

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, October 23, 2012**

The regular meeting of the Downtown Development Authority was held Tuesday, October 23, 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
Ms. Stacey Lipton
Ms. Sheryl Cook

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Paul McKittrick, Deputy City Manager
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 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes

a. September 19, 2012 Regular Meeting

Ms. Cook made a motion to approve the minutes of the September 19, 2012 Regular Meeting. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

b. October 3, 2012 Special Meeting

Mr. Hopkins made a motion to approve the minutes of the October 3, 2012 Special Meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

4. **FT 2011/12 Budget Report**

Mr. Jeffries provided the Board with the final budget report for the year ending September 30, 2012. He stated that the final bills had been paid and a budget transfer would be necessary in order to balance the accounts. He stated that the report reflected the actual amount spent through October 17, 2012.

Board Action

Ms. Cook made a motion to make the necessary budget transfers as outlined in Mr. Jeffries' memorandum dated October 19, 2012. Ms. White seconded the motion and it was approved unanimously (5-0).

5. **Farmers' Market Update**

There was no update presented on the Farmers' Market.

6. **Farmers' Market Temporary Relocation**

Mr. Jeffries stated a request had been received to relocate the Farmers' Market from the Jackie Robinson and Library parking lot to the County Courthouse Annex parking lot on Saturday, October 27, and Saturday, November 3 in order to accommodate early voting at the City Island Library.

Mr. Abraham stated that in order to avoid calling a special meeting for the Board to act on the request, he responded on behalf of the Board and formal approval of his letter was necessary.

Ms. Noeleen Foster, Market Manager, stated that she had discussed the relocation with the vendors and some were enthused about the exposure the Market would receive as a result of the relocation along Orange Avenue. A press release had been prepared regarding the relocation, post cards were being sent to residents there would be a posting on the City's website and the Riverfront Shops Facebook pages, and the relocation was also in the City's e-blast.

Board Action

Ms. Cook made a motion to approve the letter submitted by Robert Abraham, Chair, to Paul McKitrick dated October 9, 2012, regarding the relocation of the Farmers' Market. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. McKitrick stated that the lease with the Daytona Cubs would expire at the end of the year and they wanted a 10 year lease. He stated they may start charging \$2 to \$3 per car for parking during ballgames. Mr. McKitrick stated that

the Cubs did not plan to charge for parking until the construction at the ballpark was complete so the fee may not be imposed until 2015.

Mr. John Nicholson, 413 N. Grandview Avenue, said relocation of the Farmers' Market had been previously discussed and he thought it was a golden opportunity to talk with the County about making it a permanent move. He stated visibility for the Market in this area was good but permanently locating the Market at the Courthouse would not help Downtown.

Mr. Abraham stated that the DDA had a contract with the City for the Farmers' Market at the current location.

Mr. McKittrick stated that the Courthouse parking lot would have to be cleaned after the Farmers' Market so there would be no burden on the County.

7. FY 2012/13 Downtown Events

Mr. Jeffries presented a memo that outlined the proposed funding level for upcoming events. He stated there were two levels of events and all qualified events would be listed on the calendar of events, featured in the e-newsletter, posted on the Riverfront Shops Facebook page, the News Journal gang page, listed on the calendar of events in the street directory, and mentioned in press releases.

Mr. Jeffries stated that basic events would be listed in the calendar of events and would include music festivals, the Making Strides Against Breast Cancer Walk, and events that held at the News Journal Center.

Mr. Jeffries stated that signature events were the Halifax Art Show; Daytona Beach Film Festival; Riverfront Market; Holiday Wine Walk; Home for the Holidays; Wine and Chocolate Walk; Cinematique, and Art of the Auto. He stated the proposed funding stays within the \$20,000 budget for the year.

Ms. Lipton stated she was concerned about approving the request for the Art of the Automobile since she had not seen the budget for that function.

Mr. Jeffries stated that the amounts listed in his memorandum would cover the permit fees. He stated that the request for the Art of the Automobile was for a one day rental for 3 sections of park. The one day event will be held at Riverfront Park from Orange Avenue to the News Journal Center. Mr. Jeffries stated Al Brewer, coordinator of the event, had completed an application and copies were provided to the Board.

Mr. Abraham asked if the Board would be committing to pay the permit fees or the total \$4,500.

Mr. Jeffries stated fees only which would be less than \$4,500.

Mr. Jeffries stated that for the Halifax Art Show, the \$7,500 listed was for \$5,000 for prize money and \$2,500 for permit fees. For the Daytona Beach Film Festival, the amount noted was for up to \$1,450 for the cost of permit fees. The amount listed for the Riverfront Market was for permit fees up to \$1,300. Mr. Jeffries stated that the DDA was sponsoring the Holiday Wine Walk so the \$1,000 listed was for marketing and permit fees.

Ms. Lipton asked if a permit was necessary for an in-store event.

Mr. Jeffries stated no. A permit of \$150 was required if the business used the sidewalk for the event.

Mr. Jeffries stated that the \$650 listed for Home for the Holidays was for the event fee costs. He stated the event had been scheduled as a result of the response to an RFP that the City prepared for events to be held during the holidays.

Ms. Tammy Kozinski spoke regarding the Riverfront Market request. She stated she was coordinating the event because she heard such positive comments about the French Market that was held last year and the event was not being repeated. She stated Daytona Bazaar on Beach Street was closing so there would be another vacancy in the Princess Building. She stated there were new businesses opening on Beach Street and she felt the Riverfront Market would give the new businesses exposure. Ms. Kozinski asked Ms. Lipton if the French Market would be held as an inside event.

Ms. Lipton stated she was approached to hold a more up-scale event and she was working to put something together for January or February.

Ms. Kozinski stated that she did not want to give the impression that she wanted to compete with other events but no one else was coordinating the Market event so she took the lead. She stated the French Market was successful and she wanted to keep that momentum going.

Board Action

Ms. White made a motion to approve the FY2012/13 DDA event funding as outlined in the memorandum from Jason Jeffries dated October 18, 2012. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. Riverfront Shops of Daytona Beach Campaign

Mr. Jeffries stated that in one week, the Riverfront Shops site had reached close to 200 friends on Facebook.

Mr. Keith Gold, Gold & Associates, stated that several hundred thousand people have visited the Riverfront Shops website. He thought there would be a million visitors to the site by the New Year. He stated a lot of people were looking at the area because of political campaigns and the way people were searching the site may be different in December after the elections. Mr. Gold said Google was generating most of the traffic to the web site and Facebook was the second means of finding the website. Most visits to the site were residents of Florida and the second largest number of visitors to the site was from Canada. Within Florida, most visitors to the site were from northeast Florida. He said there had been about 100 downloads from the site and most people viewed the site for 2 to 3 minutes and were using either an I-pad or I-phone.

Ms. Lipton stated that she felt the master calendar would drive people to the Riverfront Shops website and should be mentioned in all printed material.

Ms. Cook stated that she had a problem with the calendar of events since it was not up to date.

Ms. Jennifer Pallai of Gold & Associates stated the calendar would be updated that day.

Ms. Cook stated if the calendar was not keep up to date, it would not do anyone any good. She stated that, based on what the DDA had spent, there was no income and she felt the number of ads was small.

Mr. Gold stated not many ads had been run.

Ms. Pallai provided an update on the work that Gold & Associates was doing and stated the television commercials would start later in the week.

Ms. Lipton asked how someone would know they had arrived at the Riverfront Shops of Daytona Beach.

Mr. Gold stated that he was working on banners for the area.

Ms. Lipton asked if there should be a sign on the bridge or on the street identifying the Riverfront Shops.

Mr. Jeffries stated the banners would help and there was information in the directory boxes.

Ms. Lipton stated that people looked at windows of the businesses as they were walking by and did not see the directory boxes.

Ms. White stated that the City Commission was working on a wayfinding plan so this would be a good time to make sure the Riverfront Shops were represented.

Mr. Berger stated there was a contract for wayfinding and the project was moving forward. He stated it was expected the signs would be in place before the end of the year. He said gateway signs will be an important part of the project.

9. Riverfront Shops Holiday Campaign

Mr. Jeffries stated that Gold & Associates was working on the graphics for the holiday campaign. He asked that the Board approve the following funding requests which were outlined in a memorandum dated October 19, 2012:

SEM/on line Google ads	\$3,000
Facebook	\$6,000
Bighthouse Cable	\$3,225
Production costs for Halifax Art Show and Daytona Beach Film Festival	\$1,100

Mr. Jeffries stated that the DDA had \$60,000 budgeted and \$27,600 would need to be transferred.

Board Action

Ms. White made a motion to approve the budget transfers as outlined in the October 19, 2012 memorandum from Jason Jeffries. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries stated that the Board would need to approve the costs for the Downtown holiday advertising. The fee to Gold & Associates was \$2,500 plus production costs for a total of \$3,050.

Board Action

Ms. White made a motion to approve the funding request in the amount of \$3,050 for advertising for the holiday campaign, "Unwrap our Holiday Charm." Ms. Lipton seconded the motion and it was approved unanimously (5-0).

10. Merchant Co-op Update

Mr. Jeffries stated that he had met with the News Journal staff about the gang page, which they considered brokered space. He stated the News Journal would create the gang page and contact the merchants for the advertising. The DDA will have an ad for the Farmers' Market on the page. The cost to the merchants will be \$83 per color ad. Mr. Jeffries suggested approving the gang page for the first month and the cost to the DDA would be \$500 per run for the banner ad for the Farmers' Market and the calendar of events. He stated he would like to wait to see if the merchants participate before deciding to continue with the gang page.

Since the DDA would be advertising the Farmers' Market on the gang page, Mr. Jeffries suggested taking the \$500 for the cost from the Farmers' Market fund.

Ms. Cook stated that she thought the advertisement in the gang page was something that was previously marketed to the merchants.

Mr. Jeffries stated it had been but Angell & Phelps was the only merchant that purchased that package. He stated he would work with them to meet the obligation of what they purchased.

Mr. Abraham asked where the funding for the gang page would be taken if the Board decided to continue the program for a year.

Mr. Jeffries stated that it would be taken from the Farmers' Market marketing line item where there was \$12,000.

Mr. Abraham asked if the Farmers' Market would produce enough revenue to cover the expense if the Board decided to continue the gang page for a year.

Mr. Jeffries stated yes there was \$30,000 in revenue last year.

Ms. White stated that she did not think 100% of the funding should come from the Farmers' Market.

Ms. Lipton stated that in the past, the DBPA signed off on what they did. She stated they should be signing off on the gang page to make sure ads from other areas were not included on the page. She stated the News-Journal was doing more on line and she thought they should have a deal for on line advertising.

Mr. Jeffries stated he had discussed online advertising with them.

Mr. Abraham asked Mr. Jeffries if he wanted the Board to approve \$500 for one run.

Mr. Jeffries suggested approving \$1,000 in the event the merchants supported the gang page and then he would not have to ask the Board for an additional approval for the next run. He asked for approval to run the gang page in November and December.

Mr. Jagger asked where the expense would be funded.

Mr. Jeffries suggested taking 50% of the funding from the Farmers' Market and 50% from the DDA.

Board Action

Ms. White made a motion to approve \$1,000 for the News Journal Co-operative advertising for 2 runs for the merchant gang page and \$500 to be taken from the Farmers' Market account and \$500 from the DDA account. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries asked the Board about meeting dates for November and December. He suggested meeting on December 18. He noted the November meeting was set for November 27 and the Board agreed with those dates.

Mr. Jeffries stated that he had talked with Sans Lassiter about the status of the DBPA and linking the two sites. He stated that he had suggested that Mr. Lassiter make a presentation to the DDA regarding the DBPA.

Ms. Lipton stated she thought the Daytona Chamber was behind the website for the DBPA.

Mr. Jeffries stated that he had discussions with the CVB about putting a link from their web page to the Riverfront Shops website. He stated the DBPA was using the Chamber's staffing. He stated once he knew what was occurring with the DBPA, he would report to the Board.

11. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, suggested linking the Riverfront Shops website to websites of other events, such as Bike Week and Biketoberfest and other events where people may be looking for information on the area.

Ms. Tammy Kozinski suggested having an app for the Riverfront Shops since most people were accessing the website from the I-pad or I-phone.

12. Board Comments

Ms. Lipton stated a score card should be developed for merchants so the Board would know how effective things were that the DDA was doing for them.

Mr. Jeffries stated that the merchants were surveyed a couple of years ago and it may be a good time to survey them again.

Ms. Lipton expressed concern about the comment from Al Brewer on his application for the Art of the Automobile that the event "filled every restaurant to capacity along with every retail store." She stated that her business remained open during the two years the event was held and she had no extra business.

Ms. White stated the survey should be the responsibility of the person running the event.

Ms. Cook stated that the DDA needed merchant input and the DDA should know dates of events the merchants had planned.

Ms. White stated that she had asked Mr. Jeffries to not request funding Front Porch Fridays since she would like to support them through her business. She stated she had talked about holding the Front Porch Fridays on the 4th Friday of the month since other cities already had events on the first Friday. She stated to have a successful program, she would need 12 to 15 merchants to participate and do something creative.

Mr. Jeffries stated that he understood the Cinematique would move the Friday movies to coincide with the Front Porch Fridays.

Ms. White stated yes and the goal was to coordinate a movie with a theme in conjunction with the Front Porch Friday so every month would be themed.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:52 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary