

**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**

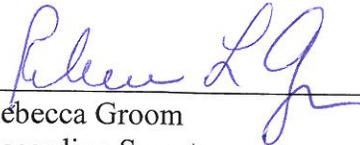
There were no public comments.

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