

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, November 27, 2012**

The regular meeting of the Downtown Development Authority was held Tuesday, November 27, 2012, at 8:00 a.m. in Conference Room 149B, 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. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Noeleen Foster, Farmers' Market Manager (arrived at 8:25 a.m.)
Ms. Becky Groom, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes: October 23, 2012

Ms. Cook made a motion to approve the minutes of the October 23, 2012. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

4. Farmers' Market Update

a. Farmers' Market 2012 Annual Report

Mr. Jeffries stated that the Annual Report was provided to the Board as part of the license agreement with the City. He stated that the license agreement required that the Board review the performance goals, the financial report, and the vendor statistics as well as the data as to how the goals are achieved.

Mr. Abraham stated that he had reviewed the report and thought Mr. Jeffries had done a good job in compiling the information.

Ms. Cook asked if they were in compliance with the number of statistics.

Mr. Jeffries stated yes. He stated at the end of the year only 5% of the vendor space was occupied by people selling plants and flowers and 3% selling crafts.

Ms. Cook asked if there was a cap on the number of vendors that could sell prepared food.

Mr. Jeffries stated no there was not a cap.

Ms. White asked if Mr. Jeffries had heard from USDA regarding the grant application submitted by the DDA.

Mr. Jeffries stated he had looked at the website and there was a press release about the grant but he had not received formal notification. He stated he was working with Hardy Smith, the Government Liaison in the City Manager's Office, who would follow up with the City's lobbyists regarding the application. He stated the Board may want to consider applying again in the spring.

Board Action:

Ms. Cook made a motion to accept the Farmers' Market 2012 Annual Report. Ms. White seconded the motion and it was approved unanimously (5-0).

b. **Farmers' Market Temporary Relocation**

The Board packet included a memorandum from Noeleen Foster, Farmers' Market Manager, regarding the issues surrounding the relocation of the market during the early voting cycle. Ms. Foster stated she had established the sites for the vendors then Hurricane Sandy came through the area the weekend of October 27th. A pumpkin give-away was held and it was very successful.

Mr. Jeffries stated he had customers fill out a survey when they received the pumpkins and received good data from the surveys. He stated it was also the weekend of the Cancer Walk and the Market was very slow in the morning but was busier after the walk. He stated that some of the vendors liked the relocation to the Courthouse parking lot because the area was more open however the current location was closer to Downtown.

Mr. Jeffries stated that more vendors were selling prepared foods at the Market so electricity was an issue at the Courthouse location.

Mr. Abraham stated that moving the Market away from Beach Street defeated the purpose helping the merchants.

Ms. Lipton asked if the Courthouse space was bigger or smaller than the current location of the Market.

Mr. Jeffries stated that the space was about the same size but was configured differently with the Courthouse location being more linear.

Ms. Cook asked if it was a longer walk for people to visit the Market at the Courthouse.

Mr. Jeffries stated the vendors were set up in the front of the building and the parking lot to the west of the Courthouse was used as the customer parking lot. He stated the need to move the market would only occur in the years when early voting took place.

Mr. Abraham stated the only alternative would be to suspend the Market on the weekends when the City Island site could not be used or possibly move it to Magnolia Avenue for those weekends.

Mr. Jeffries stated the Magnolia Avenue site would be an option. He stated that early voting would only be every two years.

Mr. Hopkins stated that at the Courthouse, the Market had the appearance of a rummage sale with boxes and vehicles intermixed and no interface between visitor and vendor parking and cars into the vendor area. He stated that the City Island site did not have vehicles within the Market area. He stated the Market had been on City Island for a long time and he thought it should remain there.

Ms. Cook stated that when it had been moved in the past, there had been issues and she thought it should remain on City Island.

Mr. Hopkins stated there was a collage of set ups with different colored tents. He stated the New Smyrna Beach market had a consistent size and color of tent which made a more positive presentation.

Ms. Foster stated it was difficult to have everything contained with the storm moving through the area. The following weekend was the cancer walk and parking was difficult due to people attending the walk as well as early voting. She stated most of the vendors liked the courthouse location and felt it was more visible to customers at that location.

Mr. Jagger stated he was involved in the discussions with the County regarding the improvements that were to be made at Jackie Robinson. Mr. Jagger stated the County was willing to let the DDA continue to use the current site for the

Farmer's Market. The Cubs would be entitled to use the area during ball games so it would not conflict with the Market operation. He stated that the City had approved the shared use agreement and it would be presented to the County on December 7th. He stated that if the Board liked the Courthouse area, an agreement could be developed for presentation to the County for use of the parking lot for the Farmers' Market.

Ms. White asked if the agreement presented to the County included something about early voting.

Mr. Jagger stated that was part of the agreement. When there was early voting, the Farmer's Market would need to be moved.

Mr. Jeffries asked if that part of the agreement stated that when there was early voting, the Farmers' Market can use the courthouse site.

Mr. Jagger stated yes.

Ms. Foster stated temporary moving was very difficult but a permanent move was different.

Ms. Cook asked if the County charged the City for the use of the Courthouse parking lot.

Mr. Jagger stated no and they had not indicated they would charge the City.

Mr. Abraham asked that the staff think about the location of the Farmers' Market. He asked if the Market was moved from City Island, if it would be a function of the DDA because the DDA's function was to promote the Downtown.

Ms. Foster asked if there was a possibility that there could be a public market.

Mr. Abraham stated there had been discussions about the Farmers' Market morphing into a public market but they had not heard anything about it in several months.

Ms. Foster stated if that was being considered it may alleviate the need for a move.

Mr. Abraham stated it was discussed by the City Commission when Cheryl Kelley was Market Manager and she was tasked with that project.

Mr. Jeffries stated the public market was being discussed as a function of the CRA but when the discussion had taken place, the Farmers' Market was being operated by the merchants. Cheryl Kelly was under contract to put a business plan together which was presented to the Downtown Redevelopment Board but

was not presented to the DDA and was only 80% to 90% complete when Ms. Kelly left.

Ms. White stated the business plan was not presented to the City Commission. She stated if the Farmer's Market was managed well, it could be morphed into something like that.

Ms. Foster stated she was considering applying for another grant and was wondering if the public market could be included.

Ms. White stated the Market worked well at its current location but in the next few years a plan may be developed. She stated the Farmers' Market would be outside of the public market. It had been discussed to be located on Beach Street or on City Island.

Mr. Abraham stated the DDA was operating under an agreement with the City which was interrupted by the request from the County for a temporary relocation to accommodate early voting. He stated unless staff could recommend a fundamental change, there was no cause for the Board to take any action unless staff was directed to do something by the Board.

Ms. Lipton stated the Market had gone through a growing process during year. She stated next year she would like to add to the vendors, visibility, and signage.

Ms. Foster stated there were 5 new vendors coming into the Market and there was a lot of synergy coming back. She asked that standardized tents be incorporated into the rules changes.

c. **Farmers' Market Rules and Regulations**

Mr. Jeffries said he did not have a draft to present to the Board. He stated Ms. Foster had been talking with the vendors and final recommendation would be presented to the Board in December for their consideration. Mr. Jeffries stated the suggestion about uniform tents will be incorporated.

Ms. Lipton asked that the Board be provided with a print floor plan of the vendor spaces.

Ms. Foster stated yes she also wanted to provide a vendor with a map that showed their location so they could set up when they arrived.

Ms. White stated some people had good spots and they did not show up every week so there was a vacant spot at a prime location when they do not show.

Ms. Foster stated most vendors had a regular spot. She stated it was difficult to put someone in a spot that was routinely occupied by an established vendor.

Mr. Jeffries stated one of the items in the draft was for the Market Manager to have the ability to move the locations when a vendor did not show up. He asked that Ms. Foster try to determine who would not be set up at the Market during the summer so she could fill in the spaces.

Ms. Foster stated she was surprised how many vendors did not show up the day after Thanksgiving. She stated next year she would have a better understanding of the holiday season.

Ms. Lipton stated it should be in the rules that if a vendor was not going to set up, they notify the Market Manager.

Ms. Foster thanked Mr. Berger and Mr. Jeffries for their help with the electrical problems at the Market.

Mr. Jeffries stated the power would be upgraded at the Market and would be funded through the CRA. He said based on Board discussion he thought the Market would remain at its current location. The City maintenance staff would do the electrical work with a lock box on the electrical poles.

Ms. Lipton asked about the feedback from the post card marketing campaign.

Ms. Foster stated the vendors received feedback from their customers and said the post card campaign was very positive.

Ms. Lipton stated the post cards should be collected so they could determine by zip codes where people were coming from.

Mr. Jeffries stated the post card was for the pumpkin give away so they had zip codes.

Ms. White stated most Farmers' Markets were not doing well but ours was doing well and had lasted for decades.

Mr. John Nicholson, 413 N. Grandview Avenue, stated if the reason the Market was moving was because the County needed parking then they could use the spots occupied by the food trucks. Signs could be placed near the library indicating "no parking" and Market customers could park at the Courthouse. He said it would be easier to move the parking spaces instead of the Market.

Mr. Abraham stated that was a good suggestion and something that staff may want to discuss with the County.

5. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries stated there was a memo from Gold & Associates in the Board packet and their primary focus was on the holidays.

Ms. Lipton stated Mr. Gold was to bring the commercial for the Board to see.

Mr. Jeffries stated he had the commercial and he would email a link to the Board.

Mr. Jeffries stated the events for the next few weeks were Front Porch Friday on December 7; Holiday Wine Walk on December 8; and the Riverfront Market and Boat Parade on December 15. He said the posters were in the directory boxes and new banners would be going up over the next couple of days. The wreaths had been installed and poinsettias were in the flower pots on Beach Street. He stated the CRA had purchased the banners and the DDA purchased the wreaths. He stated the banners would continue with the wreath theme and the cost was \$8,000 for 3 years for the lease purchase. The manufacturer would store them for the City and maintain them.

Ms. Lipton stated Carousel Antiques had contacted her about doing something in the new Park.

Mr. Jeffries stated Sans Lassiter had been the lead person and had contacted him. He did not know Mr. Lassiter was looking for the City to donate decorations to the Park.

Ms. White stated they had contacted her as well. She stated they constructed the park and knew what electricity was available.

Ms. Lipton asked if the email that was going out would mention the window decorations along Beach Street.

Mr. Jeffries stated it was mentioned in the press release on the City's website.

Ms. Lipton asked where the banners would be stored that had been purchased.

Mr. Jeffries stated Clark Display stored them.

Ms. Lipton stated banners that had been purchased by the DBPA had disappeared so she was concerned about the storage of the banners.

Mr. Jeffries stated the banners had not disappeared. They were not put back up because they were outdated. They had former business names on them and they were faded.

Ms. Cook asked if the bills had been sent out for the website.

Mr. Jeffries stated that would be addressed during the co-op update.

6. Merchant Co-op update

Mr. Jeffries distributed the draft of the rack card would be distributed. He said the hotel book had been published and Ms. Tolley was working to get invoices out. Money would be collected for work that was completed. The rack card would be out later in the month and would be billed in January.

Ms. White stated Palmetto was spelled wrong and asked that it be corrected.

Ms. Lipton stated the font size on the rack card was very small and difficult to read.

Mr. Jeffries stated the final print would be larger.

7. Customer Satisfaction Survey

Mr. Jeffries stated that Gold & Associates had drafted a survey that could be placed on line for completion.

Ms. Lipton stated she had suggested surveying the merchants for feedback after an event.

Mr. Jeffries stated that was on his to do list and he wanted to survey the merchants again prior to the budget process.

Ms. Lipton stated more concrete data and statistics were needed from the merchants.

Mr. Jeffries asked for comments on the proposed survey.

Ms. Lipton stated it was very long.

Mr. Abraham stated frequently there was something to offer a customer in order to have them complete the survey, perhaps a gift certificate.

Mr. Jeffries stated he would talk with the merchants about providing gift certificates.

Mr. Jeffries stated the next meeting would be December 18. Topics for discussion would be Farmers' Market Rules and Regulations, the Farmers Market advertising budget, the website and Facebook policy and removing inappropriate comments, and the Valentine's Day advertising.

Ms. Lipton stated the Board had paid for funding December events and there was nothing about the events in the Hometown News that was recently printed. She stated the person coordinating the event should see that the events were promoted. She stated that when people came to the Board next year for money, they should present a marketing plan at the time they submitted their request. She stated she was disappointed that the events were not promoted.

Mr. Jeffries stated there was a new editor at the Hometown News.

Ms. Lipton stated the events were not listed in the News Journal.

Mr. Jeffries stated he would send out the information.

Ms. Lipton stated a follow-up phone call was necessary to ensure the items would be listed.

Ms. Cook stated we were paying the marketing firm and they should follow up to see that the events were on the calendar.

Ms. White asked that Mr. Jeffries circulate the research that was done on the public market to the members of the DDA.

Mr. Jeffries stated a presentation was made to the Downtown Redevelopment Board and he would also provide the information to the DDA.

Ms. White stated she was working on the Front Porch Fridays and each one would be themed. She stated she was looking for suggestions on famous people or families from the area for the theme of each of the events.

8. Public Comments

Mr. Dwight Selby, Selby Realty representing Burgoyne Properties stated Burgoyne Properties owned property between ISB, Beach, Bay, and Palmetto. He introduced his associate, Pamela Rudd and said they were excited about the opportunities in Downtown and offered to provide tours to any Board member who was interested in seeing their properties.

Mr. John Nicholson, 413 N. Grandview Avenue, stated that Beach Street needed to be updated. He stated lights on the arches were out and had not been repaired. The pavers around the trees were uneven due to tree root growth, the bathroom gates were rusted and he was concerned about the appearance of not caring and needed maintenance.

Mr. Jeffries stated the CRA would fund maintenance issues.

Ms. White stated she had talked with Mr. McKitrick about the lights and he said they need to be re-engineered since water got into them.

Mr. Abraham asked if CRA funds were available.

Mr. Jeffries stated yes.

Ms. Lipton asked if the Board needed to put a formal letter to the CRA explaining things that need funding.

Mr. Jeffries stated that would be up to the Board.

Mr. Abraham state he did not think the Board was prepared to make a request without having a list for the Board to consider. He stated they would need a staff report on what needed to be done and the cost.

Ms. White asked Mr. Jeffries to prepare cost estimates on maintenance.

Ms. Cook commented about the fence behind the dumpsters and asked they be cleaned.

Mr. Jeffries stated the he was working with Public Works to consolidate the trash dumpsters.

Mr. Abraham stated that one of the issues that had been discussed in the past was marketing of Downtown and Mr. Gibb's recommendations and maintenance was part of it. He said they should make a request to the Redevelopment Board to recommend to the CRA that the items be addressed. He asked Mr. Jeffries to compile the list and bring it back to the DDA for review prior to presentation to the Redevelopment Board.

9. Board Comments

Ms. Lipton stated that Mr. Berger reported to the Board in October that wayfinding signs would be put up by the end of the year.

Mr. Jeffries stated he had discussed the contract being in place by the end of the year but they would not be put up by the end of the year. The discussion was a public meeting would be held after the beginning of the year. Mr. Jeffries stated Sans Lassiter was part of the contract and was collecting information for the wayfinding project. Mr. Jeffries stated the information would be provided to the DDA and they would be notified of the meetings.

Ms. White stated the Board should send a memo to the CRA with suggestions on wayfinding so the Downtown could be located.

Mr. Jeffries stated part of his responsibility was gathering information from the Board regarding the need for the directional signs.

Mr. Abraham stated that imaging would be very important.

Ms. Cooked asked about the web site from the DBPA.

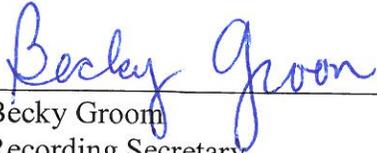
Mr. Jeffries stated they were going to be removing the website and users would be redirected to the Chamber of Commerce website.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary