

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, April 24, 2012**

A meeting of the Downtown Development Authority was held Tuesday, April 24, 2012, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

**Board Members**

Mr. Robert Abraham, Chairman  
Ms. Sheryl Cook (arrived at 8:20 a.m.)  
Ms. Stacey Lipton  
Mr. Joseph H. Hopkins

**Board Members Absent**

Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Mr. Reed Berger, Redevelopment Director  
Ms. Becky Groom, Recording Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:07 a.m.

**2. Roll Call**

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

**3. January 24, 2012 Meeting: Item 7 – Funding Approval: Valentine’s Day Promotions – Revocation of second and vote by Joe Hopkins**

Mr. Abraham stated that at the January meeting, Mr. Hopkins had declared a conflict of interest but had seconded a motion which he could not do because of his conflict. Mr. Hopkins withdrew his second to the motion. Ms. Lipton made a motion to revoke Mr. Hopkins’ second regarding the Funding Approval for the Valentine’s Day promotions and to have the minutes corrected accordingly. The motion was approved with Mr. Hopkins abstaining from the vote (3-0).

4. **Approval of Minutes: March 27, 2010**

Mr. Hopkins made a motion to approve the March 27, 2012 minutes. Ms. Lipton seconded the motion and it was approved unanimously (3-0).

5. **Quarterly Budget Report**

Mr. Jeffries presented the quarterly budget report, a copy of which is hereto attached and made part of the record and reviewed DDA expenses as well as the Farmers' Market expenses.

6. **Farmers' Market Update**

Mr. Jeffries stated that he had been at the Farmers' Market and the issue regarding the tents on the sidewalks had been resolved. Everything was set up in the licensed area.

Mr. Abraham asked if Mr. Jeffries was receiving the record as requested.

Mr. Jeffries stated no.

Mr. Abraham stated that he had a phone conversation with Cheryl Kelley and she said she was doing what she can to manage the market considering it was not a full-time job. He stated it was currently a very positive situation, and he thought it was going well.

Ms. Lipton stated that Ms. Kelley had a concern that there may not be commitments for the market during the summer.

Mr. Jeffries stated that it was expected that participation would drop during the summer. He stated that it would be difficult to project the revenue for the summer.

Mr. Jeffries stated that Ms. Kelley notified him last week that the Department of Agriculture grant had opened up and she was working on the grant submission which was due on the date of the next DDA meeting. He stated that the DDA was the application so he thought the submission should be shown to the Board prior to submittal which may mean a special meeting.

Mr. Hopkins asked about the tent being set up and signage for information.

Mr. Jeffries responded that would be part of the equipment budget. He referred to Page 22 for an illustrative banner that could be incorporated into the banner signage for the tent.

Mr. Hopkins stated he did not see the connection between the logo and a sign that says information.

Mr. Abraham stated that they had not received input from Ms. Kelley regarding the logo.

Ms. Lipton asked if Ms. Kelley had seen the logo.

Mr. Jeffries referred to an email from Ms. Kelley on page 19 of the Board packet indicating she did not like the logo. He stated that he had shown the logo around City Hall and he had received positive response. He stated that banners had been purchased with the logo.

Mr. Abraham stated Ms. Kelley said in her email was that she was blindsided by the Board approving a logo.

Ms. Lipton asked what else was left to be done.

Mr. Jeffries stated that the logo would be used at the management booth and on shopping bags.

Ms. Lipton suggested giving Ms. Kelley a time frame so it would be done in a timely manner.

Mr. Abraham asked if there was an urgency.

Mr. Jeffries stated there was no urgency, but he wanted to get the banners out.

Mr. Hopkins stated that it was the second meeting Ms. Kelley has not attended and he felt they needed to proceed.

Ms. Cook stated that she had been to the Farmers' Market there was nothing at the management tent except Ms. Kelley's truck and the bag of money. She stated there were no portable signs to indicate it was a management tent or to ask questions.

Mr. Berger stated he felt there should be volunteers manning the station at all times. He stated there should be identification and money should not be left unattended.

Mr. Abraham stated that the consensus of the Board was that a sign was needed and asked who would be ordering it.

Mr. Jeffries stated that the City could purchase the sign using a purchase order.

**Board Action**

Mr. Hopkins made a motion to authorize the acquisition and installation of the sign for the Farmers' Market. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

7. **Marketing Tactical Plan**

Mr. Abraham explained that the DDA meetings were informal; however, public input would be permitted only after the presentation and comments would be directed to the Board. After the presentation, there would be Board discussion then public input would be requested.

Mr. Jeffries stated that the Marketing Plan had been emailed to the Board and was provided in the packet.

Mr. Keith Gold, Gold & Associates, presented the Marketing Plan, a copy of which is hereto attached and made part of the record. He stated the process had been started with the questionnaire that had been developed. He then met with the merchants. He went through over 60 information sources in developing the plan. An on-line survey was conducted of past and present guests as well as receiving the stake holders' thoughts. The survey was third party and impartial and several hundred responses were received. The responders were frequent visitors who visit 4+ times per year, 2/3 of which were women, and the majority were baby boomers (age 46-64). Over 80% of the constituency was over age 46. Most visitors were from throughout Volusia County and spent about \$40 per day, most on dining.

Mr. Gold explained the secondary market was within a 50 mile radius. He stated that 43,000,000 came to Orlando each year with 20 colleges close by and those groups should be invited to the area. The adult communities as well as persons at the 16 military bases and 250,000 veterans also needed to be invited.

Mr. Gold stated 82% of the respondents said they were very likely to return. They liked the waterfront environment and dining but shopping was down the list. Dislikes are parking, hours, and safety. The older population asked that parking be easier. Safety also tended to be demographical and the older population found it an issue. Hours were noted as an issue, and they would like to see businesses open later in the evening.

Mr. Gold stated competition for the area were the chains, Volusia Mall, and the Pavilion at Port Orange.

Mr. Gold discussed the USP and asked as part of the survey what phrases appealed. The water was something that responders found as unique and the name that was preferred by responders was Riverfront Shops of Daytona Beach.

The second choice was Riverfront Shops of Daytona. All top choices had something to do with water and 78% of votes had Riverfront in it.

Mr. Gold stated that the theme line Coastal Charm, Downtown Dazzle was voted higher than all others. He stated that the URL should be memorable and relate to the name.

Mr. Gold stated that a photographic approach was used to find out what people liked the most. The design with a large photo of a walkway with trees was preferred.

Mr. Gold stated that a logo would need to be developed for the Riverfront.

Mr. Gold discussed media habits and stated an effective website would be required. TV advertising was ranked as the number 1 means for receiving information; public relations was the second group; social media was next; the least used was radio, print ads, and collateral material.

The tactical plan was reviewed. The budget for May, 2012, to September 2012 was \$22,000; and the budget for October 1 to September 2013 was \$78,000. The budget for the remainder of the year was presented with the following recommendations:

Ads would be included for Festivals/events; newspapers and magazines; Brighthouse; and Facebook and other on-line social marketing. Loyalty cards with merchants were important; rack brochures should be at all hospitality venues in the area.

Mr. Gold noted that most people visiting the area were return visitors to Daytona Cubs games and to the Farmers' Market. He stated that we should be communicating regularly with the merchants and visitors via email with a newsletter. He stated that some dollars that had been allocated should go for a photo shoot to use in advertising.

Ms. Cook asked about the photo shoot. She asked if the photos would be of events or general photos.

Mr. Gold stated that events should be photographed with images posted prior to the next event. He recommended that the focus be on the environments, which was what would keep people coming back.

Mr. Gold suggested the web site have a banner that would move and rotate images. The site was programmed and copy had been written.

Mr. Jeffries stated that the copy had not been distributed to the Board.

Mr. Abraham asked Mr. Jeffries to describe the process in exposing the marketing plan to the merchants.

Mr. Jeffries stated that the merchants had received the marketing plan and a meeting would be set within a week or two with the merchants. There will be a similar-type presentation to the merchants but he wanted to get the Board's feedback on the plan prior to meeting with the merchants.

Mr. Jeffries stated that the Board had 2 options:

1. The Board could approve the plan, including the name and the general advertising theme, or
2. Staff could talk with the merchants, get their feedback, and present their comments to the Board at their next meeting.

Mr. Jeffries stated that Mr. Gold would need authorization from the Board prior to proceeding. At the May meeting, the Board would be reviewing the 2013 budget.

Mr. Abraham stated that he felt it would make more sense to wait until after the merchants meeting to approve the plan.

Mr. Jeffries stated that it was the Board's discretion but further stated that he was comfortable with the plan.

Mr. Abraham asked if the plan was approved that day, if they were committing to a budget.

Mr. Jeffries stated that the budget would be scheduled to be approved at the May Meeting. He stated the Board could allocate photo shoot expenses.

Mr. Berger asked if there was an urgency in Board approving the plan.

Mr. Abraham stated they could wait for merchant approval but approve expenses.

Ms. Lipton stated that she was anxious to move forward.

### **Board Motion**

Ms. Lipton made a motion to approve the plan. Ms. Cook seconded the motion.

Ms. Cook asked about the expenses.

Mr. Jeffries stated that there was about \$18,000 left in the budget and only half of the fee had been paid to Gold. \$10,000 for Main Street Program had not been allocated; and \$3,000 for the Farmers' Market had surplus to date.

Ms. Lipton asked if there were outstanding event costs.

Mr. Jeffries stated that they had been billed for everything.

Chairman Abraham asked what was available for the plan.

Mr. Jeffries stated that there was \$10,000 for Main Street that was not committed and \$3,000 left in events. Another \$5,000 could be added from start-up costs for the Farmers' Market. Mr. Jeffries stated that they could sell spaces on the website and those funds would be available.

Ms. Lipton stated that she thought there would be about 20 participants.

Ms. Cook asked when the meeting would be held with the merchants.

Mr. Jeffries said that he would try to get it scheduled for the following week.

Ms. Cook asked how soon they would go live with the website.

Mr. Gold stated that they could start the web site with the photos they had and use local photographers to take photos. He stated he would donate time to see that the project moved forward. They had already programmed the site and would use photos they had available and the site would be live in about 3 weeks.

Ms. Lipton asked who would collect money from the merchants for ads.

Mr. Jeffries stated that the DDA would collect the funds.

Ms. Lipton stated that some were ready to advertise.

Ms. Cook asked the cost for advertising.

Mr. Gold stated he was not sure yet.

Ms. Cook asked if they could develop a fee for the next four months and then yearly after that.

Ms. Lipton stated she agreed with Ms. Cook.

Mr. Jeffries stated that the costs were based on a one-time cost and details would be worked out for expanded options.

Ms. Lipton stated that people start selling their products in September. The merchants would want to know up front what it would cost.

Mr. Jeffries stated that he would like to talk with the merchants and then come back to the Board with a schedule.

**Board Action**

The motion was approved unanimously (4-0).

**8. Downtown Daytona Beach Website**

Mr. Abraham asked about the expenditures for photography.

Mr. Jeffries stated that the Board could approve a certain amount for photographs and web hosting and \$5,000 would cover those expenses.

Ms. Lipton asked if money for photography and funding for commercials would be for next year.

Mr. Gold stated that the stills could be used for TV production and he would like to purchase I contacts which was \$120 per month for about 15,000 contacts. He would start with a press release and newsletter e-blasts. There would be about \$150 per month for expenses and the photo shoot would be bid out.

Mr. Jeffries stated that the Board would authorize enough to get the project moving and he needed authorization from the Board.

**Board Motion**

Ms. Cook made a motion to authorize expenses not to exceed \$5,000 for photos, I contact and URL. Ms. Lipton seconded the motion.

Mr. Hopkins asked if the \$5,000 was from the \$18,000 available budget.

Mr. Abraham stated that the Board needed to understand what funds were available for the remainder of the fiscal year.

Ms. Cook stated that the Board had approved the main expenditures already for this year and June and July were slower periods. She further stated that they should get the web site going and there were people who would want to get on the web site.

Mr Hopkins asked if the costs for the photo shoot would be presented at the next meeting.

Mr. Gold stated that he wanted to make sure the photos that were taken were owned by the Board and that they were the Board's assets. He stated that if he had a number to start with, he could move forward.

Ms. Cook asked about using the photo school at Daytona State College.

Mr. Gold stated that he would reach out to them but noted they were students, not professionals.

Mr. Abraham stated that if they used \$5,000, they are making a choice that the money they were using was important and would mean that they may not be able to do other things.

Mr. Hopkins stated that he was in support of the plan and ready to move but was cautious.

### **Board Action**

The motion was unanimously (4-0).

Ms. Cook discussed domain names.

Mr. Gold stated that the cost would be about \$100 per year, with each name costing about \$6 to \$8 per year.

Mr. Abraham noted that if they did not buy the names, someone else would.

Mr. Gold stated that they only needed about 6 domain names.

Mr. Abraham stated they had authorized the expenditure.

Mr. Gold asked that he be authorized to try to negotiate to get as many as possible.

Mr. Hopkins noted that local residents used Daytona and visitors used Daytona Beach.

Mr. Abraham noted that Daytona had a lot of brand recognition, noting that it was Daytona International Speedway, not Daytona Beach International Speedway.

Ms. Lipton asked if they could authorize Mr. Gold to acquire 10 sites and let him decide.

Mr. Gold stated they could be included with the authorization that was previously approved.

Mr. Abraham stated he would not take out Shops at Daytona Beach and he was ok with doing all of them.

Ms. Cook stated that she felt Riverfront was very important.

Ms. Lipton stated that Riverfront, Daytona and shopping were key words.

Mr. Gold stated that he would take out Downtown Daytona Riverfront and he liked the ones that lead with Riverfront.

Mr. Abraham stated that Mr. Gold could negotiate the volume discount and asked if the Board was okay with letting Mr. Gold do that.

The Board agreed.

**9. Staff Update**

Mr. Jeffries presented the staff report, a copy of which is hereto attached and made part of the record. He stated the Redevelopment Board would be reviewing the proposed Assisted Living Facility.

Ms. Lipton asked if it would be tax exempt.

Mr. Jeffries stated no, it would not be tax exempt and would increase the tax base. He stated there was a Downtown brochure being developed to go to the merchants and the Riverfront logo would be incorporated. He stated they would be out within two weeks.

**10. Public Comments**

Ms. Janet Kersey of Daytona Harley Davidson addressed the Board. She stated their building on Beach Street had been converted to a museum and Daytona Harley Davidson would like to be involved in the Downtown redevelopment; however, the boundary on the map did not include Daytona Harley Davidson. She stated the boundary line was past the post office. She stated there were many businesses north on Beach Street that were open throughout the year and she asked that the line be extended to Fairview Avenue so those businesses could be involved in marketing the Downtown area.

Mr. Abraham asked Mr. Gold to contact Ms. Kersey regarding her concerns.

Mr. John Nicholson, 413 Grandview Avenue, asked about the Downtown boundaries. He stated that he would like the Board to consider placing the Riverboat that was being considered by New Smyrna Beach to be located in Downtown Daytona Beach.

Mr. Buddy Budiansky, 120 S. Palmetto, spoke stated his business was located in the Downtown area. He stated that he knew nothing about the redevelopment and the survey and was concerned that he and others were not getting information. He

stated that he had been involved in the DBPA and was a stake holder but he was concerned that he did not know about the report and study.

Ms. Lipton stated that there was not a merchants group and asked that he help in starting one.

Ms. Cook stated that she had heard nothing from the group with which Mr. Budiansky was previously involved.

Mr. Jeffries stated that he would go through his contacts to make sure property owners were on the list.

Mr. Scott Chesley, 140 S. Beach Street, talked about creating a Main Street program. He said the DDA was created in the 1970's to grow the area and he was willing to work to get it developed. He stated a merchant group needed to be developed.

Mr. Abraham stated that there was no reason why a merchant group could not work with the DDA but it was not the Board's function to develop a merchant group.

Ms. Lipton asked how the Riverfront area would be identified.

Mr. Jeffries stated that they needed to reinforce the Riverfront Master Plan.

Ms. Cook stated that there should be banners identifying the area.

Mr. Jeffries stated that since the logo had been developed, banners could be placed on the poles located in the Downtown area.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 11:07 a.m.



Robert Abraham, Chairman



Rebecca Groom  
Recording Secretary