

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, June 12, 2012**

A meeting of the Downtown Development Authority was held Tuesday, June 12, 2012, at 8:00 a.m. in Conference Room 116 of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

**Board Members**

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

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:05 a.m.

**2. Roll Call**

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

**3. Acceptance of Resignation: Cheryl A Kelley, Farmers' Market Manager**

Mr. Abraham stated that he had received a letter of resignation from Cheryl Kelly, Farmers' Market Manager. He stated that the Board would need to make a motion to approve Ms. Kelley's resignation.

**Board Action**

Ms. White made a motion to accept Cheryl Kelley's letter of resignation. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

**4. Farmers' Market Interim Manager**

Mr. Abraham stated Mr. Jeffries had suggesting hiring an interim market manager prior to hiring a permanent manager. He stated that Saturday, June 16<sup>th</sup> would be Ms. Kelley's last day and she recommended Heidi Bivens as a temporary manager.

Mr. Jeffries stated that he had spoken to Helen Riger of Cultural Services and she gave him names of two people who had done work for the City and background checks had been done. Mr. Jeffries and Mr. Berger interviewed both people and recommended Gini Reinecker be hired as the Interim Market Manager. She would work to continue getting vendor applications and present a status report of the Market.

Mr. Abraham asked Mr. Jeffries to layout the framework prior to hiring a permanent Market Manager.

Ms. White asked if the Interim Manager would be paid hourly.

Mr. Jeffries stated yes.

Ms. White asked what the timeframe would be for the Interim Manager.

Mr. Jeffries stated approximately 2 months however he needed feedback from the Board as to what they were looking for in a Manager and that would determine the amount of time it would take to hire someone.

Ms. Cook stated she wanted to make sure that Ms. Kelly turned over all of the records and property of the DDA. She also wanted to be sure that they kept working on the grant to the Department of Agriculture and asked whose name was on the grant as a contact..

Mr. Jeffries stated that Ms. Kelley was an employee of the DDA and would turn all of the records over to the Interim Manager. He stated that he and Mr. Abraham's names were on the grant application with Mr. Abraham as the primary contact. He stated he had received an email from the Department of Agriculture letting him know the application had been received and was being reviewed.

Mr. Abraham stated he signed the application and Mr. Jeffries was listed as the contact person.

Ms. Cook asked about the timeframe for the grant.

Mr. Jeffries stated November so it would be in the next budget year. Mr. Wetzel had said he could get someone to do grants administration.

Ms. White stated she thought they were supposed to hear back in August.

Mr. Jeffries stated he would check. He stated they may have information if they qualified.

Mr. Abraham asked how much time there would be for hiring a Manager.

Mr. Jeffries stated he had talked to the Human Resources Department and they would help to advertise the job opening and they would make it clear that it was a DDA position and not a City position. The listing would be posted in their lobby, sent out to employment agencies and any others they dealt with. They normally advertise a job for 4 weeks and the applications would be returned him. Mr. Jeffries stated he needed to know if the Board wanted to have someone look at the applications or have him narrow them down for the Board to review.

Mr. Hopkins stated he wanted to get the advertisement out the have Mr. Jeffries let the Board know how many applications were received then they could decide how to proceed.

Mr. Jeffries stated he would report to the Board in July with the number of applications.

Ms. Lipton asked if Gini could report to the Board at monthly meetings. She suggested having a second person working at the Market especially on rent collection days.

Mr. Jeffries stated if they received the grant there would be funds available for a second person.

Ms. White asked how much money had been collected per month.

Mr. Jeffries stated an average of \$2,400 had been collected.

Ms. White instructed Mr. Jeffries not to let Gini's pay go over the budget.

Mr. Jeffries stated he would not and he had figured the numbers.

Mr. Abraham asked Ms. Reinecker to introduce herself and give the Board her background.

Ms. Gini Reinecker stated she had worked for United Airlines and had been in Daytona Beach for 8 years. She stated she was used to working with vendors, tents, etc. and she loved Daytona Beach. She had worked at the Speedway in ticket sales and had a firm background in sales. More recently she had worked at the Police Department as a victim's advocate and in records. She also had volunteered at the Beachside Precinct and had completed the Citizen's Academy. She states she had worked at Peabody Auditorium and Cultural Services but the position had recently been cut.

Mr. Jeffries stated he would turn over all Market information he had received from Ms. Kelley and he would be working to update Market rules. He stated there would be

a one week overlap with Ms. Kelley if the Board hired Ms. Reinecker because Ms. Kelley's last day was scheduled for June 16<sup>th</sup>.

Ms. White asked if the Board should set a specific timeframe for Ms. Reinecker.

Mr. Jeffries stated the Board could stipulate 3 months then if someone was not hired within that time the Board could extend Ms. Reinecker's time.

### **Board Motion**

Ms. White made a motion to accept Gini Reinecker as the interim Market Manager for a time period of 8 weeks beginning June 16, 2012 with an option to extend the interim period and on the terms outlined in Mr. Jeffries memorandum. Mr. Hopkins seconded the motion.

Mr. Jeffries stated that 8 weeks would be through August 4<sup>th</sup> at which time applications would be submitted and the Board would know better at that time how many people were interested.

### **Citizen Comments**

Mr. John Nicholson, 413 N. Grandview Avenue, stated that 3 ½ months was a long time to look for an employee. He stated there should be a list of potential applicants from when Ms. Kelley was hired plus 3 additional people that she had recommended.

### **Board Action**

The motion was approved unanimously (5-0).

Ms. Cook asked if Ms. Reinecker would be able to apply for the job.

Mr. Jeffries stated yes.

Ms. Cook asked if there were other applicants from when Ms. Kelley was hired.

Mr. Jeffries stated no, Ms. Kelley was hired first by the DBPA as part of the RFP.

## **5. Farmers' Market Manager Replacement Search**

Ms. Cook asked if they would be going through an employment agency for hiring a new market manager

Mr. Jeffries stated possibly but HR had employment agencies they sent openings to in the area and they were throughout the County. He stated the job posting would be

similar to that of a Special Projects Coordinator in Leisure Services and when it was posted it would go to different agencies in the area.

Mr. Abraham asked when the notice would be advertised.

Mr. Jeffries stated the advertisement would go out later in the week.

Mr. Abraham asked how long it would be advertised.

Mr. Jeffries stated it would be advertised for 3 – 4 weeks and he could have the information included in the July Board packet.

Mr. Abraham stated that at the July meeting the Board could determine how to go through the hiring process.

Ms. Cook stated that the qualification requirements stated 3 – 4 years of experience operating a Farmers' Market or the equivalent combination of education, training, or experience.

Ms. Lipton asked how the Board would get information from the Interim Manager.

Mr. Jeffries stated that June 28<sup>th</sup> was the deadline with the City to have all vendors into compliance. He stated there was a guy selling cases of almost expired canned goods but Ms. Kelley had thought that with the users of the EBT cards would buy those items. He stated that after Saturday he would meet with Ms. Reinecker about the status of vendor applications.

Ms. Lipton asked if Mr. Jeffries would meet with Ms. Kelly before she left town.

Mr. Jeffries stated yes.

Ms. Cook stated that Mr. Jeffries should meet with Ms. Kelly prior to Saturday to get everything from her in order to leave time for he and Ms. Reinecker to meet with the vendors.

Mr. Jeffries agreed and stated he would do a letter for the vendors to let them know the status of the Market. He stated that they wanted to know the City was doing what they promised.

Ms. Cook stated she would like a budget status before the next meeting.

Mr. Jeffries stated that Ms. Tolley would run the report and he would mail it to the Board.

Ms. Lipton asked if banners were installed.

Mr. Jeffries stated yes.

Ms. White stated that they needed to have a Farmers' Market sign put up. She made a motion to spend up to \$300 for a professional sign within 2 weeks.

Mr. Jeffries stated that the Board had already given approval for the Market Manager to purchase a sign but he would take care of it.

Mr. Hopkins asked if there was an inventory of equipment that Ms. Kelley needed to return.

Mr. Jeffries stated yes and he would get everything from her.

**Board Action**

Ms. Cook made a motion to advertise for a Farmer's Market Manager on the terms outline in Mr. Jeffries' memo with the advertised to be published that week and applications to be turned in no later than July 13<sup>th</sup>. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

6. **Public Comments**

There were no public comments

7. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:15 a.m.



Robert Abraham, Chairman  
Chairman



Jeanne Tolley  
Recording Secretary