

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, June 26, 2012**

A meeting of the Downtown Development Authority was held Tuesday, June 26, 2012, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

Board Members

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

Board Members Absent

Ms. Stacey Lipton

Staff Members Present

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

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes: May 15, 2012 and June 12, 2012

Ms. Cook made a motion to approve the minutes of May 15, 2012. Ms. White seconded the motion and it was approved unanimously (4-0).

Mr. Abraham noted that the minutes of June 12, 2012, were not included in his packet. Mr. Jeffries advised that the minutes were not finalized and would be presented at the next meeting.

4. Farmers' Market Update

Mr. Jeffries noted that Gini Reinecker, Interim Manager of the Farmers' Market, was in attendance at the meeting.

Mr. Jeffries stated that there will be two members of the Streets Team at the Market at 6:30 a.m. to help with set up; and they would assist with tear down and clean up at the end of the day.

Mr. Jeffries stated he would work with staff to address handicap parking spaces at the Market. He stated there were people who removed the parking cones to drive through the Market so he would work to get the problem addressed by use of saw horses.

Mr. Jeffries noted there were three vendors who were not selling produce or specialty foods and the requirement for selling produce or specialty foods was in the license agreement with the DDA and one person was selling Avon.

Ms. Cook asked if the Avon person and other vendors had been there for a long time.

Mr. Jeffries stated that the Avon person was there when the previous manager took over and the other two vendors were there when the DDA took over the Market. He stated he did not know how long they had been there prior to that time but suggested they be allowed to remain for the time being. A survey would be done of patrons to determine which vendors were important to them when visiting the market.

Mr. Jeffries stated a group doing voter registration was there conducting political activity and they did not pay for the site.

Ms. Reinecker stated a political affiliation was noted but they were not representatives of the Supervisor of Elections' office. She explained to them they were not permitted on site since political activity was not permitted in the guidelines. She noted a copy of the guidelines was provided to the group.

Mr. Jeffries noted that if there were no objections from the Board, the regulations of no political activity at the Market would be enforced.

Ms. White asked if the members of the group were roaming throughout the Market or if they had set up a booth.

Ms. Reinecker stated that they had set up a booth and a tent.

Ms. White asked if it was addressed in the rules and regulations.

Ms. Reinecker stated that the regulations stated that the vendor must be pre-approved, must pay for the site, and must be selling a handmade item or produce.

Mr. Abraham asked if there were City restrictions regarding political activity.

Mr. Jagger stated that in the park, they had liberties; but in the Farmers' Market, they would be considered trespassing.

Mr. Jeffries stated that there were only two vendor applications on file and a complete packet would be given to all vendors along with the new fee schedule that would be presented later in the meeting.

Mr. Jeffries stated that a few vendors had concerns about no smoking in the vendor area. He suggested they continue with the no smoking policy and if a vendor wanted to smoke, they must step out of the vendor area.

Mr. Abraham asked if there was concern from the Board members about enforcing the no smoking policy. There were no objections from the Board.

Ms. Reinecker stated in addition to the no smoking policy, she did not want cigarette butts disposed of on the ground.

Ms. White stated that they had the best Farmers' Market in the area and had not been offended by smoke while in the market.

Mr. Abraham stated that it may be best to suggest to vendors that customers would be more favorable buying in a non-smoking environment.

Mr. Jeffries stated that several vendors discussed the starting time and staff would be encouraging them to be at the Market so the 7:00 a.m. starting time is enforced.

Mr. Jeffries stated there was a rule about encouraging the use of table cloths. He noted that table cloths did not work for larger produce vendors; however, people selling crafts were able to make their sites more attractive with the use of table cloths.

Mr. Jagger read from the rules noting that vendors can be terminated at any time for a violation of the rules within the first year. He went on to say that after the vendor had been with the Market for one year, they could be removed for cause by the Market Manager with the approval of the DDA.

Mr. Jeffries discussed the terms. He noted they were in compliance with the agreement with 68.5% fresh produce and 12.2% homemade or prepared foods. The agreement stated that craft sales must be limited to 10% and be handmade

and plant sales were limited to 20%. Currently, there were 7% craft sales and 3.5% plant sales and there was partial compliance.

Ms. Reinecker noted that she did not want to duplicate vendors, such as boiled peanut sales, because there was not sufficient business to warrant a second vendor.

Mr. Jeffries stated the rules stated there must be preference to growers in Volusia County and there was compliance on that item.

Mr. Jeffries stated there was compliance on the rule of no service offered for sale being displayed.

Mr. Jeffries suggested that a letter be drafted to Paul Wetzel regarding the status of the Market.

Mr. Abraham stated he was in agreement and asked Mr. Jeffries to have the letter drafted.

Ms. Cook asked that the letter to the City explain about the departure of Cheryl Kelley.

Mr. Abraham asked that the letter show that there had been considerable change since the Board had taken over the market and also that there was a change in managers. He stated he thought things were going well.

Ms. Reinecker asked for assistance in set-up and take-down of the site. Each day, she must transport a tent, 3 tables, 3 chairs, skirting and 2 boxes of papers and forms.

Ms. White asked if a dolly could be purchased.

Mr. Jeffries stated the Streets Team would meet Ms. Reinecker at 6:30 a.m. to help with set-up and tear-down at the end of the day.

Mr. Jeffries noted that through June 16, the revenue from the Farmers' Market was \$13,706; and expenses through June 15 were \$8,600 so there was a surplus of \$5,000. Projected expenses will be advertising with which Gold was assisting and the cost will be held to \$5,000.

Mr. Abraham stated they were short on revenue and spent less than projected.

Mr. Jeffries stated that there was still 3 to 4 months of revenue to collect.

Ms. White asked that the revenue information be included in the letter to the City.

Mr. Abraham stated that the summary of Mr. Jeffries' report should be included, not detailed figures.

Mr. Jeffries presented the proposed fee schedule and stated he would like it added to the rules and regulations to be distributed to vendors. The rate will be \$15 weekly per space; \$60 monthly per space; and a monthly discount per space of \$44 would be available to vendors that had paid on time for more than 3 months. Vendors who had checks returned for insufficient funds were ineligible for the discount for one year. Also, there would be a summer rate for July and August of \$40 per month. Vendors who did not plan to be in the Market over the summer months could reserve their space for \$22 per month.

Ms. White stated that a vendor who had been there for a year would pay \$44.

Ms. Cook noted that in the past, vendors had been given a discount in the summer.

Ms. White asked if they had the receipts from Ms. Kelley.

Mr. Jeffries stated Ms. Kelley provided him with a spread sheet for each of the months through May and a receipt book and a box of information was given to Ms. Reinecker. He stated that he was still going through the spread sheet and receipt book, but had found discrepancies for February and March. He stated he would provide a report to the Board next month.

Ms. Reinecker stated that vendors got 4 weeks for free during months where there were 5 weeks and they were paying monthly fee.

Mr. Abraham asked what the Board wanted to do about the summer fee for new vendors. He asked if the Board wanted to charge them the regular fee with a discount for July and August. He noted that new vendors were not being given a discount to get them going but once they were established, then the rate was reduced.

Mr. Jeffries noted that some of the established vendors may have 3 or more spaces. He noted new vendors pay by the week.

Mr. Abraham asked if they paid \$15 week, if they were making money.

Mr. Jeffries stated it depended on what they were selling.

Mr. Abraham stated that he was fine with the fee schedule as presented.

Ms. White noted that the regulations stated the fee was \$18.

Mr. Jeffries stated that the rate of \$18 was not being charged.

Mr. Abraham suggested adopting the fee schedule for a certain period of time and have it reviewed at the end of the year.

Board Action

Ms. Cook made a motion to amend the rules and regulations for the Farmers' Market to include the fee schedule and to revise Rule 15 of the Rules and Regulations to state "for cause" under one year, under one year the Manager would make the decision to remove for cause, and after one year, the DDA would remove for cause. Ms. White seconded the motion and it was approved unanimously (4-0).

5. Adoption of Millage Rate for Fiscal Year 2011/12

Mr. Jeffries noted there had been a 3.86% decline in property values and the estimated revenue based on that millage rate was \$97,381.

Mr. Abraham noted that there was a maximum of 1 mill that can be assessed; and at 1 mill, they were below the rollback rate.

Board Action

Ms. Cook made a motion to accept the millage rate at 1 mill. Ms. White seconded the motion and it was approved unanimously (4-0).

6. Adoption of FY 2012/13 Budget

Mr. Jeffries presented the 2012/13 budget with updated revenues from the Property Appraiser.

Mr. Abraham noted the budget was presented based on experience from previous years and feedback Mr. Jeffries was receiving from the merchants.

Mr. Jeffries stated that the items for the co-op would work differently. In previous years, the News Journal had sold a gang page for the merchants but instead of the News Journal selling individually to each merchant, the merchants would pay the DDA and Gold would put the ad copy together. The in-room concierge book will cost \$975 per space, the hotel rack card will cost \$450 per space and the restaurant guide will cost \$75 per space. He stated feedback he had received from the merchants indicated most would either participate in the book or the rack card but probably would not do both. He was in discussions with the News Journal about doing a restaurant guide specifically for Downtown. Mr.

Jeffries stated that negotiations had not been completed on the prices but the budget reflected the anticipated revenue. He stated that the News Journal used to have a partnership deal with the Downtown partnership and would like to continue that type of package with the DDA which would come back to the Board as an agreement once it was finalized.

Mr. Abraham noted that the project revenue including the co-op was \$161,350; and projected expenses were \$161,350. There was an appropriation from the unreserved fund balance of \$10,069, which would leave \$17,376 and they had been progressively reducing the unreserved fund balance.

Mr. Abraham stated that the DDA was also budgeting for the Farmers' Market which had revenue of \$30,000 and expenses of \$30,000.

Ms. White asked if there was a reserve to do capital improvements for the Farmers' Market.

Mr. Jeffries stated he would have to ask the Finance Department if that could be done.

Mr. Abraham stated that he thought that would be a good idea.

Mr. Jeffries stated the Board may be receiving a grant in October for the Farmers' Market.

Ms. Cook asked who would be selling the advertisement concept to the merchants.

Mr. Jeffries responded that Gold & Associates had put a packet together and the material would be distributed to the merchants via email. He stated a merchant meeting was scheduled for July 11. The News Journal would assist with selling of the advertisement space.

Ms. White asked who the merchants would make their checks payable to.

Mr. Jeffries stated that the checks would be made payable to the DDA.

Board Action

Ms. White made a motion to adopt the proposed 2012-13 budget. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

7. **Riverfront Shops of Daytona Beach Campaign Launch Update**

Ms. Jennifer Pallai of Gold & Associates presented a recap of the photo shoot and provided an update for the Riverfront Shops of Daytona Beach campaign. She presented the initial lay-outs for the promotion materials and web site.

Ms. Cook asked if the website would be live in July.

Ms. Pallai stated yes.

8. **Merchant Co-Op Program**

Mr. Jeffries asked that the Board make a motion to approve the prices which would be incorporated into the package Gold & Associates had put together.

Board Action

Ms. Cook made a motion to approve the proposed Merchant Co-Op Program and pricing. Ms. White seconded the motion and it was approved unanimously (4-0).

9. **Downtown Event Support Criteria**

Mr. Jeffries presented the Board with criteria that had been approved by the DDA two years ago. He stated changes had been made to incorporate the Riverfront Shops marketing campaign with a two-tier approach proposed. Basic support of an event would have it listed on the web site and included in the email blast. There would be no additional costs to the DDA for this type of event. Signature events, such as the Halifax Art Show, would have costs, such as permit fees. Mr. Jeffries stated that if approved, the changes would be provided to promoters, who worked with the City, for their review. A final draft would be brought back to the Board at the August meeting. He stated he would like to get the information out to promoters as soon as possible so events could be listed on the event calendar.

Ms. White asked when funding would be considered for events.

Mr. Jeffries stated that would be planned in August. He noted his report said the draft would be presented at the September meeting.

Mr. Abraham asked if the summary could be more encompassing. He asked that summary state visitors and residents would benefit from events. He stated that he felt there was too narrow of a focus on the wording and noted that events would benefit property owners. He noted that the goal of the events was to enhance the image of the City.

Mr. Jagger stated that perhaps some of the items outlined in the charter should be included, such as improving the quality of the Downtown area.

Mr. Abraham agreed and asked that that revision be made.

Board Action

Ms. White made a motion to approve the Downtown Event Funding Criteria with changes as suggested by Mr. Jagger. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

10. Public Comments

There was no public comment.

11. Board Comments

Ms. Cook asked when the logo would be available for her use in advertising.

Mr. Jeffries stated that he had the logo and would provide it to her.

Ms. White asked what controls would be placed on the use of the logo.

Ms. Pallai stated there will be graphic standards on the web site.

Ms. Cook asked if a PDF file or link could be provided for merchants to use. She did not want to wait until the website was live in order to get the logo.

Mr. Jeffries stated he would provide the logo to her.

Ms. White stated that the trolley would be operating in the Beach Street area again and Votran had free passes that merchants may provide to their customers.

Ms. White stated that she had been approached about the French Market returning. She noted it was incredibly popular for both residents and merchants but Ms. Lipton had said she would not be continuing it.

Mr. Jeffries stated he was not aware if anyone else would be handling it.

Ms. White stated that she bought Mr. Gibbs' book and it was very helpful and will be forming a book club to read collectively with the merchants. She asked Mr. Jeffries to see if Mr. Gibbs had any supportive material that he could share with the merchants.

Mr. Abraham stated that at the last Redevelopment Board Meeting, there was a comment from Board members that they were not aware of what was going on with Gold & Associates. He stated that he felt DDA Board Members may not be aware of what was going on with Mr. Gibbs. He asked if a discussion could be coordinated between the DDA and the Redevelopment Board with both Mr. Gibbs and Mr. Gold together to discuss how they overlap.

Mr. Abraham discussed the appeal regarding a staff decision for a sign at Scuttlebutts that was heard by the Redevelopment Board. He noted the ordinance required channel letters, which meant individual letters affixed to the building. There was confusion about channel lettering since it was not defined in the code. Staff denied the proposed sign and the owner appealed the decision. The proposed sign was lettering attached to a box and then attached to the sign, which staff did not feel was channel lettering. He noted the purpose was to try to have more attractive signs and Mr. Gibbs had been advocating improving the appearance of the buildings in order to get new merchants. The Board approved the sign but he voted against it based on Mr. Gibbs' recommendations.

Mr. Jeffries noted the vote was 6-3 at the Redevelopment Board meeting to approve the sign. Mr. Abraham voted against it as well as the two merchants.

Mr. James Chisholm, City Manager, joined the meeting.

Ms. Cook asked if a joint meeting could be held with the DDA and the Redevelopment Board so everyone was aware of what Gold and Gibbs were doing.

Mr. Abraham stated that he felt it would be worthwhile so both Boards would know what both Gold and Gibbs are doing.

Mr. Jeffries stated he would look into coordinating a joint meeting.

Ms. Cook asked if Mr. Gibbs' recommendations were being forwarded to the City Commission.

Mr. Jeffries stated that Mr. Gibbs' recommendations were presented at the last Redevelopment Board. The Board's recommendations would be forwarded to the Planning Board and then on to the City Commission.

Mr. Abraham stated something had been lost in terms of communication and what other Boards were doing and felt it needed to be corrected.

Mr. Chisholm stated that the Downtown area had great possibilities. He noted the car show was a success and asked when the French Market would be held.

Mr. Abraham stated he did not know if it would be held.

Mr. Chisholm stated the City was available to help.

Ms. Cook stated at last month's meeting, Ms. Lipton noted her store had to close on Saturdays because her business was the only one open on her street and must close due to vagrants and other Police concerns. She stated Ms. Lipton's business was on ISB next to Bill Green Jeweler's who was also closed on Saturday so Ms. Lipton's business would be the only retailer open. Ms. Cook noted she was not open on Saturday for the same reasons and felt the Police needed to know about the concerns that were raised.

Mr. Chisholm stated he was not aware of this but would try to get Police presence Downtown. He noted it was not only policing but there must be something to draw the people to the area and if people were there, vagrants would not be.

Ms. White commented that the French Market would be on a Saturday so events such as that would help.

Mr. Chisholm asked what it would take to hold the event and asked if the City would have to pay someone to organize it.

Mr. Jeffries stated money for the event went through Cultural Services. He noted the vendors paid a certain amount to participate in the event and Ms. Lipton collected the funds and the funds were deposited with the City.

Mr. Chisholm asked if Ms. Lipton was paid.

Ms. Cook stated that Ms. Lipton volunteered and it was her idea and she brought it forward to the Board.

Mr. Chisholm stated they could make it a commercial venture.

Mr. Jeffries stated that Ms. Lipton did the advertising, screened vendors, and took care of the lay out.

Mr. Chisholm stated the CRA could pay for advertising for the event and noted there was a funding mechanism. He asked if someone should be hired to coordinate the event.

Ms. White stated Gold could do the advertising.

Mr. Jagger noted that Ms. Lipton could not be paid to coordinate the event since she was a member of the DDA.

Mr. Chisholm stated the CRA could pay her.

Mr. Jagger suggested asking the Farmers' Market manager to coordinate the French Market as an add-on to her contract.

Mr. Abraham suggested that staff talk with Ms. Lipton to see what she was willing to do to coordinate the event and then see what needed to be done from there.

Ms. White complimented Mr. Jeffries, Mr. Berger, and Ms. Tolley and noted they had done an amazing job in assisting the Board.

Ms. Cook stated the merchants had been very appreciative of the staff support.

Mr. Chisholm complimented the Farmers' Market and noted its popularity.

M. Abraham stated he felt Mr. Chisholm would be pleased with the marketing campaign for Beach Street and the Farmers' Market.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:10 a.m.



Robert Abraham, Chairman



Rebecca Groom
Recording Secretary