that the intent was for a flat fee of \$600 and the Board understood Ms. Kelley would not be paid for work already performed.

Board Action

The motion was approved unanimously (5-0).

Ms. Kelley added the #1 priority was the grant application. She stated that she wanted the Board to be aware that there had been talk about moving the Farmers' Market to a different location in case they heard rumors.

Mr. Abraham asked who was proposing it be moved.

Ms. Kelley stated that it was part of the public market proposal. If it were up and running it would make sense to wrap the Farmers' Market around the public market and have it in the same location. She stated that one of the proposed sites for the public market was City Island and moving the Farmers' Market would free up parking. She stated that any decision would be based on approval of the public market being and being operational in the new location.

Mr. Abraham stated that the current agreement with the City was to operate the Farmers' Market in the current location. He stated it would be up to the City Commission to negotiate for a move of the Farmers' Market if the public market proposal occurred. He stated the DDA's main concern was to get the Farmers' Market established and operating successfully before they considered moving it to another location. He stated the public market idea was exciting and hopefully would work out but that would be down the road.

5. Funding Approval: Spring Advertising

Mr. Jeffries stated that at the last meeting, the tactical plan and website components were laid out. He presented information about spring advertising and stated he had been working with Bright House to do joint ads with the Cubs then there would be an email blast to promote specific events in March and April. He added the Cubs were willing to contribute \$750 towards the \$4,000 Bright House cost which would provide \$4,750 for the ad buy. In addition there would be \$350 for email blasts which would be critical.

Bullseye was offering a discounted rate to send out 4 email blasts, using the database that was developed during the holidays. If approved by the Board the first email would go out later in the week for the first Cinematique move in the Park on Friday. He stated they would follow through in March and April at about the same time for upcoming Downtown events during the spring.

Mr. Abraham asked what they would get from Brighthouse for \$4,000.

Mr. Jeffries stated there would be 234 commercials at an average cost of \$18/spot then with the additional \$750 from the Cubs they would get another 40 commercials so there would be a total of 275 commercials.

Mr. Abraham asked what channels the commercials would be on.

Mr. Jeffries stated there would be a mix of channels proposed such as ESPN, Fox News, History Channel, MSNBC, TNT and Channel 13. He stated the concept was to promote the Downtown shopping and dining through the TV commercial produced through the holidays and last fall. A tag would be included that the home opener Cubs game would be coming up the first week of April.

Ms. Cook stated \$4,000 was a lot of money for only four weeks of advertising without knowing what they were getting. She stated the cost was higher than what she paid each month.

Mr. Jeffries stated that the commercial that would be used would be the one that was produced last fall.

Ms. Cook asked that Mr. Jeffries email the Board with a breakdown of the costs.

Mr. Jeffries stated that Brighthouse was working on a proposal that would be 50/50 with the Cubs and he just found out that the Cubs could only commit \$750 so he had to revise the ad. He stated that when the Cubs were going to match the cost there was more value but the total would probably be \$4,500.

Ms. Lipton asked how it compared with the Christmas holiday ads.

Mr. Jeffries stated the holiday ads ran about \$3,500.

Ms. Cook stated she could not support \$4,350 for advertising when it was not even for the Christmas holidays. She stated that the proposal should be \$4,000 from the DDA with \$750 from the Cubs which would reduce the DDA's contribution to \$3,250 not add to it.

Mr. Abraham asked if the \$4,000 could be spent on something of more value. He asked if the email blasts were being considered separately.

Mr. Jeffries stated yes, the email blasts were separate. He stated the TV ads were a discussion he was having with the Cubs but if the Board did not see the value they did not have to do it. He thought the email blasts were important especially with the commitment to Cinematique and other events coming up Downtown.

It was the consensus of the Board to allocate \$350 for email blasts.

Board Action

Mr. Hopkins made a motion to approve the allocation of \$350 to Bullseye for email blasts. Ms. Cook seconded the motion and it was approved unanimously (5-0).

Mr. Hopkins asked if they should allocate less money that everyone was comfortable with for the ads.

Mr. Abraham stated if there was something they could do with the Cubs on a 50/50 basis he thought it would be worth considering but he did not know what they could get for \$1,500.

Ms. Cook stated she did not know if it had to be 50/50 but if they had \$2,000 they could get a lot of ads from Brighthouse. She stated she understood the Cubs wanted different stations than where she advertised her jewelry store but there would be some of the same people seeing the ads.

Mr. Hopkins stated he had worked with the Cubs on advertising and he thought Mr. Jeffries needed to renegotiate.

Mr. Jeffries stated he would talk to the Cubs and work out the details.

Board Action

Mr. Hopkins made a motion to allocate \$2,000 plus the \$750 Cubs for spring advertising. Ms. Cook stated she could support the \$2,000 included the Cubs money. Mr. Hopkins stated he was not as familiar with ad buys as the merchants were. Ms. Lipton stated she did not buy ads from Brighthouse so she did not know how much was adequate. Ms. Cook stated she felt more comfortable with \$2,000 inclusive and thought they could get a lot of spots for that amount of money.

Mr. Abraham confirmed that the amounts were \$1,250 from the DDA and \$750 from the Cubs.

Mr. Hopkins amended his motion to allocate \$1,250 from the DDA and \$750 Cubs for spring advertising through Brighthouse. He asked if the information would be brought back to the Board after negotiations with the Cubs and Brighthouse.

Mr. Jeffries stated that they wanted the ads running the last 2 weeks of March and the Cubs first game was the first week of April. He stated he would email the Board with the Brighthouse proposal.

Ms. Cook seconded the motion and it was approved unanimously (5-0).

6. Review of Wine ‘n Chocolate Walk Promotion

Mr. Jeffries presented a review of the Wine ‘n Chocolate Walk merchant survey responses, and stated comments were very positive and an event the merchants would like to repeat in the future.

Ms. Lipton asked if the Board would see a budget showing the money that was raised or how much went to Cinematique..

Mr. Jeffries stated the DDA put in \$3,500 for a sponsorship and that went to a media buy. The numbers he had been provided were: \$500 for WROO, \$1,800 to Black Crow, and \$1,000 to the *News Journal*,

Ms. Lipton asked about what was supposed to be donated to Cinematique and how much that was. She stated it was advertised as a fund raiser for a business Downtown and she asked if they had received the money.

Mr. Al Smith, 154 S. Beach Street, stated that the numbers had been completed the day before and Cinematique would be receiving a check later that day.

Ms. Lipton asked Mr. Smith if he had a money amount.

Mr. Smith stated that was between the marketing firm and Cinematique and if they wanted to share that information with the Board they could.

Ms. Lipton stated she was questioning that they had advertised an event that was a fund raiser for someone and they did not have anything formalized as far as what monies were passed or if they were happy with it. She asked if they should have some kind of notes on it if somebody asked.

Mr. Jeffries stated it was an event put on by Bullseye and the DDA was a sponsor so what somebody might ask was where the money went.

Mr. Abraham stated he did not perceive that the Board had anything to do with the proceeds of an event.

Mr. Jeffries stated that his recommendation was when it came to events Downtown the DDA sponsored events they saw as beneficial to the Downtown

Mr. Abraham stated he thought the Board's goal was to create business for the merchants Downtown and he did not have an understanding for anything beyond that.

Mr. Smith stated that they worked very closely with Cinematique and they would be very happy with how it worked out but he felt they took the risk and they got the reward. He stated the Board did not question anyone else who came before them so he did not see how it was relevant when they spent the money the way they told the Board they would.

Ms. Lipton stated there was \$15,000 collected from the event between the ticket sales and what the DDA contributed. She stated that was a lot of money and the Board did not know what was going on.

Mr. Smith stated there were a lot of expenses associated with the event. He stated they did a good job and put on a good event but it could have rained all day and they would have lost their butts. He stated that coming after the fact and wanting to know information he felt was inappropriate.

7. **Discussion: Downtown Daytona Beach Website**

Ms. Jennifer Pallai, Gold & Associates, Inc., discussed the initial site plan for the DDA's website. She pointed out the proposed primary navigation buttons to include an overview, shopping, dining, entertainment, special events, and business partners tabs, asking if there were any other specialty categories the Board would like to include.

Mr. Jeffries stated he had requested the addition of a Farmers' Market heading.

Ms. Pallai stated the horizontal navigation was more consumer oriented but not set in stone if the Board would like it reconstructed. She also suggested that under the Farmers' Market heading, a map of the vendor locations, an application for new vendors, compliance information, hours of operation and an overview be included. She stated content could be added or amended but that it was critical for the Board to decide on structure so implementation could begin.

Ms. Lipton stated there were many professional services offered in the Downtown area and asked if they should have a separate category heading.

It was also noted that a link to the City's departments and programs would be linked under the Business Partners heading.

Ms. Pallai then covered the widgets to be featured on each page which would include any discount cards, a photo gallery, downloadable brochures, newsletter sign-up information, guest services, a 'contact us' section and the social media feeds.

Ms. Lipton asked about the timing for inclusion of a blog where people could post comments on their downtown experiences.

Ms. Pallai answered it was never too soon to begin the planning for such but cautioned that it could be a double edge sword if someone chose to post negative or inappropriate content, therefore it would have to be monitored regularly. She added she would look into specific programs.

Ms. Lipton asked if there would be tracking availability to see how people arrived at the site, which page(s) they visited, how long they stayed on the site, demographic information, etc.

Ms. Pallai responded that would be possible through Google Tracking.

Ms. White asked if the web addresses for Downtown merchants would be available on the site.

Ms. Pallai stated they would be available through the business' links.

Mr. Jeffries stated there were a number of motorcycle oriented businesses in the N. Beach Street area and asked the Board to consider if a separate listing for bikes should be included. After a brief discussion on events such as Bike Week appearing under the heading of "Special Events" and not segregating other specific businesses such as jewelry stores, it was the consensus of the Board to not include a separate tab for motorcycles.

Ms. Pallai stated there would be a footer on each page for the visitor to click back to the home page as well as the general disclaimers for terms of use and a privacy policy.

Ms. White stated the site should be structurally hierarchical and not cluttered.

Discussion then moved to calendar options, updates and a contact person(s) to maintain the events. There was no decision on who would be responsible for updating the calendar of events.

Ms. Pallai suggested the Board members take the remainder of the week to look over the site plan and email any recommendations or suggestions to Mr. Jeffries who would forward the comments to her. She added if the basic structure could be determined and agreed upon, then an initial demonstration of the site could be provided at the Board's next regular meeting.

Mr. Scott Chesley, 140 S. Beach Street, stated one goal of the DDA was to create more foot traffic in the Downtown area and suggested adding a cultural aspect to the site.

8. Discussion: Marketing Tactical Plan

Mr. Jeffries provided a summary of the tactical plan as presented at the last meeting and in combination with the merchant's workshop held February 22nd. He stated the Board did not need to take action, but asked that any comments on the presentation summary be provided to him and he would forward the information to Gold & Associates.

9. Staff Update

Mr. Jeffries stated a new restaurant, Scuttlebutts, had recently gone before the CRA Board and had been approved for beer and wine beverage service and a sidewalk café at the former Delphine's site. There had been no exact date for opening; but the sidewalk café license would go before the City Commission March 7th. He stated the applicant was stalled for period of time over issues with manhole inspection covers, but added that had been resolved. He also stated the CRA is going to install the covers as part of promoting restaurants and dining Downtown. The manholes would be put in under the pavers so they would not to be seen. He was working with the Utilities Department on the installations.

Ms. Cook asked what was known about the restaurant.

Mr. Abraham stated they had a huge menu, serving both lunch and dinner.

Ms. Lipton asked about the sporting goods store on N. Beach Street.

Mr. Jeffries stated they did not appear to be open although there was work being done in the building. He also added as an informational item, that McKay's had entered into an agreement to open the former Stingrays as a Chicago-style sports bar.

Mr. Jeffries stated that Bob Gibbs was going to be in town and would be conducting a merchant seminar on Thursday, March 1st at 8:30 AM. He encouraged attendance by the members and would send out an update. He added that if any of the members would like to meet individually with Mr. Gibbs, to let him know and he would schedule a meeting. Mr. Jeffries also stated there would be a Merchant Wrap Up meeting on Friday, March 2nd at 5 PM at the Mediterranean Express.

Ms. Lipton asked for an update on ISB.

Mr. Jeffries stated the project was on hold and Mr. Berger was working on contract issues. He would also be looking at the budget for various projects such as Downtown, ISB and the Riverfront Master Plan but they could only be completed as funds were available.

Ms. White said she had talked with Brady, at the Cubs, and he said they would be willing

to print and pay for banners on City Island, including the installation, but that he needed official permission to do so.

Mr. Jeffries stated he was currently bidding the cost for banners on the median of ISB for the Farmers' Market and Cubs, with the goal to have all installed prior to the opening game.

Ms. White stated the Farmers' Market used to have access to the bathroom/vending/storage area where tables and chairs were stored and asked how they could access that area.

Mr. Jeffries stated he had the key but had not been given permission to give it to a non-City employee due to security issues. He added he had asked for the use of the storage room and/or re-keying the lock but had not received permission for either.

Ms. Cook asked about code violations on Beach Street and if they were presented to another board or come before the DDA.

Mr. Jeffries stated that Code Enforcement was no longer going to be reporting to the redevelopment boards. He stated if anyone had any concerns they should give them to him and he would pass them along to the proper person.

Ms. Cook asked if code enforcement was still a priority in the Downtown.

Mr. Jeffries stated there was still dedicated staff to redevelopment areas but staffing had been cut back. He asked if there were specific concerns.

Ms. Cook stated she had already talked to Mr. Jeffries about them. She stated that Bob Gibbs had been in town and they were working to improve the area but there were strict code violations.

Ms. White suggested Ms. Cook send a letter to the City Commissioner for the area.

Mr. Jagger stated that if there were any particular issues he could possibly provide an answer.

Ms. Cook asked if there was a place on the City's website to check on the status of a violation or whether it was active.

Mr. Jeffries stated yes through the software, *Track-It*, which allowed viewing of ongoing permitting, which site plans had been submitted and reviewed, and the status of business licenses and code violations.

10. Public Comments

Mr. Al Smith, 154 S. Beach Street, asked if the Farmers' Market had a sign.

Ms. Kelley stated that they did not have a sign yet because she was trying to finalize the logo.

Mr. Smith stated that the Board had discussed earlier the issue about connecting the Farmers' Market with Downtown. He stated that Ms. Kelley was there with an information booth to let people know what was going on Downtown and but they needed a way to collect data while there were so many people in town. He stated the people were already Downtown so they needed to collect emails and build a website. He suggested coming up with a give away that people would want to give away their information for. He stated it was important because all the people were in town and they may not go Downtown at that moment but they may go back later. He stated that Ms. Kelley was at the Farmers' Market with a tent but people needed to know what the tent was for.

Ms. Cook suggested having a board, like a chalkboard, where Ms. Kelley could list what was going on in the Downtown.

Ms. Kelley stated it was difficult because she had no way to buy anything she needed and she had to go through the City. She stated that some of the new Market vendors had banners from Vista Print that were very nice and were inexpensive. She stated she could get a banner that said Management Booth but it was painful to order anything because the financial process was not in place.

Mr. Smith stated he did not think that people cared what the logo was. He stated they were losing with every Saturday that went by and they were not doing anything to collect data because of a logo.

Ms. Lipton stated that Ms. Kelley needed to have a box with slips for people to put their information on and give away something free. She stated she had a box and slips the Farmers' Market could borrow.

Ms. Kelley stated she needed a banner.

Mr. Abraham asked how they could get a banner.

Mr. Jeffries stated that the DDA's contract with Ms. Kelley authorized her to spend up to a certain amount that the Board had budgeted so she could purchase what she needed and submit receipts for reimbursement. He stated there were certain criteria about getting bids but she was authorized to buy what she needed. He stated that initially Ms. Tolley bought supplies for her through Sam's Club and other City vendors where they could get a better price than Ms. Kelley would get on her own. He stated that she could put a list together and have Redevelopment people buy it or go buy it herself and submit the receipts. He stated that the City had discounts with vendors such as Office Depot and Capital Office Products so they were able to get a better deal.

Mr. Abraham stated that they would work to solve the problem.

Mr. Smith stated he did not know that the Board would no longer receive Code reports but if the Board had issues they could pass them along to Mr. Jeffries and he would forward them to the Downtown/Balough Road Board and they would welcome the information.

Mr. Scott Chesley, 140 S. Beach Street, provided a hand-out for the Tsunami Sand Festival to be held June 27 – July 8, 2012.

11. Adjournment

There being no further business to come before the Board the meeting was adjourned at 9:42 AM.

Robert Abraham., *Chairman*

D. Williams, *Recording Secretary*



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: March 21, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of FY2010-11 DDA Financial Report

Attached are pages of the City of Daytona Beach's Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ending September 30, 2011 that refer to the DDA. The DDA is presented as a component unit of The City of Daytona Beach in the Statement of Net Assets and Statement of Activities. The statements provide the final accounting, through the City's annual audit, of the DDA's financial activity during the fiscal year ending September 30, 2011. The complete CAFR is available on the City's website.

Kathie Eichinger, Financial Service Manager, will be at the board meeting to answer any questions regarding the audit and the DDA's finances.

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF NET ASSETS
SEPTEMBER 30, 2011

	Primary Government			Component Unit
	Governmental Activities	Business - Type Activities	Total	
ASSETS				
Equity in pooled cash and investments	\$ 24,023,853	\$ 5,010,919	\$ 29,034,772	\$ 63,155
Receivables (net)	3,063,232	8,232,747	11,295,979	-
Notes receivable (net)	444,214	936,746	1,380,960	-
Due from other governments	2,737,237	233,787	2,971,024	25
Internal balances	382,428	(382,428)	-	-
Inventories	814,384	601,063	1,415,447	-
Prepaid items	214,538	166,414	380,952	-
Other assets	641,994	640,843	1,282,837	-
Restricted assets:				
Cash and cash equivalents	6,682,264	14,757,126	21,439,390	-
Capital assets not being depreciated:				
Land	26,845,268	7,014,531	33,859,799	-
Construction in progress	8,813,910	5,651,172	14,465,082	-
Capital assets net of accumulated depreciation:				
Buildings	32,947,528	23,557,831	56,505,359	-
Improvements other than buildings	7,914,006	43,905,907	51,819,913	-
Equipment	6,623,077	38,713,860	45,336,937	-
Infrastructure	22,935,018	-	22,935,018	-
Total assets	<u>145,082,951</u>	<u>149,040,518</u>	<u>294,123,469</u>	<u>63,180</u>
LIABILITIES				
Accounts payable	2,557,391	1,821,732	4,379,123	17,194
Contracts payable	309,918	177,159	487,077	-
Accrued liabilities	543,861	185,966	729,827	41
Due to other governments	375,076	682,406	1,057,482	-
Deposits	41,996	4,550,949	4,592,945	-
Unearned revenue	1,623,557	579,909	2,203,466	-
Accrued interest payable	248,582	1,571,574	1,820,156	-
Long-term liabilities:				
Portion due or payable within one year:				
Claims payable	2,688,659	-	2,688,659	-
Bonds and notes payable	2,726,311	5,898,466	8,624,777	-
Capital lease payable	-	23,283	23,283	-
Other liabilities	2,167,804	622,584	2,790,388	-
Portion due or payable after one year:				
Claims payable	5,070,140	-	5,070,140	-
Bonds and notes payable	62,003,828	81,559,274	143,563,102	-
Other liabilities	4,332,203	1,441,301	5,773,504	-
Total liabilities	<u>84,689,326</u>	<u>99,114,603</u>	<u>183,803,929</u>	<u>17,235</u>
NET ASSETS				
Invested in capital assets, net of related debt	77,344,195	32,002,621	109,346,816	-
Restricted for:				
Capital projects	3,541,569	4,551,595	8,093,164	-
Debt service	2,721,148	3,960,814	6,681,962	-
Economic environment	9,917,096	-	9,917,096	-
Other purposes	5,669,306	139,948	5,809,254	-
Unrestricted (deficit)	<u>(38,799,689)</u>	<u>9,270,937</u>	<u>(29,528,752)</u>	<u>45,945</u>
Total net assets	<u>\$ 60,393,625</u>	<u>\$ 49,925,915</u>	<u>\$ 110,319,540</u>	<u>\$ 45,945</u>

The accompanying notes are an integral part of the financial statements.

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF ACTIVITIES
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2011

Functions/Programs Primary government:	Program Revenues				Net (Expense) Revenue and Changes in Net Assets		Component Unit	
	Expenses	Fees, Fines, and Charges for Services	Operating Grants and Contributions	Capital Grants and Contributions	Governmental Activities	Primary Government Business - type Activities		Total
Governmental activities:								
General government	\$ 8,001,811	\$ 4,779,240	\$ -	\$ -	\$ (3,222,571)	\$ -	\$ (3,222,571)	
Public safety	46,541,000	3,424,928	898,550	995,685	(41,221,837)	-	(41,221,837)	
Transportation	13,099,200	552,669	1,475,395	-	(11,071,136)	-	(11,071,136)	
Economic environment	5,567,234	-	1,651,476	-	(3,915,758)	-	(3,915,758)	
Human services	16,963	-	-	-	(16,963)	-	(16,963)	
Culture and recreation	4,482,221	875,471	48,350	859,607	(2,698,793)	-	(2,698,793)	
Interest on long-term debt	4,799,421	-	-	-	(4,799,421)	-	(4,799,421)	
Total governmental activities	82,507,850	9,632,308	4,073,771	1,855,292	(66,946,479)	-	(66,946,479)	
Business-type activities:								
Water and sewer system	33,094,587	36,127,442	-	1,270,084	-	4,302,939	4,302,939	
Solid waste management	8,620,577	12,420,171	17,209	-	-	3,816,803	3,816,803	
Stormwater improvement	5,341,941	8,594,436	-	11,519	-	3,264,014	3,264,014	
Municipal Golf Course	2,116,504	1,942,763	-	-	-	(173,741)	(173,741)	
Halifax Harbor Marina	3,611,338	3,600,631	1,768	-	-	(8,939)	(8,939)	
Daytona Beach Pier	73,179	-	-	-	-	(73,179)	(73,179)	
Municipal Stadium/Jackie Robinson Ballpark	501,067	319,039	-	-	-	(182,028)	(182,028)	
Cultural services	2,078,848	1,970,977	-	-	-	(107,871)	(107,871)	
Florida Tennis Center	667,443	319,266	-	-	-	(348,177)	(348,177)	
Total business-type activities	56,105,484	65,294,725	18,977	1,281,603	-	10,489,821	10,489,821	
Total primary government Component unit:	\$ 138,613,334	\$ 74,927,033	\$ 4,092,748	\$ 3,136,895	(66,946,479)	10,489,821	(56,456,658)	
Downtown Development Authority	\$ 173,707	\$ -	\$ -	\$ -	-	-	(173,707)	
Total component unit	\$ 173,707	\$ -	\$ -	\$ -	-	-	(173,707)	
General revenues:								
Taxes:								
Property taxes, levied for general purposes					24,170,806	-	24,170,806	
Local option gas tax					1,687,713	-	1,687,713	
Public service taxes					9,875,635	-	9,875,635	
Sales taxes					2,654,618	-	2,654,618	
Tax increment taxes					3,257,502	-	3,257,502	
Other taxes					755,346	-	755,346	
Franchise fees					6,099,169	-	6,099,169	
Intergovernmental revenues not restricted to specific programs					2,283,238	-	2,283,238	
Income on investments					374,134	54,458	428,592	
Miscellaneous					490,710	683,834	1,174,544	
Transfers					9,933,182	(9,933,182)	-	
Total general revenues and transfers					61,582,053	(9,194,890)	52,387,163	
Change in net assets					(5,364,426)	1,294,931	(4,069,495)	
Net assets - beginning					65,758,051	48,630,984	114,389,035	
Net assets - ending					\$ 60,393,625	\$ 49,925,915	\$ 110,319,540	

The accompanying notes are an integral part of the financial statements.

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements of The City of Daytona Beach, Florida, have been prepared in conformity with generally accepted accounting principles (GAAP) as applied to government units. The Governmental Accounting Standards Board (GASB) is the accepted standard-setting body for establishing governmental accounting and financial reporting principles. The more significant of the City's accounting policies are described below.

A. Reporting Entity:

The City of Daytona Beach is a municipal corporation created pursuant to the laws of Florida, Chapter 67-1274, governed by an elected seven (7) member board composed of a Mayor and six (6) District Commissioners. As required by GAAP, these financial statements present The City of Daytona Beach (the primary government) and its component units, entities for which the government is considered to be financially accountable. Blended component units, although legally separate entities, are in substance, part of the government's operations and so data from these units are combined with data of the primary government. The discretely presented component unit, on the other hand, is reported in a separate column in the combined financial statements to emphasize it is legally separate from the government. Each blended and discretely presented component unit has a September 30 year-end.

B. Individual Component Unit Disclosures:

Blended Component Unit

The Daytona Beach Community Redevelopment Agency (CRA) (created pursuant to Florida Statutes 163.38 and Ordinance 82-255) is governed by a board comprised of the government's elected Commission. Additionally, the services provided by the agency entirely benefit the primary government and bond issuance authorization is approved by the City Commission. Although legally separate, the CRA is reported as if it was part of the primary government and appropriately recorded as a special revenue fund. As required by section 163.387(8) of the Florida Statutes, the City has included additional financial information on page A-4 in the Combining and Individual Fund Statements and Schedules section of this report.

Discretely Presented Unit

The Downtown Development Authority (DDA) (created pursuant to Florida Statutes 163.01) is governed by a five (5) member board appointed by the City Commission. The purpose of the DDA is to finance and promote redevelopment of the City's designated downtown redevelopment area. While the City does appoint the DDA board members and does receive some financial benefit/burden from the DDA, the DDA is discretely presented since the City cannot impose its will on the DDA and the DDA does not provide service entirely or almost entirely to the City.

The DDA has established a one mill tax rate cap on property within its Downtown district, which is adopted by the DDA Board. The DDA does not and is not anticipated to have any outstanding bond debt. Additional financial information may be obtained by writing to The City of Daytona Beach, Finance Department, P.O. Box 2451, Daytona Beach, Florida 32115-2451.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: March 21, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Update

Farmers' Market Activities

Revenues	Projection	Received to Date As of 3/21/12	Balance
Vendor Revenue	\$ 18,750	\$ 7,032.00	\$ 11,718.00
Market Booth Sales	\$ 900	\$ -	\$ 900.00
Total	\$ 19,650	\$ 7,032.00	\$ 12,618.00

Expenses	Appropriation	Spent to Date As of 3/21/12	Balance
Market Manager	\$ 8,440	\$ 2,148.30	\$ 6,291.70
Office Supplies	\$ 300	\$ 51.82	\$ 248.18
Liability Insurance	\$ 1,265	\$ 1,260.85	\$ 4.15
City Fees	\$ 1,000	\$ 1,000.00	\$ -
Marketing	\$ 8,895	\$ 557.88	\$ 8,337.12
Market Events	\$ 2,000	\$ -	\$ 2,000.00
Booth Merchandise	\$ 750	\$ -	\$ 750.00
Equipment	\$ 2,000	\$ 144.90	\$ 1,855.10
Total	\$ 24,650	\$ 5,163.75	\$ 19,486.25

Profit/Loss	\$ (5,000)	\$ 1,868.25	\$ (6,868.25)
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Notes:

* Appropriations include projected revenue of \$19,650 from market revenue and \$5,000 transferred from General Activities.



The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

TO: Daytona Beach Downtown Development Authority Board Members
FROM: J. Paul Wetzel, Support Services Director 
DATE: March 22, 2012
SUBJECT: Farmers’ Market License Agreement

As you continue to work toward improving the Market I have a few issues listed below that warrant your attention.

- 1. Encroachment** – The location of tents outside the boundaries approved in the license needs to be addressed. Specifically, tents have been placed on the sidewalk along the south side of Magnolia Avenue. This forces pedestrians to stand in, and walk along, a very congested street with constant turning movements into the adjacent parking lot. In addition to using property outside the licensed area this is a serious public safety issue that must stop immediately. The public right-of-way needs to remain unobstructed.
- 2. Hours of Operation** – The License Agreement requires the market to be open and operate between the hours of 7:00 a.m. to 1:00 p.m. and that the market manager be on-site during hours of operation, including set-up and break-down. Observations of the market operation reveal several vendors are breaking down and leaving before the Market closes and that the market welcome booth is not in place. Furthermore, the market manager has not always been located on-site during market hours and break-down.
- 3. Vendor Information and Schedules** – In the interest of transparency we would appreciate having a copy of vendor information, including their applications on file, a list of all vendors existing at the beginning of the year (to establish a baseline), a schedule of vendors attending each week, a list of vendors by category as described in the License Agreement (ie. fresh produce, organic, local), and the location and number of spaces vendors occupy. It is helpful to have information that demonstrates that the DDA is making progress toward compliance with the June 30th deadline.

I appreciate your cooperation in this matter.

MARKETING PROJECT UPDATE FOR CITY OF DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

Prepared by GOLD & Associates • Thursday, March 22, 2012

The following are the active projects for which the agency is presently working on for the DDA. Should you have any questions regarding these, please do not hesitate to contact Keith Gold or Jennifer Pallai with our firm. We look forward to meeting with you Tuesday.

- **PRIMARY RESEARCH** — The statistical/quantitative study among past Daytona Beach area retail guests and prospects has been written and may be reviewed online. It is awaiting Board approval prior to being launched on Zoomerang. The findings will be used in the Strategic Marketing Plan (SMP).

NEXT STEP: *Once the questionnaire is approved, creative materials to be evaluated in the survey will be added and it will be deployed. The findings will be distributed to the Board prior to the April DDA meeting.*

- **STRATEGIC MARKETING PLAN** — A draft of the 80+ page plan has been written and reviewed with staff. It is awaiting the primary research findings before the final marketing conclusions and recommendations can be offered.

NEXT STEPS: *Once the research study has been completed, the conclusions and recommendations will be included in the SMP, which will be distributed to Board members prior to the April DDA Board meeting.*

- **NEW WEBSITE** — The site plan/map has been revised per the Board and staff's requests. (Please note the plan attached.) The majority of the programming has been completed and the site "skin" (graphics) will be based on the findings from the impending research study. The agency did not combine shopping and dining in the primary navigation, as the SEO (Search Engine Optimization) advantages to these remaining separate were reviewed with staff. The agency also suggested that a blog not be added to the site, as this would invite negative comments. Rather, the social media pages can be used to gather input.

NEXT STEPS: *Additional URLs will be secured, as well as an outside hosting company. The creative that is preferred most in research will be utilized for the skin. The agency will present the site architecture to the Board next week.*

**MARKETING PROJECT UPDATE FOR
CITY OF DAYTONA BEACH
DOWNTOWN DEVELOPMENT AUTHORITY**

Prepared by GOLD & Associates • Thursday, March 22, 2012

- **RETAIL MAP PAD** — The art from the customer's locator map was reconfigured and the type was revised/reset pro-bono for 8 ½" by 11" printing. (Please see the layout attached.)

NEXT STEP: *The agency is bidding the printing and binding of map pads for distribution to our merchants and referral sources in April.*

- **CREATIVE DIRECTION/GRAPHIC DESIGN** — The agency has written scores of themelines and headlines for the new campaign. Additionally, five graphic design directions have also been developed.

NEXT STEPS: *Themelines, headlines and design directions will be evaluated in the upcoming research study. The final art will then be created for a wide range of print materials and reviewed with the Board at the April meeting.*

- **FARMER'S MARKET LOGO** — The agency has agreed to redraw/redesign the market logo pro-bono.

NEXT STEP: *The logo art will be developed and presented to staff by the end of next week.*

Thank you for your time and consideration!

You are currently previewing this survey. No responses will be recorded.

2012 Visitor Satisfaction Survey for Downtown Daytona Beach

Dear friend of the City of Daytona Beach:

The City constantly strives to improve its marketing efforts, and we would greatly appreciate your assistance. Please complete this survey, and you will be entered to **win a FREE iPad**. The survey will only take 5-10 minutes to complete. Your answers will be kept strictly confidential and have no bearing on your chances to win. Thank you for your assistance and good luck!



1 * YOUR PRIMARY RESIDENCE:

City:

Zip Code:

2 YOUR GENDER:

- Male
- Female

3 * YOUR AGE GROUP:

- Under 21
- 21-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- Over 75

4 * HAVE YOU EVER VISITED THE HISTORIC BEACH STREET RETAIL AREA OF DOWNTOWN DAYTONA BEACH?



Survey Page 1

5 * IF NO, WHY NOT?

- I do not know enough about the area
- I have plans to visit in the future
- I usually go somewhere else
- Other, please specify



Survey Page 2

6 * IF YES, HOW MANY TIMES A YEAR DO YOU VISIT THE AREA?

- 0-1
- 2-3
- 4-5
- 6+

7 * WHEN WAS YOUR LAST VISIT TO THE AREA?

- Within the last 6 months
- 6-12 months ago
- 1-2 years ago
- Over 2 years ago

8 * WHAT DID YOU SEE OR DO DURING YOUR VISIT TO THE HISTORIC BEACH STREET RETAIL AREA? (Check all that apply.)

- Antiquing
- Bar/Nightlife
- Baseball game
- Book store
- Boutique/Clothing
- Chocolate factory
- Coffee shop
- Event(s)
- Farmers market
- Home decor/furniture store
- Independent film theater
- Museum
- Overnight lodging
- Jewelry store
- Marina/Boating
- Park
- Restaurant/Dining
- Salon
- Shopping
- Yogurt shop
- None
- Other, please specify

9 * ABOUT HOW MUCH DID YOU SPEND ON YOUR LAST VISIT TO THE BEACH STREET AREA? For all expenses, such as dining, lodging, meals, recreation, shopping, souvenirs, transportation, et cetera.

- \$25 or less
- \$26-\$50
- \$50-\$99
- \$100-\$199
- \$200-\$399
- \$400-\$599
- \$600+



2012 Visitor Satisfaction Survey for Downtown Daytona Beach

10 * HOW DID YOU FIRST LEARN ABOUT THE HISTORIC BEACH STREET RETAIL AREA OF DOWNTOWN DAYTONA BEACH AS A PLACE TO SHOP, DINE AND BE ENTERTAINED?

- Billboard
- Brochure/Booklet(s)
- Calendar of events
- Direct mail
- Drove by the area
- Event
- Family/Friends
- Magazine(s)
- Merchant website
- Newspaper ad or article
- Online search
- Poster/Flier
- Radio ad
- Television ad
- Other, please specify

11 * WHICH OF THE FOLLOWING EVENTS HAVE YOU ATTENDED IN THE HISTORIC BEACH STREET RETAIL AREA? (Check all that apply.)

- Halifax Art Festival
- Art of the Automobile
- French Market
- Wine & Chocolate Walk
- Bike Week
- Speed Week
- None
- Other, please specify

12 * WHAT DID YOU LIKE MOST ABOUT YOUR VISIT TO THE HISTORIC BEACH STREET RETAIL AREA IN DOWNTOWN DAYTONA BEACH? (Check all that apply.)

- Affordable
- Beautiful environment
- Clean business establishments
- Easy to get to
- Friendly merchants
- Good dining
- Good entertainment
- Good shopping
- Good directional information
- Plenty of parking
- Variety of merchants
- Waterfront location
- Other, please specify

13 * WHAT DID YOU LIKE LEAST ABOUT YOUR VISIT TO THE HISTORIC BEACH STREET RETAIL DISTRICT IN DOWNTOWN DAYTONA BEACH? (Check all that apply.)

- Didn't feel safe
- Inconvenient hours of operation
- Insufficient directional information
- Insufficient parking
- Poor lighting
- Poor quality dining
- Poor quality entertainment
- Poor quality shopping
- Too crowded
- Unclean business establishments
- Unfriendly merchants
- Other, please specify

14 * HOW WOULD YOU RATE YOUR OVERALL LEVEL OF SATISFACTION WITH YOUR VISIT TO THE HISTORIC BEACH STREET RETAIL AREA?

Very dissatisfied	Not very satisfied	Somewhat satisfied	Very satisfied
1	2	3	4



Survey Page 4

2012 Visitor Satisfaction Survey for Downtown Daytona Beach

15 * HOW LIKELY ARE YOU TO VISIT THE HISTORIC BEACH STREET RETAIL DISTRICT IN THE FUTURE?

- Very likely
- Somewhat likely
- Not very likely
- Unsure



Survey Page 5

2012 Visitor Satisfaction Survey for Downtown Daytona Beach

16 * IF NOT VERY LIKELY, WHY NOT? (Check all that apply.)

- Didn't like the shops or restaurants
- Not enough to do
- Too costly
- Too difficult to find, park or shop
- No future visits to the area planned
- Unsure
- Other, please specify



2012 Visitor Satisfaction Survey for Downtown Daytona Beach

17 * WHERE ELSE DO YOU GO SHOPPING, DINING OR FOR ENTERTAINMENT IN CENTRAL FLORIDA? (Check all that apply.)

- Big box stores (Wal-Mart, Target, Best Buy, et cetera)
- Canal Street, New Smyrna Beach
- Downtown Deland
- Flagler Avenue, New Smyrna Beach
- Mall at Millennia, Orlando
- The Pavilion at Port Orange
- St. Augustine Outlet Malls
- The Trails of Ormond Beach
- Volusia Mall
- Others, please specify

18 * WHEN YOU TRAVEL TO OTHER LOCATIONS, HOW DO THE COSTS COMPARE FOR SHOPPING, DINING AND ENTERTAINMENT TO THOSE IN THE HISTORIC BEACH STREET RETAIL AREA?

- They cost less
- They cost more
- They cost about the same
- I do not recall
- Unsure



2012 Visitor Satisfaction Survey for Downtown Daytona Beach

-
- 19 * The Historic Beach Street Retail Area of Downtown Daytona Beach offers guests a unique collection of experiences—from waterfront dining, shopping and entertainment, to distinctive events and more.

Please indicate what you believe the best name for this area would be:

-
- 20 * Which of the following themelines (or "slogans") would best communicate that this is a desirable destination for local residents, businesses and tourists?

- Approach A (To be inserted)
- Approach B (To be inserted)
- Approach C (To be inserted)
- Approach D (To be inserted)
- Approach E (To be inserted)

-
- 21 * Which of the following advertising layout directions would best communicate that this area is a desirable destination for local residents, businesses and tourists?

- Approach A (To be inserted)
- Approach B (To be inserted)
- Approach C (To be inserted)
- Approach D (To be inserted)
- Approach E (To be inserted)

-
- 22 * AFTER READING THE DESCRIPTION AND REVIEWING THESE CONCEPTS, WOULD YOU RECOMMEND THE HISTORIC BEACH STREET AREA OF DOWNTOWN DAYTONA AS A SHOPPING, DINING AND ENTERTAINMENT DESTINATION TO A FRIEND?

 SUBMIT

Survey Page 8

2012 Visitor Satisfaction Survey for Downtown Daytona Beach

-
- 23 * IF YES, PLEASE EXPLAIN WHY:

 SUBMIT

2012 Visitor Satisfaction Survey for Downtown Daytona Beach

24 * IF NO, PLEASE EXPLAIN WHY NOT:



2012 Visitor Satisfaction Survey for Downtown Daytona Beach

25 IS THERE ANYTHING ELSE THAT YOU WOULD LIKE TO TELL US TO MAKE THIS A MORE APPEALING DESTINATION AREA? (Please explain.)



You are currently previewing this survey. No responses will be recorded.

Thank you for your participation. You have been automatically entered to win.





DIRECTORY

CITY OF DAYTONA BEACH

DOWNTOWN SHOPPING DISTRICT



MAP LEGEND

- P** Public Parking
- T** City Line Trolley Stop

DINE DOWNTOWN

		Breakfast	Lunch	Dinner
156 S Beach	Angell & Phelps Café <i>American style café</i>		Mon - Sat	Thu - Sat
200 S Beach	Bad Habit Lounge <i>Bar</i>			Mon - Sat
141 Bay	Bay Street Seafood Market <i>Fresh seafood</i>		Mon - Sat	Mon - Sat
124 Orange	Crooks Den <i>Bar</i>			Mon - Sun
110 S Beach	Dancing Avocado Kitchen <i>Slice of California on Beach St.</i>	Tue - Sat	Mon - Sat	
137 W ISB	Don Vito's <i>Authentic Italian restaurant</i>		Mon - Fri	Mon - Sun
246 S Beach	Ivy Lane Bistro <i>Fresh nouvelle cuisine for brunch & dinner</i>	Tue - Sun	Mon - Sun	Wed - Sat
168 N Beach	Joanne's Beach Street Café <i>Fresh sandwiches</i>	Mon - Fri	Mon - Fri	
218 S Beach	McK's Tavern <i>Irish - American tavern</i>		Mon - Sat	Mon - Sat
176 N Beach	Mediterranean Experience <i>Gourmet pizza & unique Mediterranean food</i>	Mon - Sat	Mon - Sun	Thu - Sun
200 N. Beach	Rhokkoh's <i>Frozen Yogurt</i>		Mon - Sun	Mon - Sun
111 W ISB	Ronin Sushi & Sake Bar <i>Sushi & imported sake</i>			Mon - Sun
101 Bay	Siam Spice <i>Authentic Thai cuisine</i>		Mon - Sat	Mon - Sat
214 S Beach	Sweet Marlay's Coffee <i>Coffee, desserts, & gelato ice cream</i>	Mon - Sun	Mon - Sun	Mon - Sun
262 S Beach	The Original Stavro's Pizza House <i>Fresh pizza, entrees and sandwiches</i>		Mon - Sat	Mon - Sun
214 N Beach	Tia Cori's Tacos <i>Authentic Mexican Cuisine</i>		Mon - Sat	Mon - Thu
112 Bay	Zen Bistro <i>Thai cuisine</i>		Mon - Fri	Mon - Fri

SHOP DOWNTOWN

ANTIQUES

			WEEKDAYS	SATURDAY	SUNDAY
■ 122 S Beach	Arlequin Antiques & Art	Authentic antiques & jewelry	M-F 11:30-4:30	11:30-3	
■ 110 N Beach	Carousel Antiques	Antiques & collectibles	M-F 10-5:30	10-5:30	
■ 140 N Beach	Nicole's Beach Street Mall	Antiques, jewelry, art & giftware	M-F 10-5	10-5	

BOOKS & MUSIC

■ 256 S Beach	Abraxas Books	Quality used books on all subjects	M-F 11-6	11-6	11-6
■ 138 W ISB	Atlantic Sounds	New & used vinyl records, CDs, & DVDs	M-F 9-7	9-7	
■ 166 N Beach	Christian Science Reading Room	Books & music for a spiritual way of living	M-F 10-2	10-5	
■ 125 W ISB	Daytona Books & Metaphysics	Metaphysical gifts and books, new & used	M-F 10-6	10-6	12-5

CLOTHING & SHOES

■ 220 S Beach	Amaya's Boutique	Women's international style fashion	M-F 10-5	10-5	
■ 228 S Beach	Beach Street Shoe Boutique	European comfort, resort style shoes	M-F 10-5	10-3	

HOME DECOR

■ 242 S Beach	Bennett's Framing Gallery	Custom picture framing, mirror & art	M-F 9-4:30	9-12	
■ 137 Bay	Southern Home Furniture	New, used, unique furniture	Tu-F 10-5:30	10-5:30	
■ 110 W ISB	Stacey Lipton Interiors	Home accents, art, furniture, gifts, jewelry, baby	M-F 11-4:30	10:30 - 3	

JEWELERS

■ 250 S Beach	Evans & Son Fine Jewelers	Estate and one-of-a-kind jewelry	Tu-F 9-5	10-2	
■ 108 W ISB	Bill Green Jewelers	Full service jeweler, grandfather & mantel clocks	M-F 9:30-5:30	9:30-4:30	
■ 100 S Beach	Jessup's of Daytona	Estate jewelry, master jeweler, & music instruments	M-F 10-6	10-6	
■ 150 S Beach	Tom Cook Jeweler	Full service jeweler, giftware	M-F 9-5:30		
■ 160 S Beach	Wm. Ritzi and Co. Jewelers	Fine jewelry, custom design, repairs	M-F 10-5		

SHOE & LUGGAGE REPAIR

■ 146 W ISB	Masterson's Shoe Shop	Shoe & luggage repair	M-F 9-5:30		
■ 104 Bay	Gilley's Shoe Shop	Shoe repair	Tu-F 8-3:30		

SPECIALTY FOOD & WINE

■ 216 S Beach	Bottle Caps Beer & Wine	Specialty beer & wine store	M-F 12-8	12-10	
■ 248 S Beach	Davidson Bros. Indian River Shippers	Seasonal fresh Florida citrus - gifts, candies, and jellies	M-F 9-4	9-2	
■ 172 S Beach	Med Express	Baked goods, breakfast buffet, & lunch café	M-F 9-3		
■ 135 W ISB	Oriental Grocery	Neighborhood food market	M-F 9:30-7	9:30-7	10:30-3

SPECIALTY SHOPS

■ 222 S Beach	Beach Street Bazaar	Jewelry, sterling silver, gemstones, crystal	M-F 11-6	11-6	
■ 134 S Beach	Beach Street Impressions	Custom imprinted garments & uniforms	M-F 10-5:30		
■ 136 S Beach	Daytona Magic Shop	Magic, clown, theatrical supplies, & special effects	M-F 9-5	9-4	
■ 210 S Beach	Gary T's Sports & Collectibles	Trading cards & autographed memorabilia	Tu-F 11-7	11-7	
■ 206 S Beach	Three Brothers Boards	Stand-up boards, paddles sales & tours	M-F 10-6	10-6	
■ 140 W ISB	Zahn's Flowers	Full service florist, delivery worldwide	M-F 9-5	9-12	

DOWNTOWN SERVICES

AUTO SERVICES

■ 241 S Palmetto	British - American & Foreign Auto Repair	American and import auto specialists
■ 154 Orange	George's British - American Auto Repair	Full service gasoline & auto repair

BUSINESS SERVICES

■ 132 W ISB	Alternate Image	Web site & software design
■ 144 S Beach	Net Works, Inc.	Computer & network services
■ 240 S Beach	Minuteman Press	Printing, promotional products, & mailing services
■ 133 W ISB	VIP Printing	Full service printing

EVENT PLANNING

■ 122 Orange	Chef's Papas	Food to go & catering
■ 204 S Beach	Michael's Photography & Video	Fine portraiture, weddings & videography
■ 146 S Beach	Rachael Kasie Designs	Wedding & event florist

ATTRACTIONS

Angell & Phelps Chocolate Factory

- 154 S Beach
Free chocolate factory tour

From 9:30am to 6pm daily (except Sunday) you can watch chocolate being made the old-fashioned way! Founded in 1925 by Riddell Angell and Cora Phelps in Michigan, this chocolate factory continues to produce quality homemade candies.

Cinematique Theater

- 242 S Beach
Independent and foreign films

This non-profit arts organization brings the best independent and foreign films to Daytona Beach. Host of the Daytona Beach International Film Festival, Cinematique gives students and filmmakers from around the world a place to show their work.

Daytona Beach Farmer's Market

- City Island
Saturday market with fresh and organic produce.

Open every Saturday from 7am until Noon, this is a "must-see" if you love fresh and organic fruits and vegetables, baked goods, seafood and so much more.

Daytona Cubs at Jackie Robinson Ballpark

- 105 E Orange
Family-friendly minor league baseball

From April to August, professional baseball prospects show their talents in the historic Jackie Robinson Ballpark — host of the first racially integrated game in baseball history. Affiliated with the Chicago Cubs, the Daytona Cubs compete in the Advanced Class A, Florida State League.

Halifax Historic Museum

- 252 S Beach
History & artifacts from Daytona Beach

Open Tuesday-Saturday, the museum presents the history of the Daytona Beach area and houses artifacts from 5000 BC to the present. Located in the 1910 Merchant Bank Building.

News-Journal Center at Daytona State College

- 221 N Beach
Live performance theater

The News-Journal Center hoses a variety of live musical and theatrical performances in two venues:

- Main Theater — Intimate, yet grand in style, 859 seats.
- Studio Theater — The stage is placed amidst the 264 seats.

HEALTH CARE & WELLNESS

■ 208 S Beach	David K. Klokow DDS	General dentistry
■ 111 Magnolia	Dillard Diet Dementions	Weight control
■ 115 Magnolia	Quanita's Ballroom	Ballroom and dance instruction
■ 224 S Beach	Renew Yoga Studio	Mind body & spirit
■ 129 N Palmetto	South Beach Dance Academy	Dance techniques and performing arts
■ 147 W ISB	Total Nutrition	Weight control, gym, vitamins & supplements

SALONS & SPAS

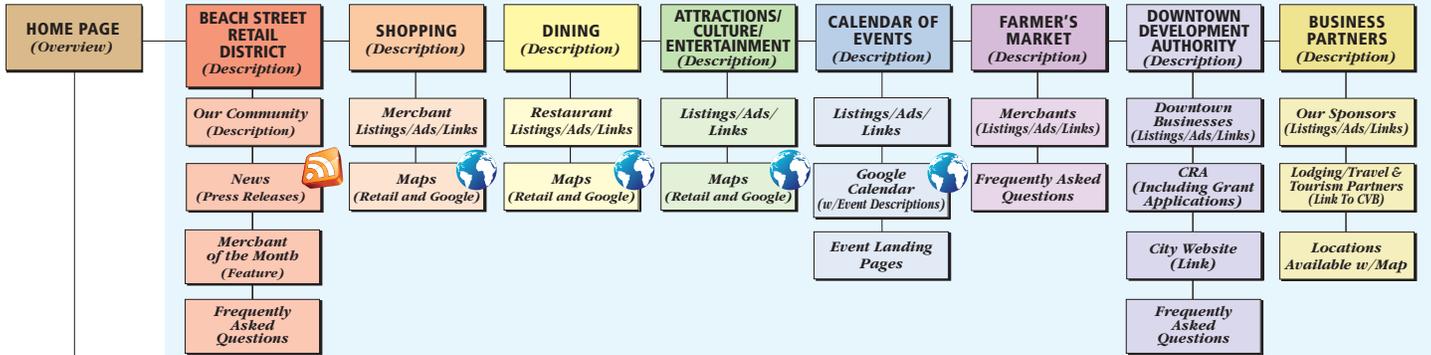
■ 115 W ISB	Bei Capelli Salon	Full service salon
■ 204 S Beach	Carl Walters Hair	Hair replacement system
■ 116 Magnolia	Salon 230 / Spa Above	Spa & full service salon
■ 142 W ISB	Sunmaster's Tanning Salon	Full service tanning spa
■ 212 S Beach	Westworld Hair Salon	Full service salon
■ 120 S Beach	Wig Villa	Specialized wigs & hair pieces

DOWNTOWN DAYTONA BEACH SITE PLAN/MAP

*Prepared by GOLD • Friday, January 27, 2012
REVISED Wednesday • February 22, 2012, Wednesday • March 21, 2012*

Initial Site Plan

PRIMARY NAVIGATION



FOOTER

A footer on every page will feature all major links listed above (for the benefit of search engines), Google search feature, site map and terms of use/privacy policy.

WIDGETS

(Featured on every page of site.)

DISCOUNT CARDS

PHOTO GALLERY 

 DOWNLOADABLE BROCHURES

LOCATION 

NEWSLETTER SIGN-UP

 GUEST SERVICES/CONTACT US

FOLLOW US/SHARE (SOCIAL MEDIA):



LEGEND

— LINKING PAGES



PDF FILES OR LINKS TO PDFS



FORM SUBMISSION/
EMAIL BOUNCEBACK



PHOTOS



RSS FEEDS



GOOGLE MAPS/CALENDAR



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: March 22, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on March 6, 2012:

- Recommended approval of the conditional use for Windy City Bar & Grill Restaurant for alcohol beverage service (beer & wine 2-COP) and a sidewalk café at 230 S. Beach St. (former site of Stingray's / Red Tails).
- Recap the merchant and urban retailing visit by Bob Gibbs. The retail strategy for Downtown and changes to Land Development Code (LDC) for the Downtown by Bob Gibbs were also discussed.

Attached is the letter from The City of Daytona Beach regarding the TIF payment due to the Daytona Beach Redevelopment Trust Fund from the DDA. By agreement, these funds are returned to the DDA to market & promote Downtown in conformance with the adopted Downtown Redevelopment Area Plan. The letter is being provided for your information.



The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

Development and Administrative Services
Redevelopment Division

November 29, 2011

Mr. Robert Abraham
Chairman
Downtown Development Authority
P.O. Box 2451
Daytona Beach, Florida 32115-2451

Dear Mr. Abraham:

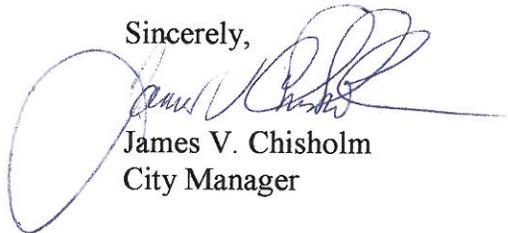
This is in regard to 2011 tax increment payment due to The City of Daytona Beach’s redevelopment trust fund as provided under Section 163.387, Florida Statutes.

The total amount due from your agency is \$31,824.43 calculated per the attachment.

Please note that according to Florida Statutes, any taxing authority required to make tax increment payments must make such payments by January 1 or pay a five percent penalty plus one percent interest on any outstanding balance on a monthly basis.

If you have any questions, please contact Mr. Reed Berger, of my staff at 386/671-8180.

Sincerely,



James V. Chisholm
City Manager

Jmt

Attachments

