

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, August 21, 2012

A meeting of the Downtown Development Authority was held Tuesday, August 21, 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 (arrived at 8:05 a.m.)
Ms. Kelly White
Ms. Stacey Lipton

Board Members Absent

Ms. Sheryl Cook

Staff Members Present

Mr. Reed Berger, Redevelopment Director
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 8:03 a.m.

2. Roll Call

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

3. Approval of Minutes: July 24, 2012 Regular Meeting and July 31, 2012 Special Meeting

Ms. White made a motion to approve the minutes of July 24, 2012. Ms. Lipton seconded the motion and it was approved unanimously (3-0).

Ms. Lipton made a motion to approve the minutes of July 31, 2012. Ms. White seconded the motion and it was approved unanimously (3-0).

4. **Farmers' Market Update**

Mr. Berger stated that Jason Jeffries was out of the City attending the International Retail Shopping Center Conference along with Bob Gibbs. Mr. Jeffries had set up a booth to promote the Downtown area.

Mr. Hopkins arrived for the meeting at 8:05 a.m.

Mr. Berger provided the Board with a memorandum outlining a request from the American Cancer Society for their walk on Saturday, October 27 at Jackie Robinson Ballpark. The American Cancer Society requested the DDA relocate the Farmers' Market to the library side of the parking lot on October 27 to allocate parking and to provide ease of access for cancer survivors during the event.

Mr. Berger stated that it had been suggested to relocate some of the tents in order to provide parking.

Mr. Abraham stated that he did not feel the Board had the authority to move the market out of the licensed area. He stated that the request had not been proposed to the City and the DDA was under contract with the City to operate in that area.

Mr. Jagger stated that the Board would need City approval to relocate the market.

Mr. Abraham stated that any action the Board took would require City Commission approval since the Board's contract was approved by the City Commission. The request could not be handled administratively.

Mr. Berger stated that the issue may be resolved by working with Votran or another provider to offer a shuttle for the event.

Mr. Abraham asked if staff could work with the American Cancer Society to possibly relocate parking without moving out of the Market's licensed area.

Ms. Lipton stated that if the Board approved the request, it would set a precedent for future requests.

Board Action

Mr. Hopkins made a motion to deny the request of the American Cancer Society to relocate the Farmers' Market on October 27. Ms. White seconded the motion and it was approved unanimously (4-0).

Ms. Lipton asked if the tents could be moved closer together in an attempt to work with the American Cancer Society.

Ms. Foster stated that she would work with the vendors to help accommodate this request.

Mr. Abraham stated that the Market Manager could work with the American Cancer Society to make accommodations without violating the contract with the City and upsetting the vendors.

Mr. Berger stated that there may be some way for the vendors to help support the event and promote their products at the same time.

Mr. Berger asked if the Board members had comments regarding the email from Gini Reinecker dated August 6, 2012.

Ms. Lipton stated that she did not speak with anyone from Access to Organics as was stated in the email.

Ms. Foster thanked the Board for the opportunity to work with the Farmers' Market. She stated that on August 11, she and Mr. Jeffries worked at the market the entire day. She noted there was a lack of electricity to the Farmers' Market. She also stated that some vendors were overflowing into other spaces which she would address. Ms. Foster stated that the vendors would like her to focus on vendors that were currently not in the market, such as those that provide fresh eggs and artists. She asked about product duplication.

Ms. White stated there was a product mix outlined in the agreement with the City.

Mr. Abraham complimented Mr. Jeffries for his work in seeing that the Market remained operational during the transition time.

5. Farmers' Market Interim Manager

Mr. Abraham stated that Board action was required to approve the agreement with Ms. Foster to serve as the Interim Manager due to the departure of Ms. Reinecker on August 4, 2012. Mr. Abraham stated that Mr. Jeffries signed the agreement on behalf of the Board.

Board Action:

Mr. Hopkins made a motion to approve the agreement with Noeleen Foster to serve as the Interim Manager for 2 weeks from August 11, 2012, through August 24, 2012. The motion was approved unanimously (4-0).

6. Farmers' Market Manager Contract – Noeleen Foster

Mr. Abraham stated that there was one modification to the proposed agreement. The proposed agreement stated the Farmers' Market Manager would be paid monthly and Ms. Foster had asked to be paid semi-monthly.

Ms. Foster stated in Section 6, Item C, that the Manager shall receive no compensation for the sale of goods at the DDA Farmers' Market booth. She stated that the minutes of July 31, 2012, stated that a fee would be negotiated for carrying product at the booth. She stated that compensation for selling product at the booth was not addressed in the contract.

Mr. Jagger stated that he recalled the Board discussing prices but he did not recall a discussion regarding compensation for the manager based on sales.

Ms. Foster stated that the minutes read on Page 23 that Ms. Lipton stated the percentage of revenue should be addressed in three to six months upon review of performance and asked for clarification.

Mr. Abraham stated that he did not recall a discussion regarding compensation.

Mr. Berger stated that had not been addressed in the past and he recommended leaving the contract as is. He stated it could be addressed in the future when there were products to sell.

Ms. Lipton stated that the DDA had not previously sold product.

Board Action

Ms. White made a motion to approve the Farmers' Market Manager Contract with Noeleen Foster with the change to provide semi-monthly payments. The motion was approved unanimously (4-0).

7. Public Comments

Ms. Tolley stated that Mr. Jeffries asked her to let the Board know that the website for the Riverfront Shops of Daytona Beach was up and available.

8. Board Comments

Mr. Hopkins asked who was responsible for the maintenance of the electrical system at the Farmers' Market.

Mr. Berger stated Property Maintenance is responsible for the maintenance of the system.

Mr. Hopkins asked if the system could be checked to make sure it was up and running and available for use. He also stated preventative maintenance may be needed.

Mr. Berger stated that he would have it checked.

Ms. Foster stated there was a need for additional outlets.

Ms. Lipton stated that she had talked with the new Chair of the Halifax Art Festival. She stated that a letter was sent after last year's festival about the use of the logo and parking issues and the Chair said she did not receive it. The Chair said some of the advertising had already been ordered so there was concern about incorporating the new logo into the advertising. Ms. Lipton stated that she asked Mr. Jeffries to provide the Chair with the new logo.

Ms. Lipton also stated that the Chair and Mr. Jeffries were working on the parking issues to make sure the artists were parked in the spaces to which they had been assigned.

Mr. Abraham stated that the next DDA meeting would be on September 5 with the City Commission. He stated that Ms. Cook and Ms. Lipton would not be in attendance and asked if the other members would be present so there would be a quorum.

Ms. Lipton asked when the DDA would look at the budget.

Mr. Abraham stated the DDA had adopted the budget and it would be reviewed with the City Commission at the September 5 meeting.

Mr. Berger asked if there was any anticipation that the Board would be dropping the millage rate.

Mr. Abraham stated no because the budget the Board adopted was based on the 1 mil rate.

Mr. Abraham stated the next regular DDA meeting would be September 19 at 4:00 p.m.

Mr. Foster stated that she was approached by the League of Women Voters wanting to know if they could ask people to register to vote at the Farmers' Market.

Mr. Abraham stated that the contract with the City did not permit it.

Mr. Jagger stated that he would review the contract and get back with the Board. He stated approval may open the door to other groups.

Mr. Abraham stated he would be inclined to say no.

Ms. Lipton stated it was a community service since they were asking people to register to vote.

Mr. Berger suggested having them go across the street from the Market in the grassy area.

Ms. White stated she preferred to not get involved.

Ms. Foster stated there were two people walking through the market handing out political flyers.

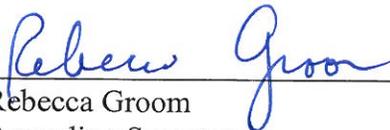
Mr. Jagger stated they needed to be removed.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:45 a.m.



Robert Abraham, Chairman



Rebecca Groom
Recording Secretary