



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Stacey Lipton

AGENDA

Tuesday, October 23, 2012 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **September 19, 2012 Regular Meeting**
 - b. **October 3, 2012 Special Meeting**
4. **FY 2011/12 Budget Report**
5. **Farmers' Market Update**
6. **Farmers' Market Temporary Relocation**
7. **FY 2012/13 Downtown Events**
8. **Riverfront Shops of Daytona Beach Campaign**
9. **Riverfront Shops Holiday Campaign**
10. **Merchant Co-op Update**
11. **Public Comments**
12. **Board Comments**
13. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, September 19, 2012**

A meeting of the Downtown Development Authority was held Tuesday, September 19, 2012, at 4:00 p.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Kelly White (left at 5:55 p.m.)
Ms. Stacey Lipton
Ms. Sheryl Cook

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 4:02 p.m.

2. Roll Call

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

3. Approval of Minutes: August 21, 2012

Board Action:

Ms. White made a motion to approve the minutes of July 24, 2012. Ms. Lipton seconded the motion and the motion was approved unanimously (5-0).

4. Quarterly Budget Report

Mr. Jason Jeffries provided the budget report with expenses through September 14, 2012. He stated there were some items that would need to be re-allocated and he would present a reconciliation of those accounts in October prior to starting the audit process. He noted that all final bills would be paid by then. Mr. Jeffries noted that negatives in some of the accounts would also be addressed in October. He noted that some of the over-spent amounts in the area of the Farmers' Market

related to the transition to the new manager. He noted that Gold & Associates would proceed with the direct mail piece so funds would need to be transferred for those costs. Mr. Jeffries stated that \$18,750 was projected in revenue for the Farmers' Market but the actual figure was \$21,600.

Ms. Cook noted there was a deficit of \$186.82 and asked how that would be addressed.

Mr. Jeffries stated that the Board would have to amend the budget to allocate the funds from the General Fund.

Ms. White asked about the expenses when the Board initially assumed the responsibility for the Farmers' Market.

Mr. Abraham noted that the Board loaned money to the Farmers' Market account; and since that the revenue had been received from the Farmers' Market, that money will be transferred.

5. Farmers' Market Update

Ms. Noeleen Foster stated that she had instituted the "Market Minute", a newsletter, to keep vendors informed of special events.

Ms. Lipton thanked Ms. Foster for starting the Market Minute and supported the idea.

Ms. Foster stated she planned on releasing a Market Minute to the vendors every 2 to 3 months to keep them up to date on special events. She noted new vendors were asking for applications, it was a way to keep them informed.

a. Vendor Collection

Mr. Jeffries stated he had spoken with some of the vendors to determine why collections did not match with the agreements. He noted that the previous manager had made arrangements with some of the vendors to which they were not entitled. He noted the following:

Evans Farm was charged a discounted monthly rate before they were eligible; Gert's Country Kitchen had been informed of the ineligibility for the discounted monthly rate; Mobile Chef was paying for two spaces then was reduced to being charged for only one space; Willoughby's Produce and Kindred Spirits had receipts but no record of payment being deposited; 4J was charged an \$11 weekly rate and should have been \$15; Fred's Market Choice was charged a monthly discount rate before being eligible

Ms. Cook asked if the vendors had been provided with copies of the agreements they had signed and were aware of what costs should be.

Mr. Jeffries stated the Interim Manager had done an excellent job of making sure all vendors received copies of their agreements and the rules and regulations. He stated the report was a result of that action.

Mr. Abraham asked if Mr. Jeffries was suggesting that the incorrect rates be written off and what the total dollar impact would be.

Mr. Jeffries stated the total would be \$760.

Board Action:

Mr. Hopkins made a motion to accept the staff recommendation to write off the incorrect rates that were charged for the Farmers' Market totaling \$760. Ms. White seconded the motion and it was approved unanimously (5-0).

Ms. Lipton suggested setting a new date, possibly January 1, for informing vendors of new rules and pricing.

Mr. Jeffries stated that the vendors had been informed and the rules were being implemented.

b. **Market Booth Volunteer Policy**

Mr. Jeffries stated that he was continuing to work on a coupon program as part of the marketing program.

Mr. Jeffries stated a number of non-profit groups with no religious or political affiliation could be used as volunteers to promote their organizations, such as school bands or Girl Scouts.

Ms. Foster asked if businesses could work as volunteers to promote their business.

Ms. Lipton stated she supported that as long as they did not sell their products.

Ms. White stated it should be re-examined after a few months, then establish a formal policy.

Ms. Foster asked if she could distribute flyers in the schools and post something on Facebook.

Mr. Jeffries stated he would work with Ms. Foster to develop those items.

Ms. Lipton asked if a vendor could distribute a flyer to promote an event that was being held Downtown.

Ms. White stated information on events could be placed in the Market Manager's booth but she did not feel a business should be there selling their product.

Mr. Jeffries asked if Girl Scouts could sell cookies or the Boy Scouts could sell popcorn at the booth.

Mr. Abraham had concerns about sales by volunteer organizations at the booth.

Mr. Hopkins thought selling items at the booth should be prohibited but he supported promoting events at the booth.

There was a consensus of the board that volunteer organizations could not sell products from the booth.

6. Gold & Associates Contract

Mr. Jeffries stated he had been meeting with Keith Gold to negotiate the fees for his contract next year.

Mr. Abraham stated that he and Mr. Jeffries met with Mr. Gold prior to the meeting. He stated the figures had not been finalized but a special meeting would be held to consider Mr. Gold's contract.

Mr. Jeffries stated he would contact the Board Members regarding their availability to schedule a special meeting.

7. Riverfront Shops of Daytona Beach Campaign Launch Update

Mr. Keith Gold, Gold & Associates, stated he was working on the holiday advertising. The on-line loyalty card for all merchants was being developed and he had been working with Mr. Jeffries on vendor ads for the Farmers' Market. Mr. Gold stated a monthly e-newsletter was sent to merchants. He was working on the cable TV ad and radio scripts for special events and Facebook page was operational.

Ms. Lipton asked if there was a way to disconnect the old website.

Mr. Jeffries stated he had talked with Sans Lassiter who was a DBPA Board member and he had asked him to link the website to the Riverfront Shops of Daytona web page since the old web site was not up to date.

Mr. Gold stated they could not remove the DBPA site and Mr. Jeffries had asked them to link to the new site.

Mr. Gold stated he was working to revise the maps and display materials and the next gang page ad with the new branding. The in-room concierge magazine was going to press that week and the rack card was being finalized.

8. Downtown Events

a. Proposed FY2012/13 Downtown Events

Mr. Jeffries stated there were two levels of events. The signature events were listed on the Calendar of Events, the web site and newspaper, the e-newsletter, Facebook and the City's press release and the signature events received financial support, but they must be free and open to the public. The requests totaled \$32,000 and the budget was \$20,000. He noted the Halifax Art Show was November 3 and 4 and asked the Board for direction on review of future events.

Mr. Abraham noted that the Film Festival was not on the list and with their request, the total is \$37,000.

Ms. Lipton suggested listing the basic events on the calendar of events and there would be no cost for support.

Mr. Abraham stated that all events got marketing support but the signature events received financial support. He noted the Halifax Art Festival was in November so a determination must be made for the amount of support.

Mr. Jeffries stated the Halifax Art Festival received \$13,000 last year, and he was suggesting they receive \$10,000 for the current year.

Mr. Al Smith stated the Film Festival was the following week and they needed support.

Mr. Abraham stated the request was for \$12,000 for the Art Show and \$5,000 for the Film Festival. If the Film Festival was budgeted, it would consume the total budget and leave everything else out.

Ms. Cook asked what was provided for the Art Festival in the past.

Mr. Jeffries that \$5,000 for prize money had been provided for the Art Festival. The City also assisted in paying permit fees totaling \$11,500 plus \$1,500 for Bighthouse ads. He stated the permit fees will be approximately \$6,500. Mr. Jeffries suggested contributing \$5,000 for the prize money and \$5,000 toward the permit fees.

Mr. Abraham stated that the purpose of the DDA was to provide seed money for events to get started then become self supporting. He stated they were going away from that policy and events seemed to expect funding each year.

Ms. Lipton stated she thought a promise had been made to the Art Show for support.

Mr. Jeffries stated he had not made a promise and had informed the event coordinators that he was suggesting \$10,000 to the Board.

Mr. Al Smith stated he submitted the request for the Film Festival and anything the Board could contribute would be appreciated.

Mr. Abraham suggested providing \$10,000 to the Art Show and then proportion the remaining amount in the budget to the other events.

Ms. Lipton asked Mr. Gold if he was prepared to talk about the Holidays for the Riverfront campaign.

Mr. Gold stated he was working on a theme to be presented to the merchants.

Mr. Abraham stated that the Board needed to support the events since they brought people Downtown. He noted that if the Board supports the Halifax Art Show and Film Festival, it did not leave much for the Wine Walk and Front Porch Fridays, all of which were signature events.

Ms. White suggested taking action on the Art Festival and then deciding on the others at another meeting.

Ms. Lipton stated that the promoters of the Art Festival needed an answer on the amount of support and suggested the Board make a decision but did not feel she was ready to make a commitment on the others because additional requests may be received.

Ms. White asked Mr. Jeffries if he wanted the Board to take action on the Art Festival then consider the other requests at another meeting.

Mr. Jeffries stated yes.

Mr. Jeffries asked Mr. Smith about his requests.

Mr. Smith stated that the open air market was on December 5 and the movie in the park was free.

Mr. Jeffries stated that the fee for the movie in the park was \$500. He noted that advertising and marketing would be included for all activities and could be tied in with the television ads for the Art Show since it was the following week.

Ms. Lipton noted that the promoter for the movie event could advertise during the Art Show which will be held the weekend prior to the movie event.

Mr. Abraham stated that the suggestion was to offset the permit fees for Riverfront Park for the free movie up to \$550.

Board Action:

Ms. Lipton made a motion to approve \$10,000 in funding for the Halifax Art Show and advise the promoter that funds may not be available for next year's festival. The motion failed for lack of a second.

Mr. Hopkins stated that the Board's objective was to promote other events by providing seed money. He stated the request for the Halifax Art Show was 50% to 60% of the total budget. Mr. Hopkins stated that the promoter should be informed now of the funding restrictions. He further stated the event was successful and realized a profit of \$21,000.

Ms. Lipton stated that the event was only 6 weeks away and a major fundraiser for the Museum of Arts & Sciences. She stated the agency had been planning on the Board's money all year and she felt only providing \$5,000 would be a hardship to the event.

Mr. Hopkins stated he would prefer to see the budget distributed as seed money for new events.

Mr. Abraham stated that fees were more than prize money. He suggested refunding the fees and contributing toward the prize money but felt sponsors could be secured for the prize money.

Board Action:

Ms. White made a motion to cover the permit fees and to provide \$1,000 for prize money, for a total of \$7,500. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

Mr. Smith stated that in the past the promoter of the Art Festival had threatened to take the event to Ormond Beach or Port Orange. He noted that the festival was a strong economic driver for the Downtown.

Ms. Lipton stated the Art Festival was the start of the holiday season and merchants decorated their businesses for the festival.

Mr. Abraham asked if the Board would like to consider funding of the Film Festival.

Board Action:

Ms. Lipton made a motion to provide funding to the Film Festival up to \$550 to cover the fees. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. John Nicholson, 413 N. Grandview Ave., suggested increasing the amount for the Film Festival in order to increase participation in the event.

Mr. Abraham stated that action on the other events would be held later.

Ms. White asked Mr. Smith asked if there would be a partnership with the realtors for the wine walk.

Mr. Smith stated that had not been finalized.

Recess: There was a recess at 5:33 p.m. and the meeting reconvened at 5:57 p.m.

b. **Discussion: RFP for Additional Downtown Events**

There was no discussion on this item.

9. **DDA Business Partners**

a. **Daytona Cubs Advertising Trade Agreement**

Mr. Jeffries stated he had talked to the Cubs about participating in the Marketing Co-op. Mr. Jeffries proposed to the Cubs a trade of advertising value with a ½ page black and white ad in the Cubs' program to promote the Riverfront Shops of Daytona Beach. He stated there were 70 home games scheduled with an average attendance of 2,346. In trade, two spaces would be provided in the in-room concierge book, which had a value of \$1,950, a large feature ad on the DDA website, and one space for 4 months on the gang page during baseball season. He stated it was a good faith effort for a group that was a major attraction Downtown.

Mr. Abraham asked what the net cost was to the DDA.

Mr. Jeffries stated \$2,150.

Board Action:

Mr. Hopkins made a motion to accept the trade with the Daytona Cubs for advertising during the baseball season. Ms. Cook seconded the motion and it was approved unanimously (4-0).

b. **Beach Street Impressions - Riverfront Shops Logo Products**

Mr. Jeffries stated he would like to combine Items b and c for consideration as one item.

Mr. Jeffries stated that Beach Street Impressions would like to use photos and the Riverfront logo to be printed on shirts, bags, and mugs for sale.

c. **Jack White Land Company - Use of photos for advertising**

Mr. Jeffries stated Jack White Land Company would like to use the Riverfront photos as part of their real estate package in promoting Downtown.

Mr. Jeffries stated that Bob Jagger, Deputy City Attorney, had researched the use of the photos for the above requests.

Mr. Jagger stated that use of the photos did not coincide with a public records request. He stated there was no exemption for that type of photos. The photos were public records and must be disclosed at the City's costs for duplication. Mr. Jagger stated the City could charge the cost to duplicate the photo but the charge for the initial creation of the photo could not be charged.

Mr. Jeffries stated he would like to make a notation on the website that Beach Street Impressions would be selling items with the Riverfront logo on it.

Mr. Jagger stated that in the future the photos could be produced with the logo on it which would limit use.

Ms. Lipton asked if they had received a release from the models.

Mr. Gold stated the models had signed a release.

Mr. Gold stated other counties and municipalities copyrighted their images.

Mr. Jagger stated he would like to look at policies other municipalities had developed for copyright issues.

Board Action:

Mr. Hopkins made a motion to copyright all marketing and published materials before being released to the extent of the law. Ms. Cook seconded the motion and it was approved unanimously (4-0).

d. **Discussion: Business Partner Policy**

Mr. Jeffries stated the item was part of the previous discussion.

10. Holidays on the Riverfront Campaign

Mr. Jeffries presented suggested themes for the holidays for the Riverfront Shops. He stated the suggestions could be taken to the merchants for their consideration or the Board could make a decision.

Ms. Cook stated that the merchants would submit a short list and the Board would ultimately make the decision.

Board Action:

Ms. Lipton made a motion to select "Unwrap our Holiday Charm" as the holiday theme for the Riverfront Shops. Ms. Cook seconded the motion and it was approved unanimously (4-0).

11. Merchant Co-op Update

Mr. Jeffries stated there was 54% participation on all programs. The in-room concierge book was complete and eleven of the 12 spaces of the rack card were sold. There were 19 listings on the website and 24 participants on the Downtown loyalty card.

Mr. Jeffries stated he had been working with an account executive at the News Journal who said the charge to each merchant would be \$50 per space for the gang page. Mr. Jeffries talked with Mr. Gold about the City buying the blank page and Mr. Gold was doing the ad. The News Journal had said they could charge \$4,000 for the City to develop the ad. Mr. Jeffries stated he had contacted Hometown News as a substitute but he had not heard from them.

Ms. Cook suggested that Mr. Jeffries contact another executive at the News Journal regarding the costs.

Mr. Jeffries stated there had been discussion on Facebook regarding a parking issue Downtown.

Ms. Lipton stated she put a comment on Facebook so that others could see the comments she had been receiving regarding the proposed parking meters in Downtown. She stated there had been an escalation of crime in the Downtown area and she felt parking lots should be safe before customers are run off by parking meters.

Mr. Abraham asked Mr. Jagger if there was a Sunshine law issue for Ms. Lipton posting her comments.

Mr. Jagger stated it was not a Sunshine law violation but urged other Board members not to respond on Facebook because that would create a Sunshine violation.

Ms. Cook expressed concerns about safety in the Downtown area.

Mr. Jeffries stated he would notify Capt. Newcomb about Board concerns.

Mr. Abraham expressed concerns about putting information on Facebook if they were attempting to promote Downtown.

Ms. Lipton stated that safety issues were not on the Facebook page. She stated she only asked about parking meters.

Mr. Gold stated his concern was that if a newspaper searched for articles about parking in Downtown Daytona Beach, those comments would be shown.

12. Public Comments

There were no public comments.

13. Board Comments

There were no Board comments.

14. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 6:55 p.m.

Robert Abraham, Chairman

Rebecca Groom
Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, October 3, 2012**

A special meeting of the Downtown Development Authority was held Tuesday, October 3, 2012, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Kelly White (left at 8:45)
Ms. Stacey Lipton
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 8:06 a.m.

2. Roll Call

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

3. Gold & Associates Contract

Mr. Abraham stated the purpose of the meeting was to consider the contract with Gold & Associates for FY2012-13.

Mr. Jeffries, stated the Board packet included a memo providing an overview of the scope of services that would be provided by Gold & Associates.

Mr. Jeffries stated that the funds for the Gold & Associates contract were budgeted in the Professional Services and Downtown Marketing line items. He stated money would need to be transferred in the line items to cover the expenses.

Mr. Abraham referred to Mr. Jeffries' memorandum dated October 1, 2012. He stated the memo showed that \$31,500 was budgeted for marketing; \$21,000 for events; and \$1,500 for technical services. He stated the co-op marketing was

offset by fees to merchants. He noted the fees proposed from Gold & Associates would be about 45% of the budgeted dollars. He noted some merchants had stated that more money should be spent on events but the Board's focus had been on marketing. Mr. Abraham stated that the Board would need to decide if it was the proper allocation for the 2012/13 fiscal year.

Ms. Lipton stated she thought the money allocated for Gold was the best money spent and the merchants needed to think about ways to do events on their own and to promote their businesses. She stated that New Smyrna Beach had fabulous events and they did not have the budget that the DDA had.

Ms. White stated she thought they needed to continue to brand themselves and control that brand and that will attract good events. She stated that she was comfortable with the direction the Board had taken. She stated that she had been reading Bob Gibbs' books. He stated that a large anchor often got low rent because they did a lot of advertising and attracted business to an area. She stated that since the Downtown area did not have an anchor, the DDA must be the anchor.

Mr. Hopkins stated that he was impressed with what had been done to date and felt it would be shortsighted to abandon the program now. He stated his only concern was if it would be a recurring fee that the Board would be faced with each year to maintain what had been established. He hoped they would create enough momentum that at some point the Board would be able to reduce the amount of Mr. Gold's services.

Ms. Cook stated that she did not receive the e-blast or newsletters. She stated that people comment to her that nothing was being done Downtown. She stated she would hope she and other stakeholders would be getting the e-blasts and newsletters since the Board funded those items. She asked about the rack cards and if they had been distributed. She stated funding had to be cut for two major events this year. She expressed concern that people could still go to the old Daytona Beach website and there were no links to the Riverfront Shops website.

Mr. Abraham asked where they could better spend the money or if it was better to keep trying to develop the Gold strategy.

Ms. Lipton stated that if people came to Downtown and they did not have a good experience, they would not return. She stated there was a safer feel during the daytime than at night. She stated that merchants needed to contribute to making things happen Downtown.

Ms. Lipton asked if it would help the Downtown area if North Beach Street got stakeholders in some of the large vacant buildings.

Mr. Jeffries stated not necessarily because the millage was based on how the property was appraised. Development on the vacant former car lots property would help if a large development was built on those lots.

Mr. Abraham stated that in past years, the DDA had had the philosophy of supporting events Downtown but not doing the events. Initially seed money was to be provided for events with the understanding that they would have to support themselves in the future and he thought events should be self-supporting. He stated he did not see revenues increasing anytime soon and in the past, the DDA had drawn on reserves that were now down to \$18,000.

Mr. Keith Gold, Gold & Associates, talked about the e-blast. He stated he did not create the list and it was maintained by the City. He stated the rack cards had been scheduled to go out now and not in the previous fiscal year. He stated off-line media was more expensive to produce than on-line media but it took more labor to create on-line media. He noted it took 6 to 8 staff people to work on that type of project.

Ms. Lipton asked what Mr. Gold would consider a reasonable amount of time to judge his efforts.

Mr. Gold stated that he evaluated it monthly.

Ms. Lipton asked what would be a fair amount of time to see if the items were working and having people react to what they were seeing.

Mr. Gold stated that for traditional media, you must generate enough gross rating points to effect the change. Gross rating points were reach times frequency and the DDA would have to receive about 350 gross rating points. To reach 35% of the market, you would have to reach the people 10 times. He stated he had set up benchmarks for everything he would be doing, including social media, search engine marketing, web marketing, and traditional marketing. He stated every month there should be an increase. He noted he always had more than 300% visitation, at the end of the year, than he had at the beginning.

Ms. Cook asked about the fees and what would be done about the “to be determined” and radio. She noted that she advertised on radio and asked if radio advertising was something merchants should be doing on their own.

Mr. Gold stated that prospects and past guests ranked the media. He noted that radio was used best for special events and hoped there would be sponsors for those events. He added that radio and newspaper were ranked lower than previously and television was rated high.

Mr. Jeffries stated that Gold & Associates had prepared advertising. He stated that he had discussed with Mr. Gold the need to be able to change the ads to include promotions for upcoming events and seasons.

Ms. Lipton asked if the Board could see the ad at the next meeting.

Mr. Gold stated yes.

Ms. White left the meeting at 8:45 a.m.

Ms. Lipton stated that the Halifax Art Festival would be held in a few weeks and asked how they could get email addresses from people that attended to inform them of future events.

Mr. Gold stated it would be helpful to get the data base from the organizer of the event. He noted that it would be better for the email about the Downtown to come from that organization instead of the Riverfront Shops. He stated he would be happy to discuss sending email blasts about their events as well and it would be more effective if it was done together.

Mr. Gold stated that the symbol should be on the bottom of correspondence so people were aware of the Riverfront Shops.

Mr. Abraham stated he did not question the value of Mr. Gold's service. He only questioned the amount of money the Board had to work with. He stated they did not know how effective it was going to be and noted it would be 8 or 9 months before the Board started to focus on next year's budget. He stated that the Board was struggling with a problem that Mr. Gold could not solve and that was the product. He stated that currently they had a limited product. He stated the City Commission was addressing it with the Retail Market Strategy. He further stated that he thought the Board was on the right track and must help to make it happen.

Ms. Cook asked if the discount cards were ready and stated that she had only seen two ads.

Mr. Jeffries stated that some of the merchants had not yet provided him with content for the ads.

Ms. Cook stated the calendar was not up to date. She stated the Board was spending a lot of money and the ads were not complete and the calendar was not up to date. She had concerns about the website being launched and information not up to date.

Mr. Gold stated that he had created ads within 24 hours of receiving information. He stated if an ad from a merchant was not on the website, it was because the merchant had not provided him with the materials.

Ms. Cook asked if the ads had been paid for.

Mr. Jeffries stated we would start billing this month.

Mr. Gold stated the card was a downloadable card, but he needed participants and was ready to go once he had participants.

Ms. Cook stated that they did not have a Downtown merchant group, so the responsibility fell on Jason Jeffries and Jeanne Tolley.

Mr. Jeffries stated he was working to develop a regular merchant meeting schedule. He stated Mr. Gold's staff would train him to update the website so he could update information as he received it from the merchants.

Board Action:

Ms. Lipton made a motion to approve the Scope of Services and fees as outlined with Gold & Associates. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

Mr. Jagger asked if the contract would be for a flat rate of \$3,800 per month.

Mr. Gold stated yes.

Mr. Jagger asked if there was a cap on expenses.

Mr. Jeffries stated the expenses would be approved quarterly.

Mr. Gold stated he had the DDA as a vendor and Gold & Associates would bill them for expenses. The DDA would approve expenses, such as a radio or TV ad, Gold & Associates would develop the ads, pay the vendor, and bill the DDA for reimbursement.

Mr. Hopkins stated that Ms. Cook's points were well taken. He further stated that what the DDA had done was set the framework. He stated he hoped the deficiencies that Ms. Cook identified would be rectified. He stated the Board would be looking at this on a monthly basis and it would be short sighted not to continue, but accountability would be number 1 on his list.

Mr. Jeffries stated he knew there were glitches in getting it launched, but felt it was a critical month to get the items resolved.

Ms. Lipton asked if the gift card would be available by the time of the art show.

Mr. Jeffries stated yes.

Ms. Lipton suggested hiring someone to set up a table to get contact information from attendees at the art show in order to expand the contact list.

Mr. Jeffries stated he would see if he could come back to the Board for an authorization to spend up to \$150 to pay an individual to gather the information.

Ms. Lipton suggested the person be at the new park on ISB.

Mr. Abraham stated the next regular meeting will be October 23.

4. **Public Comments**

There were no public comments.

5. **Adjournment**

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

Robert Abraham, Chairman

Rebecca Groom
Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: October 19, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Final FY2011/12 Budget Status

The following is the financial report with expenditures through September 30, 2012.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 10/17/12	Total Projected Expenses	Projected Balance
Staff (Contract Services)	\$ 1,000	\$ 1,297.21	\$ 1,357.81	\$ (357.81)
Office Supplies	\$ 250	\$ 53.75	\$ 53.75	\$ 196.25
Care and Subsistence	\$ 400	\$ 569.80	\$ 569.80	\$ (169.80)
Professional Memberships	\$ 600	\$ 595.00	\$ 595.00	\$ 5.00
Downtown Marketing ^{2,3}	\$ 70,850	\$ 61,222.11	\$ 62,222.11	\$ 8,627.89
Downtown Events ³	\$ 27,550	\$ 27,574.60	\$ 27,574.60	\$ (24.60)
Downtown Holidays ³	\$ 19,350	\$ 19,332.00	\$ 19,332.00	\$ 18.00
Main Street Program ^{1,2,3}	\$ -	\$ -	\$ -	\$ -
Total	\$ 120,000	\$ 110,644.47	\$ 111,705.07	\$ 8,294.93

Notes:

- On December 13, 2011, the Authority approved a transfer of \$5,000 from Main Street Program line item to Farmers' Market Activities.
- On February 16, 2012, the Authority approved a transfer of \$7,500 from Main Street Program line item to Downtown Marketing.
- On May 15, 2012, the Authority approved the following transfers:
 - \$4,950 from Downtown Events line item to Downtown Marketing.
 - \$650 from Downtown Holidays line item to Downtown Marketing.
 - \$10,000 from Main Street Program line item to Downtown Marketing.
 - \$3,000 from Farmers' Market Marketing line item to Downtown Marketing.
 - \$2,000 from Farmers' Market Events line item to Downtown Marketing.

Farmers' Market Activities

Revenues	Received to Date		Total Revenue
		As of 9/30/12	
Vendor Revenue	\$ 18,750	\$ 21,490.00	\$ 21,490.00
Market Booth Sales	\$ 900	\$ -	\$ -
Total	\$ 19,650	\$ 21,490.00	\$ 21,490.00

Expenses	Appropriation	Spent to Date		Total Projected Expenses	Balance
			As of 10/17/12		
Market Manager ⁴	\$ 9,440	\$ 10,652.70	\$ 10,652.70	\$ (1,212.70)	
Office Supplies	\$ 300	\$ 387.90	\$ 331.45	\$ (87.90)	
Liability Insurance	\$ 1,265	\$ 1,260.85	\$ 1,260.85	\$ 4.15	
City Fees	\$ 1,000	\$ 1,000.00	\$ 1,000.00	\$ -	
Marketing ³	\$ 5,895	\$ 6,020.55	\$ 6,020.55	\$ (125.55)	
Market Events ³	\$ -	\$ -	\$ -	\$ -	
Booth Merchandise ⁴	\$ 250	\$ -	\$ -	\$ 250.00	
Equipment ⁴	\$ 1,500	\$ 611.26	\$ 571.27	\$ 888.74	
Total	\$ 19,650	\$ 19,933.26	\$ 19,836.82	\$ (283.26)	

Profit/Loss \$ - \$ **1,556.74** \$ **1,556.74**

Notes:

On May 15, 2012, the Authority approved the following transfers:

- \$3,000 from Farmers' Market Marketing line item to Downtown Marketing.
- \$2,000 from Farmers' Market Events line item to Downtown Marketing

4. On May 15, 2012, the Authority approved the following transfers:

- \$ 500 from the Farmers' Market Booth Merchandise line item to Farmers' Market Manager
- \$ 500 from the Farmers' Market Equipment line item to Farmers' Market Manager

To reconcile the accounts based on final expenditures, the following budget transfers are proposed:

From:

- Office Supply Line Item: \$175 (New Appropriation: \$75)
- Downtown Marketing Line Item: \$1,200 (New Appropriation: \$69,650)
- Farmers' Market Booth Merchandise: \$ 250 (New Appropriation: \$ 0)
- Farmers' Market Equipment: \$ 500 (New Appropriation: \$ 1,000)

To:

- Contract Services Line Item: \$400 (New Appropriation: \$1,400)
- Care and Subsistence Line Item: \$175 (New Appropriation: \$575)
- Downtown Events Line Item: \$50 (New Appropriation: \$27,600)
- Farmers' Market Manager: \$1,250 (New Appropriation: \$10,690)
- Farmers' Market Office Supplies: \$100 (New Appropriation: \$400)
- Farmers' Market Marketing: \$150 (New Appropriation: \$6,045)



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: October 18, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Update

Please find attached a request from the City to relocate the Farmers' Market from the Jackie Robinson and Library parking lot to County Courthouse Annex parking lot on Saturday, October 27 and Saturday, November 3. The request is to accommodate early voting at the City Island Library. Mr. Abraham's response is also attached.

Noeleen Foster, Market Manager has been working with the vendors to coordinate the temporary relocation and identify the layout.

The following actions will occur to communicate the relocation to the Farmers' Market customers:

- Planned Postcard to households in the 32114, 32117, 32118, 32119 will mention the dates of the temporary relocation.
- Press Release
- Mention in City E-blast
- Postings on the Riverfront Shops of Daytona Beach website
- Posting on Riverfront Shops Facebook
- Distribution of flyers at Farmers Market from the information booth



The CITY OF DAYTONA BEACH

— "THE WORLD'S MOST FAMOUS BEACH" —

Office of the Deputy City Manager/Administrative and
Development Services Department

October 5, 2012

Mr. Robert Abraham, Chairman
Downtown Development Authority
P. O. Box 2451
Daytona Beach, Florida 32115-2451

Dear Sir:

The City several years ago lobbied to have an early voting site in Daytona Beach to insure that our residents have every opportunity to participate in the democratic process. Per state statute, only city halls and public libraries can serve this purpose. The Volusia County Library at City Island was selected, partly because of the large number of available parking spaces.

Early voting has proven to be very popular. Upwards of 3,000 people a day voted at the City Island Library at the last Presidential election. Because of this the County has approached the City about insuring that adequate parking is available for early voters in the upcoming election. Recognizing the importance of this, staff has preliminarily agreed to reschedule and relocate city events on City Island and take other steps to insure parking availability.

Early voting this year will occur from Saturday, October 27th, to Saturday, November 3rd. The County has asked that the Farmers Market either not occur on those two Saturdays or be relocated to their Courthouse parking lot. We recognize that this decision must be made by the Downtown Development Authority and respectfully ask that the DDA agree to this temporary relocation.

Long term, we will need to have a discussion about adjusting for future early voting periods. May I suggest that we do so after the November election.

Please let me know how you'd like to proceed with the request to relocate the Farmers Market on October 27th and November 3rd.

Sincerely

Paul McKitrick,
Deputy City Manager

The logo for the Downtown Development Authority features the word "DOWNTOWN" in large, orange, sans-serif capital letters. The letter "O" is replaced by a circular emblem containing a stylized sun and a green leaf. Below "DOWNTOWN" is the word "DEVELOPMENT AUTHORITY" in smaller, dark blue, sans-serif capital letters.

DOWNTOWN
DEVELOPMENT AUTHORITY

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Stacey Lipton

October 9, 2012

Paul McKittrick, Deputy City Manager
The City of Daytona Beach
P. O. Box 2451
Daytona Beach, FL 32115-2451

Dear Mr. McKittrick:

The Daytona Beach Downtown Development Authority (DDA) has received your letter dated October 5 requesting the temporary relocation of the Farmers' Market on October 27 and November 3 to accommodate early voting at the City Island Library. The DDA agrees to temporarily move the Farmers' Market on the requested dates to the parking lot of the County Courthouse Annex at 125 E. Orange Avenue. The DDA will report back to the City on any issues that occur due to the temporary move of the Farmers' Market for consideration regarding future moves of the Farmers' Market.

Sincerely,

A handwritten signature in blue ink that reads "Robert Abraham".

Robert Abraham, Chair



SCALE: 1" = 80'

FARMERS' MARKET
VENDOR AREA

FARMERS' MARKET
CUSTOMER PARKING

ORANGE AVENUE

V.C. COURTHOUSE PARKING

THE CITY OF DAYTONA BEACH
PUBLIC WORKS DEPARTMENT
ENGINEERING DIVISION

950 BELLEVUE AVENUE • DAYTONA BEACH • FLORIDA • 32114
PHONE: (386) 671-8610 FAX: (386) 671-8620



2011-008.dwg



AGENDA ITEM: 7
THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: October 18, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2012/13 DDA Event Funding

This item is a follow-up to last month's discussion regarding DDA funding assistance to Downtown events during the 2012/2013 Fiscal Year. Under the DDA event criteria, there are two levels of support. Most events occurring in Downtown qualify for basic assistance to be listed on the Downtown event calendar on the Riverfront Shops website and Facebook page. These events will also be promoted in the monthly Riverfront Shops e-newsletter and in press releases.

The following events meet the criteria to be signature Downtown events and are proposed to receive additional funding for event related costs, such as City permit fees. The DDA would also provide additional marketing through media advertising:

Event	Date	Projected Attendance	Proposed Funding
Halifax Art Show	November 3 & 4, 2012	30,000	\$7,500
Daytona Beach Film Festival	November 9-11, 2012	5,000	\$1,450
Riverfront Market	12/8, 1/12, 2/9, 3/9, 4/13, 5/11	9,000	\$1,300
Holiday Wine Walk	December 8, 2012	900	\$1,000
Home For The Holidays	December 15, 2012	2,500	\$ 650
Wine & Chocolate Walk	February 9, 2013	900	\$1,000
Cinematique Under the Stars	March – October 2013	2,000	\$2,120
Art of the Auto	April 27, 2013	20,000	\$4,500

The DDA has \$20,000 budgeted in the Downtown Events line item. At the September 19, 2012 meeting, the DDA approved \$7,500 for the Halifax Art Show and \$550 for the Daytona Beach Film Festival. The proposed funding of all the events totals \$19,520 for the 2012/2013 Fiscal Year.

DDA – DOWNTOWN EVENT SCHEDULE FALL

OCTOBER 2012

Friday 5th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 5st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie
Friday 5th, Saturday 6th, Sunday 7th: Daytona Blues Festival – Jackie Robinson Ballpark – Music Festival

NOVEMBER 2012

Friday 2nd: Front Porch Friday – Beach Street Sidewalk – Evening Event
Saturday, 3rd & Sunday 4th: Halifax Art Festival – Beach Street Festival
Friday 9th, Saturday, 10th & Sunday 11th: Daytona Beach Film Festival – Beach Street Festival

“UNWRAP OUR HOLIDAY CHARM”

DECEMBER 2012

Friday 7th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Saturday, 8th: Riverfront Market – Beach Street Sidewalks – Retail Event
Saturday, 8th: Riverfront Market – Holiday Wine Walk – Shop Wine Walk
Saturday, 15th: Home For the Holidays – Riverfront Park – Holiday Event
Saturday, 15th: Christmas Boat Parade – Halifax River – Holiday Parade

WINTER

JANUARY 2013

Friday 4th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Saturday, 12th: Riverfront Market – Beach Street Sidewalks – Retail Event

FEBRUARY 2013

Friday 1st: Front Porch Friday – Beach Street Sidewalk – Evening Event
Saturday, 9th: Riverfront Market – Beach Street Sidewalks – Retail Event
Saturday, 9th: Riverfront Market – Wine & Chocolate Walk – Shop Wine Walk

SPRING

MARCH 2013

Friday 1st: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie
Saturday, 9th: Riverfront Market – Beach Street Sidewalks – Retail Event

APRIL 2013

Friday 4th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie
Saturday, 13th: Riverfront Market – Beach Street Sidewalks – Retail Event
Saturday, 27th: Art of the Automobile – Riverfront Park – Festival

MAY 2013

Friday 3rd: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie
Saturday, 11th: Riverfront Market – Beach Street Sidewalks – Retail Event

SUMMER

JUNE 2013

Friday 7th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie

JULY 2013

Friday 5th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie

AUGUST 2013

Friday 2nd: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie

FALL

SEPTEMBER 2013

Friday 6th: Front Porch Friday – Beach Street Sidewalk – Evening Event
Friday 1st: Cinematique Under the Stars – Riverfront Park – Outdoor Movie



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: October 19, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Included in the Board packet is a memo from Gold & Associates (Gold) regarding the status of the Riverfront Shops of Daytona Beach campaign. At the October 3 Special Meeting, the DDA approved the annual contract with Gold and reviewed the proposed annual marketing strategy proposed by Gold. As discussed at the special meeting, the following are proposed advertising efforts requiring DDA approval.

- SEM/ Online Advertising (Google word ads): \$3,000 for annual budget of ad-word clicks on Google search engine to drive customers to the new Riverfront Shops website.
- Facebook Advertising: \$6,000 for annual budget of targeted advertising on Facebook to drive customers to the new Riverfront Shops Facebook page.
- Bright House Cable: \$2,125 (\$2,500 gross) for about three weeks of advertising to promote Riverfront Shops of Daytona Beach and the Halifax Art Show and Daytona Beach Film Festival.
- \$1,100 in production costs related to producing the two new commercials with specific tags that mention the Halifax Art Show and Daytona Beach Film Festival.

The DDA has \$60,000 budgeted in the Downtown Marketing line item for Fiscal Year 2012/13. Due to the approval of the Gold professional services contract at the October 3 Special Meeting, \$27,600 will need to be transferred to the Professional Services line item. There is \$32,400 available in the Downtown Marketing line item for FY 2012/13.

In addition, the DDA also needs to approve \$1,308 (annual) for iContact to maintain the customer email list and send e-newsletters to the list. The cost is \$109 per month. The DDA has \$600 budgeted in the Technical Services line item for Fiscal Year 2012/13. To fund the annual services, \$900 will need to be transferred from the Downtown Marketing line item.

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Thursday, October 18, 2012

OCTOBER TO DATE

- **STRATEGIC MARKETING PLAN**
 - Updated the week of October 15th.
- **MATERIALS UPDATED**
 - Website: Updates ongoing. Created/uploaded additional banner ads. Awaiting the remaining merchant banner ad materials or approvals. Make calendar of events updates as received from client. Finalizing online discount card this week. Sent suggested privacy policy/terms of use to client 10/10 to be added to the website;
 - Facebook: Make ongoing posts and events updates as received from client;
 - E-Newsletter: Preparing next e-newsletter for distribution. Awaiting client information;
 - Rack Brochure: New photography added. Awaiting final co-op participants from client;
 - Newspaper/Magazine Ads: Awaiting merchant co-op ad materials.
 - Holiday Banners: Creating layouts for a special seasonal pole banners with the selected themeline;
 - 10' Branding Banners: Created generic banner graphic to display on the DDA's tent; and
 - Riverfront Market: Designed two versions of the DDA logo pro bono for the market use.
- **PUBLIC/COMMUNITY RELATIONS**
 - Overall: Met with Halifax Art Festival chair and committee members to discuss marketing opportunities;
 - Halifax Art Festival: Prepared press release and website home page copy 10/16. Awaiting approval to distribute and upload. Wrote and edited TV end tags. Preparing web snipe for DDA site and use of other organizations, as well as e-blast and directory poster; and
 - Film Festival: Preparing press release, website home page copy, snipe, e-blast and directory poster. (*Awaiting client flyer.*) Wrote and edited TV end tags.
- **SEM/FACEBOOK** — Client purchased Google AdWords 10/15. Ads are running. Awaiting client purchase of Facebook ads to run;
- **TELEVISION COMMERCIALS** — Produced the “Be Dazzled” branding spot, as well as tags for the upcoming art festival and film festival. Client to negotiate the media with two 3-week flights at \$1,500 each. Wrote a tag for a holiday media buy to begin after Thanksgiving;

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Thursday, October 18, 2012

OCTOBER TO DATE

- **MEDIA**
 - **Relations**: Respond to all media reps. regarding opportunities on an ongoing basis. Providing input on TV buy.
- **POLE BANNERS**
 - **Initial Layouts**: Presented copy for new creative direction pro bono. Awaiting approval to revise layouts.
- **FARMER'S MARKET DIRECT MAIL** — Card designed pro bono, and approved 10/15. Sent to printer 10/16.

Thank you for your business!



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: October 19, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: "Unwrap our Holiday Charm" Funding Requests

At the September 19 Board meeting, the DDA selected "Unwrap our Holiday Charm" as the theme for the Downtown holiday campaign. Gold & Associates (Gold) is developing specific graphics for the campaign theme. The following are proposed advertising efforts requiring DDA approval for the holiday campaign.

- Bright House Cable: \$2,500 for about three weeks of advertising to promote the "Unwrap our Holiday Charm" campaign.
- \$550 in production costs related to producing a specific commercial for the holiday campaign.

The DDA has \$60,000 budgeted in the Downtown Marketing line item for Fiscal Year 2012/13. If the funding requests in Agenda Item #9 are approved, there will be \$19,275 available in the Downtown Marketing line item for FY 2012/13.