

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, July 31, 2012**

A special meeting of the Downtown Development Authority was held Tuesday, July 31, 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
Mr. Joseph H. Hopkins
Ms. Kelly White
Ms. Stacey Lipton

Board Members Absent

Ms. Sheryl Cook

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 8:10 a.m.

2. Roll Call

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

3. Farmers' Market Manager Replacement Search

Mr. Abraham stated that the purpose of the meeting was to interview the candidates for the Farmers' Market Manager position. He stated that the City had provided the Board Members with proposed questions and guidelines to follow. He stated he would start the questions with the candidates then other Board Members would question them.

Ms. White asked who would monitor the time for the interviews.

Mr. Jeffries stated that Jeanne Tolley would monitor the time for the interviews.

a. Noeleen Foster

Mr. Abraham asked Ms. Foster to provide the Board with information on her background.

Ms. Foster stated that she had experience in the redevelopment area with the City of New Smyrna Beach and worked in previous years organizing business events. She stated she liked the idea of the “buy local” program and would like to be involved in that program.

Mr. Abraham asked Ms. Foster where she lived.

Ms. Foster stated that she lived on the beachside and grew up in the Daytona Beach area.

Mr. Abraham asked when she left employment with the City of New Smyrna Beach.

Ms. Foster stated that she left 1-1/2 years ago when her position was eliminated.

Mr. Abraham asked if her duties were now being performed by someone else.

Ms. Foster stated yes. She stated she had started work on the Brownfield program and worked to obtain grants to fund the program but that program had been set aside. She stated other grant programs were being administered by a secretary.

Mr. Abraham asked if Ms. Foster had been employed since leaving New Smyrna Beach.

Ms. Foster stated that she has been working to develop properties that she owned but would like to once again be involved with the community.

Mr. Abraham asked if Ms. Foster has been actively looking for employment.

Ms. Foster stated there were not many jobs available in the redevelopment area without going to Orlando and she was not interested in commuting. She stated she had been submitting applications in the redevelopment community.

Mr. Abraham asked if she had active applications pending.

Ms. Foster stated the Farmers' Market Manager was the job she was interested in and would prefer to work locally.

Mr. Abraham asked Ms. Foster if she would continue looking for full-time employment if she accepted the position.

Ms. Foster stated that she hoped the Farmers' Market would be so successful that her hours would be expanded. She stated she would propose opening a commercial kitchen and have those kitchens available for rent by local vendors. She stated other communities had developed commercial kitchens through a public-private approach. She stated there were other areas that would help to grow the Farmers' Market.

Ms. White asked Ms. Foster when she had last visited the Farmers' Market and her observations.

Ms. Foster stated it was a friendly experience but she thought some type of shade for the area would be helpful.

Ms. White asked Ms. Foster how she felt her skill set in property management would help her in the Farmers' Market position.

Ms. Foster stated that maintenance was the one issue that was forgotten and on-going management of the day to day operations that was important.

Ms. Lipton asked if Ms. Foster had been bonded for handling money.

Ms. Foster stated she was not bonded for handling money but she was bonded as a notary.

Ms. Lipton asked if Ms. Foster would be willing to do research for agricultural grants.

Ms. Foster stated yes.

Ms. Lipton asked if she was offered the position, what her goals would be.

Ms. Foster stated that she would like to have a more positive image of the Farmers' Market in the community. She suggested adding a musician to add to the atmosphere and getting the community involved by offering space for fundraising teams, such as Relay for Life.

Ms. Lipton asked if Ms. Foster felt she had any contacts that might assist her in bringing more vendors to the Farmers' Market.

Ms. Foster stated that she had many contacts that might help.

Mr. Hopkins stated that he noted on Ms. Foster's resume that she had references from Port Orange and South Daytona and asked for her employment background.

Ms. Foster stated that all of her years of experience had been in New Smyrna Beach.

Mr. Hopkins stated that the commitment for the position was every Saturday in addition to the administrative affairs. He asked about Ms. Foster's commitment to that schedule and how many times she felt during the year she would not be available. He wanted to know if she had other commitments that would detract from that commitment.

Ms. Foster stated she would enjoy having a regular routine and very rarely took time off.

Mr. Hopkins asked if she had worked with Paul Estes.

Ms. Foster stated that she worked with him on the Flagler Streetscape and Canal Street and had a good working relationship.

Mr. Abraham stated that Patty Rippey and Reed Berger were listed as her references. He stated he had been unable to speak with Mr. Berger because he was on vacation. He asked how she knew Mr. Berger.

Ms. Foster stated that she had worked with Mr. Berger as part of a cooperative effort among the area cities involved in CRA's.

Mr. Abraham asked what Ms. Foster saw as her challenges.

Ms. Foster stated that she hoped the Market would get so big that she would not be able to handle it by herself. She stated dealing with extreme weather conditions would be an issue for her and she was not sure how that had been handled in the past. She stated she was good at working through issues and developing teamwork.

Mr. Abraham asked about the administrative and reporting functions.

Ms. Foster asked what equipment would be provided to her. She had a home computer and would have a laptop on site. She stated she was not sure of the procedures for handling funds.

Mr. Abraham stated that Mr. Jeffries received the report from the Manager then it was provided to the Board. He stated that the position was more

than dealing with the vendors. He stated there was a money handling function and a reporting function and the numbers must be compiled.

Ms. Foster stated she would like to have a back-up computer.

Mr. Abraham asked about Ms. Foster's organizational skills.

Ms. Foster stated she felt she was very organized.

Ms. Lipton asked that the physical aspects of the position be explained to Ms. Foster.

Mr. Jeffries stated that the Manager must set up the tent every Saturday at 6:30 a.m. He stated there were two members from the Streets Team of the Salvation Army who help the manager with set up and clean up. He stated the manager was responsible for assigning spaces to make sure the Market appear full.

Ms. Foster asked about product availability at the tent.

Mr. Jeffries stated there was a possibility of selling water and t-shirts with the logo at the manager's tent in order to brand the Farmers' Market. He stated that the manager must collect the money every Saturday and resolve any conflicts that may arise.

Ms. Foster asked about the Agricultural Grant that the previous Market Manager had applied for and what those funds would be used for.

Mr. Abraham stated that the purpose was to be able to accept Food Stamp cards.

Ms. Lipton stated that the Downtown area had been called a food desert and the grant would help the community in the purchase of fresh food.

Ms. Foster concluded her interview at 8:45 a.m.

Mr. Abraham asked if the Board wanted to discuss Ms. Foster's interview at that time.

Mr. Jagger stated that the proceedings were open and once the interviews were complete, the Board could direct the Deputy City Attorney and Mr. Jeffries to negotiate the final contract with the chosen applicant.

Ms. Lipton stated that Mr. Jeffries had had an opportunity to work with Ms. Reinecker for the past six weeks and asked for feedback on that applicant.

Mr. Jeffries stated he felt Ms. Reinecker was doing good but felt she would continue with the status quo and there should be someone in the Manager position who would make decisions on their own. He noted Ms. Foster had grant administration background.

Ms. Lipton asked if there should be two people involved in the management of the market.

Mr. Hopkins stated that was a good point but he would prefer to hire the Market Manager and have the manager hire an assistant. He stated he was concerned about the lack of assertiveness of Ms. Foster.

Ms. White stated she felt it was a lot to ask of one person to manage the market and felt the person in the Manager position should be assertive.

Mr. Jeffries stated the assertiveness issue was something he had been concerned about with Ms. Reinecker but he has been patient with her since the position was temporary.

Ms. Lipton stated that she sensed low energy with Ms. Foster but felt a calm person was needed in the position.

Ms. White stated that Ms. Foster had issues to deal with in managing properties and compared her tenants to the vendors at the Market. There were comparable issues of collecting money from tenants and vendors and she felt it would be a strength of Ms. Foster's.

Ms. Camille Holden-Brown, in the audience, stated that she was currently a vendor at the Market and wanted to know if the Board had any questions of her. She stated that she felt the EBT would be a great asset. She stated food demos would be a good feature at the Market. She stated she liked the feel of the market in Port Orange since there were artists at that location.

Mr. Abraham asked Ms. Holden-Brown how she felt the Market was being managed.

Ms. Holden-Brown stated there was no communication about other events in the Beach Street area and she would like more interaction with the Manager.

b. Gini Reinecker

Ms. Reinecker stated she had been the Interim Manager of the Farmers' Market for the past 7-1/2 weeks.

Mr. Abraham asked how things were going at the market.

Ms. Reinecker stated there were a couple of new vendors. She stated she did not think the Market needed more duplicate vendors and there needed to be a reorganization of the lay-out of Market. She stated she initially had trouble loading the tent and other supplies into her car but Mr. Berger had assisted her and she now was able to handle it on her own. She stated the volunteers were wonderful. She stated advertising would help in growing the Market.

Mr. Abraham asked how many volunteers assisted.

Ms. Reinecker stated two members of the Salvation Army Streets Team.

Mr. Abraham asked if there were other volunteers.

Ms. Reinecker stated no.

Ms. Reinecker stated she felt the manager's booth needed to be relocated to a more visible location.

Mr. Abraham asked the most difficult part of the job.

Ms. Reinecker stated loading the car with the tent and cones. She stated she had some problems with collections from certain vendors that were not current with their rent.

Ms. Lipton asked about marketing and asked what the farmers wanted to see.

Ms. Reinecker stated the vendors wanted to see marketing to help with the summer slump.

Ms. Lipton asked what the vendors wanted specifically.

Ms. Reinecker suggested advertising in the Penny Saver or sign dancers directing people to the Market. She suggested advertising on the Beach Channel in hotel rooms

Ms. Lipton asked about the new vendors at the Market.

Ms. Reinecker stated Michele's Breads was a new vendor, a vendor selling home made popsicles and another selling jewelry, but it was not home made. Also, someone was selling pop top bracelets. She had

explained to the jewelry vendors that the vendors were to be more handmade art items.

Mr. Hopkins stated Ms. Reinecker's suggestion about the layout was good and asked what was holding her back from implementing the improvements.

Ms. Reinecker stated she was concerned about the reaction from the vendors since they are just getting to know her.

Mr. Hopkins asked if Ms. Reinecker had interaction with the vendors during the week to make sure they would be at the market on Saturday.

Ms. Reinecker stated yes but not every week.

Mr. Hopkins asked Ms. Reinecker if she felt the Board provided her with enough tools for her to do her job effectively.

Ms. Reinecker stated the advertising would be the most significant draw.

Mr. Abraham stated the Board would need to talk with Gold & Associates about the advertising.

c. Nancy Jo Mosser

Mr. Abraham asked Ms. Mosser to provide the Board with background on her employment.

Ms. Mosser stated she was a resident of Daytona Beach and worked part-time for an attorney. She stated had worked for the City of Ormond Beach for 10 years and was involved in the Ormond Beach Performing Arts Center. Ms. Mosser stated she had experience working in both the public and private sectors.

Mr. Abraham asked if she would continue her employment with the attorney if employed at the Farmers' Market.

Ms. Mosser responded that she would be able to handle both jobs since the Farmers' Market position was part-time time and only 15 to 20 hours per week.

Mr. Abraham asked what hours she worked for the law firm.

Ms. Mosser stated she currently works Tuesday through Friday.

Mr. Abraham asked what she thought the Farmers' Market position would require.

Ms. Mosser stated it would be a full day on Saturday starting very early in the morning. She stated she had questions about set up, clean up, and trash collection.

Mr. Abraham asked if Ms. Mosser would have a problem communicating with vendors during the week.

Ms. Mosser stated no and her current employer would not be opposed to her answering questions about the Farmers' Market while at the attorney's office.

Mr. Abraham asked if her employer knew she had applied for the job.

Ms. Mosser stated yes and her employer was very supportive in her efforts to find additional employment.

Mr. Abraham asked what she would do if she accepted the position then was offered another more lucrative position.

Ms. Mosser stated she would have a decision to make.

Ms. White asked Ms. Mosser to talk about the last time she visited the Farmers' Market and what she saw as strengths and weaknesses.

Ms. Mosser stated the last time she was at the Farmers' Market was 8 or 9 months before and its strength was its longevity. Its weakness would be what was being offered and she felt it could be broadened.

Ms. White asked how Ms. Mosser would grow the Market.

Ms. Mosser asked what the goals of the Market were. She asked if it was to be limited to produce or if other products were to be offered.

Mr. Abraham stated there were restrictions on what can be offered since there was a commitment to the City to have a certain percentage of produce and a small percentage of art and homemade items.

Ms. White asked Ms. Mosser what her ideas would be for expansion.

Ms. Mosser stated she thought there were restrictions from the City so she would have to research what could be done.

Ms. Lipton asked Ms. Mosser what strengths she would bring to the position.

Ms. Mosser stated she had worked with the public and had a good understanding of public-private business relationships. She stated she had a background in business and retail marketing and knew a little about accounting.

Ms. Lipton asked if Ms. Mosser had been involved in money collection.

Ms. Mosser stated yes.

Ms. Lipton asked if she was bonded.

Ms. Mosser stated she collected for escrow in the law firm she worked for and dealt with money at the City of Ormond Beach at various functions. She also worked with the budget in the Department of Cultural Affairs and wrote grants.

Ms. Lipton stated the Board was looking for a commitment for someone to be there every Saturday.

Ms. Mosser stated she was very committed.

Ms. Lipton stated she would be outside in the heat during most of the day and asked if she would be able to do that.

Ms. Mosser stated yes.

Ms. Mosser asked about the grant the Board had applied for and asked if it had been approved.

Mr. Abraham stated the Board did not expect to receive notification for another couple of months but the purpose of the grant was for EBT card collection.

Ms. Mosser asked how the tokens would be controlled.

Mr. Abraham stated that would be a task for the manager. He stated currently everything was cash operation and there were reporting functions for the collection of the cash.

Ms. Mosser stated that she read that part of the grant included expansion of the staff and asked who currently did set up of the Market.

Mr. Abraham stated the vendors put up their own tents but the manager was responsible for setting up the information booth with the assistance of two members from the Streets Team to help with set up and tear down.

Ms. Lipton stated they had been lacking in marketing and needed someone to step forward in that area.

Ms. Mosser asked if there were projects that the Farmers' Market could piggyback in the marketing area.

Ms. Abraham stated yes but the marketing needed to be developed. He stated the Board just took over the Market several months ago.

Recess: 9:50 a.m.
Reconvened: 9:54 a.m.

Mr. Abraham asked if the Board was ready to rank the candidates.

Mr. Hopkins stated he was disappointed that Ms. Mosser said she had not visited the market in 8 to 9 months and said she clearly did not have an understanding of the objectives of the job. He stated she would be at the bottom of his list. He stated he did not feel Ms. Reinecker was a self-manager and would need management and direction. He did not feel Ms. Reinecker could make decisions.

Ms. Lipton agreed with all of Mr. Hopkins points. She stated Ms. Mosser had a lot of experience with government and running events but Ms. Foster would be her top candidate.

Ms. White agreed with Mr. Hopkins and Ms. Lipton. She stated she felt the Market would grow. She stated Ms. Reinecker understood the current issues, but her lack of self direction was troublesome to her. She stated Ms. Mosser could clearly take care of the money handling aspects and prepare the reports. She felt Ms. Foster had the strengths to perform the duties but felt she was probably more used to a full-time job and would continue to look for a better job.

Mr. Abraham shared the same feelings. He stated Ms. Reinecker was reliable but he felt the Market would remain at a status quo. He stated he liked Ms. Mosser's demeanor and felt she was more businesslike than the others but he was disappointed she was not better prepared for the interview.

Mr. Hopkins stated that when Ms. Mosser was asked about other employment, she responded that she would have to make a decision if something better came along.

Mr. Abraham stated he was concerned that they to have someone who could work with Mr. Jeffries. He also stated they needed someone to take charge and move the Market along.

Mr. Hopkins asked Mr. Jeffries for his opinion on the applicants.

Mr. Jeffries stated that with Ms. Reinecker you would get the status quo and felt she had difficulty in making decisions and what she should handle on her own without bringing it to his attention. He stated Ms. Foster had grant administration background and may be able to help in securing other grant opportunities but he felt Ms. Mosser was more assertive. He stated he was surprised at Ms. Foster's interview since generally she was more outgoing. He stated he had worked with her through the CRA.

Mr. Abraham asked how Mr. Jeffries felt about Ms. Foster's longevity since she had been looking for other employment.

Mr. Jeffries stated Ms. Reinecker could do the job part time. He stated either Ms. Foster or Ms. Mosser may be offered other employment but based on the interview Ms. Foster indicated she had a strong commitment to stay in the Daytona Beach area.

Ms. Lipton stated that Ms. Foster had stated she hoped the job would grow into more hours.

Mr. Jeffries stated if the grants were obtained, that could be possible.

Ms. White stated she felt Ms. Foster was the person who was most viable.

Mr. Jeffries stated the Board could make the selection and direct himself and Mr. Jagger to negotiate the contract or if they were not satisfied with the candidates, they could re-advertise.

Mr. Abraham stated the Board had three good candidates and it was a tough job to fill.

Ms. Lipton stated it appeared the Board was leaning toward Ms. Foster, and the Board had the opportunity to mold her. She stated she was concerned about turmoil at the Farmers' Market if another manager was named.

Ms. White stated Ms. Reinecker was dedicated and consistent and suggested maybe she should remain until the grant was obtained to maintain consistency.

Mr. Abraham asked if Ms. White was suggesting keeping things as they were and advertising again after the grant was received.

Ms. Lipton stated she was disappointed with Ms. Reinecker and after hearing her talk, her confidence in her had dropped. She stated she felt the Board needed a back up person.

Mr. Abraham asked if the public would like to comment.

Ms. Camille Holden-Brown, 218 Carl Brinkley Circle, stated that she did not feel anyone had the passion to run the Farmers' Market. She stated she and her husband had started Midtown Eco Village and were focusing on education and healthy eating. She stated the three candidates all had strengths but perhaps one person could run the business side of the operation and someone else could handle advertising and promoting the Market.

Mr. Hopkins asked if Ms. White thought Ms. Foster would be a good manager and have Ms. Foster and Ms. Reinecker working as a team.

Ms. White stated that Ms. Reinecker would carry through on the Board's direction; she felt it would be a good idea to keep her a couple of months until the grant was received. She asked if the Board needed a full-time person.

Mr. Abraham stated if they kept the status quo, he did not think Ms. Reinecker could be considered as an assistant later on because it would be up to the manager to select the assistant. He stated he was in favor of selecting a manager.

Ms. Lipton stated she did not think the Board should delay hiring a manager and felt they should get the project moving.

Board Action

Ms. Lipton made a motion to select Noeleen Foster as the Manager for the Farmers' Market. Ms. White seconded the motion and it was approved unanimously (4-0).

Mr. Jagger stated the terms of the contract would be brought back to the Board for consideration.

Ms. Lipton stated she was concerned that Ms. Reinecker may leave once she found out she had not been selected.

Mr. Jeffries stated he would talk with Ms. Reinecker and noted that she worked with the City on other items so he did not feel she would jeopardize that.

Mr. Abraham asked that Mr. Jeffries explain to her that there may be a possibility for her to be with the Market later.

Mr. Jeffries stated the last contract included a clause for the manager to receive a percentage of revenue.

Mr. Abraham asked how the position was advertised.

Mr. Jeffries stated it was advertised as an hourly position.

Ms. Lipton stated the percentage of revenue should be addressed in three to six months upon review of performance.

Mr. Abraham said the contract should be hourly since that was what was advertised and leave it open for review and negotiation.

Ms. White asked how the manager's hours were documented.

Mr. Jeffries said the Manager maintained a time sheet like other City employees.

4. In-Room Concierge Book Advertising (Merchant Co-Op)

Mr. Jeffries stated 6 spaces had been sold. See-magazine felt that 4 pages could be filled. He stated the pricing was based on 4 pages and asked the Board to authorize funds to purchase 4 pages with the decision to cut back if necessary. He stated he would need authorization of \$3,500 for lower.

Ms. Lipton stated that she thought the 4 pages were to cost \$3,257.

Mr. Jeffries stated that at the time of the budget, it was geared toward six pages.

Mr. Abraham asked what would be the maximum figure.

Mr. Jeffries stated \$3,000 and noted that the previous year the Board spent \$7,500.

Ms. White asked where that was in the budget.

Mr. Jeffries stated it was in Co-Op Marketing ad and there was a corresponding expenditure that was estimated at \$60,000 in co-op advertising.

Mr. Abraham asked if this would un-balance the budget.

Mr. Jeffries stated no.

Board Action

Ms. Lipton made a motion to authorize the In-Room Concierge Book Advertising based on the final amount of Merchant Co-op spaces and up to \$3,000 in additional Downtown Marketing Funds. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

Mr. Abraham left the meeting at 10:34 a.m. and turned the meeting over to Ms. White

Mr. Jeffries updated the Board about the direct mail piece for the Farmers' Market.

Ms. Lipton stated the vendors were upset about the Market and they needed to see that the Board was doing something.

Mr. Jeffries stated that Gold & Associates would send out an e-blast and information about the Farmers' Market would be included.

Ms. Lipton stated she would hope the next Market Manager would keep a book showing the advertising that had been done to show what was working.

Mr. Jeffries stated the link to the website would be sent to the Board later in the day so it could be tested.

Ms. Lipton stated the News Journal had a separate division on line that the DDA web site could be linked to.

Mr. Jeffries stated he and Keith Gold had conversations with the News Journal and they were to come back to the City with an offer for on-line advertising.

Ms. Lipton stated she had purchased signs for the Farmers' Market and asked if they were being used.

Mr. Jeffries stated he would talk with Ms. Reinecker about them because he had not seen them.

Mr. Jeffries stated the merchant meeting was scheduled for August 1 at 8:30 a.m. He stated the meeting was to talk about redevelopment, parking, and the new sign standards.

Ms. Lipton stated that she was pleased to report there was a block captain on ISB.

5. **Public Comments**

There were no public comments.

6. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:46 a.m.



Robert Abraham, Chairman



Rebecca Groom
Recording Secretary