



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

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

AGENDA

Tuesday, June 12, 2012 8:00 a.m.
Conference Room 116

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.

SPECIAL MEETING

1. **Call to Order**
2. **Roll Call**
3. **Acceptance of Resignation: Cheryl A. Kelley, Farmers' Market Manager**
4. **Farmers' Market Interim Manager**
5. **Farmers' Market Manager Replacement Search**
6. **Public Comments**
7. **Adjournment**

Please note: the meeting will be in a different room

Cheryl Kelley
76 Banyan Dr.
Ormond Beach, FL 32176

June 6, 2012

DDA

Dear Robert Abaraham:

I am writing to officially resign my position as Farmer's Market Manager. I have accepted a position in Washington DC as a Deputy CFO for the Office of Special Counsel.

I enjoyed running the Market and I believe with continued proper management the market will continue to thrive and expand. I appreciate the opportunity I had to serve the Daytona Community and the DDA Board. I will be at the Market Saturday, June 9, 2012, and June 16th.

I recommend hiring Heidi Bivens as an interim manager. She is available to come to the market June 9th and the 16th to train.

I would like to meet with you before I leave to discuss how I see the implementation of the FMPP grant should it be awarded, and the things I think are most important to look for in a market manager.

Thank you again for the opportunity to manage the Farmer's Market. I will be available by email after my move should you have any questions.

Sincerely,

Cheryl Kelley



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
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MEMORANDUM

DATE: June 8, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Interim Farmers' Market Manager

With the resignation of Cheryl A. Kelley as the Farmers' Market Manager, staff recommends the hiring of an Interim Market Manager to manage the Market while a search is conducted for a permanent Farmers' Market Manager.

Interim market manager:

Staff is recommending the hiring of Gini Reinecker as the Interim Market Manager. Ms. Reinecker has experience working on City Events for Cultural Services, experience collecting cash, and has been background checked by the City. The position will pay \$15 per hour, expected to involve 15 hours per week, and have the following responsibilities:

1. Present at the Market on Saturday 6:30AM to 2:30 (8 hrs)
2. Coordinate the location of vendors in the market (especially new vendors)
3. Work with vendors to resolve any Farmers' Market issues or concerns and coordinate with City Staff
4. Ensure the Market area is clean at the end of the day
5. Ensure vendor compliance with Market rules established by the DDA
6. Collect vendor revenue and deposit at City Hall
7. Maintain records of revenue collections
8. Collect any outstanding vendor applications from existing vendors
9. Recruit volunteers for the Farmers' Market management booth

Search for Permanent Replacement

Post the position with the assistance of the City's Personnel Office

1. Personnel will post on City website and distribute to local employment agencies.
2. The position will be clearly identified as a DDA position and is not subject to City of Daytona Beach benefits.
3. Respondents will need to return a resume and 5 references to Redevelopment Staff.
4. Selected individual will require a background check and fingerprinting (Use City policy for hiring temporary employees).
5. Staff is requesting direction from the DDA on the desired selection process for the Market Manager.

Staff is recommending that the responsibilities for the Farmers' Market Manager Position be reduced from the current duties listed in the existing Manager contract. See attached job description.

Marketing efforts for the Farmers' Market could be coordinated by staff and handled by Gold & Associates with their contract.



DEVELOPMENT AUTHORITY

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

<u>Title:</u>	Farmers' Market Manager
<u>Status:</u>	Part-time – 15 hours a week Saturday: 6:30 am to 2 pm Weekday hours will vary.
<u>Hourly Range:</u>	\$12 - \$18
<u>Benefits:</u>	Not eligible for benefits
<u>Paid Time Off:</u>	Not eligible for PTO
<u>Job Description:</u>	<ol style="list-style-type: none"> 1. Manage the farmer's market <ol style="list-style-type: none"> a. Oversee morning set-up including vendor placement b. Collect rent in compliance with DDA policies c. Enforce rules & regulations d. Run farmer's market event activities e. Oversee clean-up f. Work with vendors to resolve issues g. Plan for future expansion of the market 2. Recruit new vendors <ol style="list-style-type: none"> a. Meet and recruit new vendors b. Distribute applications c. Oversee the application process of new vendors 3. Operate Management & Information Booth <ol style="list-style-type: none"> a. Coordinate and recruit volunteers for booth b. Purchase product for sale in the booth 4. Coordinate with DDA marketing agency for the Farmer's Market marketing 5. Coordinate with the Redevelopment Staff and the DDA on all Farmer's Market Activities
<u>Minimum Qualifications</u>	Bachelor's degree in Public Administration, Business Administration, or closely related field supplemented by at minimum of three (3) years previous experience and/or training involving the operation of a Farmers' Market; or an equivalent combination of education, training and experience



The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

May 21, 2012

Cultural Services Division

Please accept this letter as a very positive recommendation of Gini Reinecker.

Having worked with Ms. Reinecker over the past year, I can endorse her as an outstanding individual. She is very educated and poised and presents herself in a calm and supportive manner. She is reliable and hard working and would be a positive addition to your organization.

For the past year, Ms. Reinecker has worked for the City’s Cultural Services Division in various roles including working with customers at City Hall and the Peabody Auditorium. She is a trustworthy and valuable member of our staff. She can be relied on to willingly offer her time, creativity and energy in many areas.

She has excellent customer service skills. The audience at the Peabody is often more formal and demanding. She is kind and considerate with older patrons and relates well to people of all ages and temperaments. Ms. Reinecker is respected by her peers and the public alike because she relates well with people naturally, and presents a trademark smile and pleasing demeanor.

I know Ms. Reinecker would make an excellent addition to your organization.

Sincerely,

Helen Riger
Cultural Services Administrator
City of Daytona Beach

Farmers' Market Strategic Plan

June 2012 Status Report

Mission:

To offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products, serve as a marketplace catalyst for local entrepreneurs, provide an opportunity for local musicians to perform, and provide a festive community event gathering place.

Values:

1. **Transparency;** operate with openness in all transactions and interactions
2. **Accessibility;** serve all of Daytona Beach's residents and visitors
3. **Independence;** provide independence for the operation of the Market
4. **Reinvestment;** invest and grow the Farmers' Market
5. **Freshness;** availability of fresh produce, food, and plants.

Goal:

To become a thriving destination market with offerings to include, local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.

Objectives:

1. Increase the number of local farmers selling at the Market	
Plan:	<ol style="list-style-type: none">1. Visit Sanford market to recruit2. Get EBT at market to become more attractive to farmers3. Create Farmers' Market vendor brochure
Status:	<ol style="list-style-type: none">1. Cheryl made contact with the local Farm Bureau & Sanford Market2. Information for Market vendors on DDA web page3. Manager responds to inquiries by potential vendors
Next Steps:	<ol style="list-style-type: none">1. Ongoing: potential vendor inquiries will be handled by Redevelopment Staff and coordinated with the Market Manager2. New Market Manager to develop a recruitment strategy within two months of employment
Timeline:	<ol style="list-style-type: none">1. Next 2 Months: Interim Manager & Staff handle vendor inquiries2. Within 4 Months (October 2012): New Manager presents new local farmer recruitment strategy

2. Obtain grant to implement EBT payments at the Market	
Plan:	<ol style="list-style-type: none"> 1. Register for a DUNS number for the DDA 2. Get authorized to accept EBT and SNAP through the FNS office 3. Establish a grants.gov account with the DUNS numbers 4. Prepare grant proposal narrative 5. Obtain written proof of eligibility from a State or Federal source 6. Prepare grant supplemental budget summary 7. Obtain letters of commitment from partners and other supporters 8. Apply for the FMPP Grant using required grant forms and attached supplemental information
Status:	<ol style="list-style-type: none"> 1. FMPP Grant application submitted to USDA; under review
Next Steps:	<ol style="list-style-type: none"> 1. If grant approved: <ol style="list-style-type: none"> a. Revise DDA budget b. Hire grant administrator (part-time) c. Implement grant proposal <ol style="list-style-type: none"> i. Electrical upgrades ii. EBT Equipment purchase & set-up iii. Hire additional market staff d. Work with City Finance staff to establish EBT policies e. Finalize EBT & SNAP authorization
Timeline:	<ol style="list-style-type: none"> 1. Response from USDA: October 2012
3. Increase the variety of foods available for purchase at the Market	
Agreement Terms:	<ol style="list-style-type: none"> 1. Ensure a mix of vendors consisting predominantly of fresh foods; limited to 10% craft sales and 20% plant or flower sales <ol style="list-style-type: none"> a. Increase the number of vendors providing local produce and goods selling at the Market b. Increase the variety of foods available for purchase at the Market <p><i>See Objective 1: Increase Farmers Selling at the Market</i></p>
Status:	<ol style="list-style-type: none"> 1. Vendor Application and Rules and Regulation provided to all existing vendors 2. Redevelopment Office not in receipt of applications
Next Steps:	<ol style="list-style-type: none"> 1. Interim Manager to collect all outstanding applications 2. Redevelopment Staff and Interim Manager to review current status of vendors and compliance with Market Regulations 3. Bring all existing vendors into compliance with terms of the license agreement
Timeline:	<p><i>Vendor mix must be in compliance with the license agreement by June 28.</i></p> <ol style="list-style-type: none"> 1. By June 23: Interim Manager to collect outstanding applications 2. June 26: Report to DDA on Market vendor status 3. Letter to City regarding vendor status and next steps

4. Increase the customer base at the Market	
Marketing Plan:	<ol style="list-style-type: none"> 1. DDA Marketing Synergy <ol style="list-style-type: none"> a. Bighthouse Cable TV Advertisement b. Downtown E-Newsletter c. Website 2. Direct Farmers' Market Advertising <ol style="list-style-type: none"> a. News Journal Gang Page with Farmers' Market Coupon b. Pennysaver ad with Farmers' Market Coupon c. Direct Mail with Farmers' Market Coupon 3. Customer surveys from the management booth 4. Special Market Promotions 5. Music and entertainment at the market
Status:	Currently, no advertising for the Farmers' Market
Next Steps:	Redevelopment Staff exploring: <ol style="list-style-type: none"> 1. Pennysaver ad cost for the summer (target local residents) 2. Direct mail coupon with watermelon give-away
Timeline:	<ol style="list-style-type: none"> 1. June – September: Pennysaver ad 2. July: Direct mail coupon with water-melon give-away
5. Develop a website that is in the top ten results of a Google search on "Daytona Beach Farmers' Market"	
Status:	<ol style="list-style-type: none"> 1. Web page posted on City website with Market information 2. Web page under development within the Riverfront Shops of Daytona Beach website
Next Steps:	Review site content
Timeline:	<ol style="list-style-type: none"> 1. June 15: review content 2. June 22: Web site testing 3. June 27: Web site launch
6. Manage the implementation of the terms of the license agreement with the City	
Contract Terms & Performance Goals:	<ol style="list-style-type: none"> 1. Payment of license fee (\$1,000 for FY2011-12) 2. Enforce the rules and regulations for the Farmers' Market 3. Ensure license area is clean at the end of the Market day 4. Provide effective communication and thorough information for vendors 5. Reinvest all revenues derived from the operation of the Farmers Market back into the Market 6. Provide signage to identify Market vendors

Status:	<ol style="list-style-type: none"> 1. License fee paid 2. Rules and regulations enforcement ongoing – need complete list of current vendors 3. License area clean-up ongoing – one complaint received and resolved 4. Communication ongoing with vendors – printed info provided to vendors 5. Market revenue reinvested into the Market 6. Signage not purchased
Next Steps:	Need to purchase signs to identify growers
Timeline:	Compliance ongoing
7. Explore and implement new ideas that will promote the general Downtown Business District	
Strategy:	<ol style="list-style-type: none"> 1. Provide a management booth with Downtown information <ol style="list-style-type: none"> a. Booth Volunteers b. Downtown Map Pads (Store Info) c. Individual store information d. Customer surveys
Status:	<ol style="list-style-type: none"> 1. Tent Purchased; map pads provided; booth not manned 2. Need Market volunteers
Next Steps:	Interim Manager will organize volunteers for the booth
Timeline:	July 6: Booth active with volunteers

Current vendors

<i>Vendor</i>	<i>Product</i>	<i># of Spaces</i>	<i>Contact</i>	<i>Compliance</i>	<i>Notes</i>
Local Farmers / Growers		14 (30%)			
Hispanic Produce		3		Yes	
		4	Sam Redding	Yes	
TOGA Citrus		4		Yes	
Tomazin's (Huck's) Fresh Farm		3		Yes	
Organic Produce		1 (2%)			
Access to Organics		1		Yes	
Wholesale Produce		23 (48%)			
Dale's Produce		1		Yes	
Kim's Produce		3		Yes	
Donny's Produce		10		Yes	
Rocco's Produce		6		Yes	
John Kemp Produce		3		Yes	
Fish & Meats		1 (2%)			
Jerry's Shrimp		1		Yes	
Grocery		2 (4%)			
Brian Edwards Groceries		1		Yes	
Gourmet Coffee	Coffee	1		No	
Prepared Foods		4 (8%)			
Atomic Snack	Dried fruit and nuts	1		Yes	
Julie's Kitchen	Hotdogs, hamburgers, French fries, sodas	2		Yes	

<i>Vendor</i>	<i>Product</i>	<i># of Spaces</i>	<i>Contact</i>	<i>Compliance</i>	<i>Notes</i>
Pop's Kettle Corn	Kettle Corn	1		Yes	
Plant or flower (Not to exceed 20%)		2 (4%)			
	Orchids	1		Yes	
	Plants	1		Yes	
Crafts (Not to exceed 10%)		1 (2%)			
	Homemade jewelry, baskets, and baked goods. Has some jewelry and other items that do not appear to be hand made.	1	Cindy	Partial	
Total		48			