

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

A meeting of the Downtown Development Authority was held Tuesday, July 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 8:10 a.m.)
Mr. Joseph H. Hopkins
Ms. Kelly White
Ms. Stacey Lipton

Staff Members Present

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 8:06 a.m.

2. Roll Call

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

3. Approval of Minutes:

a. June 12, 2012

Mr. Hopkins made a motion to approve the minutes of June 12, 2012. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

b. June 26, 2012

Ms. White made a motion to approve the minutes of June 26, 2012. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

Ms. Lipton stated that she was not in attendance at the June 26, 2012, meeting and would like to make two comments. First, the minutes reflect a comment made by Mr. Jeffries regarding the use of table cloths at the

Farmers' Market. She stated that she just returned from Charleston where she visited their market and they use uniformed tables all of the same color and table cloths which gave a polished and professional look to the market. She stated it was an item that was adopted for the French Market.

Ms. Lipton stated that the minutes reflected Mr. Jeffries stated that members of the Street Team would assist with set up and take down of the Farmer's Market. She asked if they could also be used for security on the street.

Mr. Jeffries stated that he would talk to the Police Department.

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

Mr. Jeffries stated a status report from Gold & Associates was included in the Board packet. He introduced Mr. Gold who provided an update on the campaign.

Mr. Keith Gold stated the website was live and being tested. He asked that merchants and Board members review it and provide feedback. He stated the e-newsletter would go out later in month. He stated he was working on banner design and would be meeting with the CVB on August 1. The newsletter was presented and the features were outlined all of which were previously approved. He stated he would send the link to the website to the Board for their comments and Mr. Jeffries would send the link to the website to the merchants.

Ms. Lipton asked if pictures of events where there were crowds of people could be included in the materials.

Mr. Jeffries stated yes they could be added.

Mr. Gold stated the commercial would be complete in the next couple of weeks.

Mr. John Nicholson, 143 N. Grandview Avenue, stated that a map of the parking areas should be included in the newsletter as well as photos showing people eating outside at the restaurants on Beach Street.

Mr. Gold stated to including the map of the parking areas was a good suggestion.

Ms. Lipton asked if the brochure could be printed.

Mr. Gold stated yes and it could be sent to the Board members with the changes.

Mr. Jeffries stated he would like to have their comments by Friday or Monday and Mr. Gold would need a time to make the revisions. He stated the link would be sent to the merchants the following week to have them review their listing.

Mr. Abraham stated that a lack of response from the merchants would mean they had no comments or changes.

Ms. Lipton stated that Mr. Jeffries should ask the merchants to sign off whether they had no comments or not.

Mr. Jeffries stated he would send out the links through his contact listing so he would have a response when it was opened. The web site would go live the week of August 6 and the television advertising would start the following week and the e-newsletter would go out before the next First Friday.

Ms. Lipton stated she would be at the Home and Garden Show August 24 to August 26. She asked for Mr. Jeffries to provide her with printed materials for distribution at the show.

5. Merchant Co-Op Update

Mr. Jeffries stated that he sent an email to the merchants about what had been adopted by the DDA. He stated July 20 was the deadline for ads in the in-room hotel books but the date would be extended to see if there was interest. Currently, six spaces had been purchased by Angell & Phelps, Votran, and the antique mall. He stated August 15 was the deadline for advertising on the rack card and six of the 12 spaces had been filled.

Ms. Lipton asked if the merchants were happy with what the DDA was doing.

Mr. Jeffries stated that they seemed happy and he felt that a 50% to 60% participation rate was very good. He stated that he had talked to Chuck Smith at Angell & Phelps and he had commented that he was very happy with the changes he had seen in the Downtown during the last year.

Mr. Abraham stated the July 20 deadline had passed and asked what would happen with the website feature and the Downtown loyalty card.

Mr. Jeffries stated there would be the initial launch of the website and he would follow up on the Downtown loyalty card to see if he could get participation.

Mr. Jeffries stated that the in-room hotel book would be an attempt to brand the Riverfront Shops area which had not been promoted in the past.

Mr. Jeffries stated that the next authorization the Board could have to make would be for the purchase of the hotel books which would be presented to the Board once if it was finalized.

Mr. Gold stated that if not as many ads were received as were needed he would create ads for City events, such as the Farmers' Market, to include in the materials.

Ms. White asked about the parameters for the ads and stated she had concerns about what could be included for her personal business.

Mr. Gold stated many merchants used the ads they had developed through the years and he would make suggestions to them.

Ms. Lipton noted that some merchants had not changed their ads in many years and they needed to be updated.

Ms. Cook asked if she could get the Riverfront logo to use in her business advertising.

Mr. Jeffries stated yes he would provide it to her.

Mr. Gold stated it could be downloaded from the website. He noted guidelines need to be developed for the use of the logo.

Ms. Lipton stated that in looking at the News-Journal gang page ad, the Riverfront district was over 6 blocks and was listed as Beach Street. There were businesses on ISB and Magnolia Avenue as well and she felt the area should be promoted as a district.

Mr. Gold agreed.

Mr. Jeffries stated they were promoting the district by creating the name the Riverfront Shops of Daytona Beach.

Ms. Lipton stated that many out of towners thought Beach Street was A1A.

Mr. Gold stated that they needed to have a location description that everyone was comfortable with.

Ms. Lipton stated that when she advertised for the French Market, she referenced Bay St. to Orange Avenue so people knew that was the district.

Mr. Gold stated he would come up with a description.

6. Farmers' Market Update

Mr. Jeffries stated the Rules and Regulations had been provided to the vendors and had been signed and collected. New processes had been established and Ms. Reinecker was taking attendance every week. Mr. Jeffries was also establishing a

new billing system and provided the Board with a revenue report since. He noted that in February, payment was not been made by one of the large vendors and the Mobile Chef had not paid. The vendors would be asked to provide a receipt for payment or determine what arrangements were made with the previous manager.

Mr. Abraham complimented Mr. Jeffries in getting the records finalized.

Ms. White stated she was pleased to see the report presented by Mr. Jeffries.

Ms. Cook also stated she was pleased to see the information.

Mr. Jeffries stated presented an email from Paul Wetzel regarding vendor counts and there was an increase of 7.

Ms. Lipton stated that any food vendor must have their papers with them.

Ms. Reinecker stated that they were responsible for obtaining their papers and must have them displayed. She stated the Market was actively pursued by inspectors.

Mr. Jeffries stated the Rules and Regulations stated it was the vendors' responsibility to have their license papers with them and available if asked by the inspectors to produce them.

Mr. Jeffries stated that he continued to communicate with the vendors and a newsletter would be produced to email to each of them.

Mr. Jeffries stated the grant application was submitted for the Farmer's Market.

7. **Farmers' Market Manager Replacement Search**

Mr. Jeffries stated that applications had been received for a permanent Farmer's Market Manager. He stated that the application of Alphonza Bush came in after the deadline. The applications of Noeleen Fisner, Nancy Jo Mosser, and Virginia Reinecker were received by the deadline date. Mr. Jeffries asked the Board if they wanted to consider the late application.

Mr. Abraham stated he did not feel it was fair to accept the application that came in after the deadline.

Mr. Hopkins agreed with Mr. Abraham.

Ms. White agreed.

Board Action

Ms. Cook made a motion to accept the three applications that were submitted before the deadline. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

Mr. Abraham asked if the Board would be available to meet July 31 to conduct the interviews. The Board agreed to meet at 8:30 a.m. on July 31 to conduct interviews of the three applicants.

Mr. Jeffries stated the interviews would be held at 20 minute intervals.

Ms. Cook stated that she would not be available for the next six weeks.

Mr. Jeffries stated that he would notify the applicants of the interview schedule. He would also notify Mr. Bush that he would not be interviewed since he did not meet the application deadline. He stated that he had talked with Personnel to get sample questions that should be asked to each applicant and would provide those to the Board when he received them.

8. Downtown Retail Strategy/Gibbs Planning Group Update

Mr. Jeffries stated he made a presentation to the Redevelopment Board to inform them of the work being done by Gold & Associates. He stated that the video was presented at the Redevelopment Board of the presentation Mr. Gold made to the City Commission. A copy of Mr. Gibbs' report was included in the packet with suggestions on sign standards for the Downtown area. Mr. Gibbs felt that the businesses Downtown should adhere to the new proposed standards.

Mr. Abraham noted that Gold & Associates was attempting to draw pedestrians to the Downtown area and Bob Gibbs was attempting to draw retailers.

Mr. Jeffries stated that Bob Gibbs was in agreement with the direction of the DDA. He noted that Mr. Gibbs was getting a very good response from restaurants and noted that having Joe's Crab Shack in the area was very good for Daytona Beach. Mr. Gibbs had also received an interest from Outfitters, which was a sporting goods store.

Mr. Jeffries stated that he would attend the ICSC show and would be taking materials about the Riverfront District to promote at the show.

Ms. Lipton suggested Mr. Jeffries take a lap top and have the Riverfront Shops website running while at the conference.

Ms. Lipton stated that she had not yet met Mr. Gibbs.

Mr. Jeffries stated that he would coordinate a time for Ms. Lipton and Mr. Gibbs to meet the next time Mr. Gibbs was in Daytona Beach.

Ms. White stated that she had met Mr. Gibbs and thought he was very up-front and honest.

Ms. Lipton stated she felt colors of buildings had more of an impact than the signage.

Mr. Jeffries stated that Mr. Gibbs felt the colors should be brought up to date and felt they should be tans and taupes.

Ms. Lipton stated there had been an emergence of pastel colors on Beach Street. She stated on Bay Street there was a pink building next to an orange building next to a lime building and thought it looked horrible. She felt merchants should take into consideration the colors of adjacent buildings.

Mr. Abraham asked the Board to consider the schedule for August and September. The Board's regular meeting date was August 28, and he would be out of town on August 28. He stated Ms. Cook would not be available in August. He stated that the special meeting had been scheduled for July 31 and asked if the Board wanted to have their regular meeting on August 21. He stated the budget meeting with the City Commission to adopt the millage rate would be September 5. After discussion, the Board agreed to meet on August 21 at 8:00 a.m.

Mr. Abraham stated that the Board must meet in conjunction with the City Commission in September. He stated the Board could schedule their regular September meeting just prior to the evening meeting and then adjourn to meet with the City Commission. Typically, that had been done on the date of the second Commission Meeting which was set for September 19.

Mr. Jeffries stated the event schedule would have to be set and the Board needed to talk about advertising for the holiday season and Gold's contract.

The Board agreed to meet on September 19 at 4:00 p.m.

9. **Public Comments**

Mr. John Nicholson, 413 N. Grandview Avenue, talked about trolley service to the Downtown area from the beachside. He stated events needed to be scheduled to draw tourists to the area. He noted 3 vendors had left the district and wondered why. He noted that the DDA did not get charged for City Staff and the Main Street Board was overcharged. He felt there may be a change in those charges.

Ms. Reinecker asked if a store in the Downtown area could sell sea shells.

Ms. Lipton stated she sold shells in her store.

Ms. Reinecker asked if a walking tour map could be developed for the Downtown area.

Mr. Abraham stated that he thought a walking tour was a good idea.

10. Board Comments

Ms. Cook stated that the sidewalks were deplorable at the old Ivey's site and need to be cleaned.

Mr. Jeffries stated he will get it cleaned.

Ms. Cook stated the Woolworth's building was open again and asked if they were working to stay within the 3 month guideline for their license.

Mr. Jeffries stated they were supposed to have a fire inspection before they opened and he would talk to the Fire Department to make sure that occurred. The owner was making an attempt to stay within the 3 month guideline and had said she was working to have a restaurant at that location.

Ms. Cook stated that a bridal shop was opening on Beach Street.

Ms. Cook stated there was a major development with the paddle board business. Paddle boards were now considered a vehicle and riders would be required to wear life vests.

Ms. Lipton asked if signs had been ordered to display the park hours.

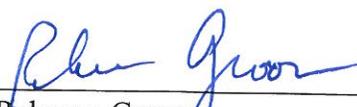
Mr. Jeffries stated he would follow up with Leisure Services on the placement of the signs.

11. 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