

**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 Brighthouse 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**

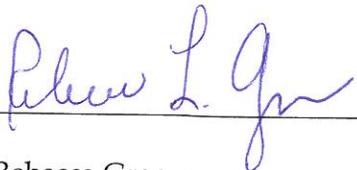
There were no Board comments.

**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