

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

Tuesday, December 18, 2012

The regular meeting of the Downtown Development Authority was held Tuesday, December 18, 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. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:00 a.m.

2. Roll Call

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

3. Approval of Minutes: November 27, 2012

Ms. White made a motion to approve the minutes of the November 27, 2012 Meeting. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. Quarterly Budget Report

Mr. Jeffries stated that although it was early in the budget cycle, funds needed to be transferred. He stated that to date, \$46,052 had been spent marketing Downtown. The Farmers' Market revenue as of December 10 was \$6,070.

Mr. Jeffries recommended transferring \$29,900 from Downtown Marketing which would include moving \$27,600 from Professional Services for the Gold Contract; \$1,400 to the supplies line; and \$900 for Contract Services.

Mr. Jeffries also recommended moving \$2,695 in the Farmers' Market budget to cover the contract for Noeleen Foster and \$65 to the Supplies line item to cover the cost of barricades.

Mr. Abraham asked if the Market was still paying for itself.

Mr. Jeffries stated yes.

Ms. White asked if they were getting the buy-in from the merchants for the co-op marketing.

Mr. Jeffries stated he would cover that later in the agenda but they did have commitments. He stated that everyone had been invoiced and noted that Avocado Kitchen paid ½ of their fee up front.

Board Action

Mr. Hopkins made a motion to approve the budget changes as recommended by Staff. Ms. White seconded the motion and it was approved unanimously (5-0).

5. Discussion: Downtown Bike Week Activities

Kevin Kilian, Daytona Regional Chamber, representing Harley Davidson, stated that last year the Chamber asked that Beach Street be closed during Bike Week north of Bay Street. The original request from Harley Davidson was to close the street for 10 days but they had amended their request to be closed for two days. The request was to use the same closure as last year which was to stop traffic going north at Bay Street and traffic would be allowed at the Post Office and the tag office. Mr. Kilian stated he met with City staff and they did not have an issue with the request. He stated that Harley Davidson will cover all costs for closing the street. He noted that the site plan and application were included in the Board packet. Mr. Kilian stated a traffic lane would remain open for emergency services.

Mr. Abraham asked if the area will remain open to bike traffic.

Mr. Kilian stated it will be closed to bike traffic.

Mr. Kilian stated Harley Davidson was offering a space in the area for Downtown businesses to promote their businesses.

Ms. White stated she talked with Mr. Kilian about the request. She stated it was a good way to promote North Beach Street and she supported the request for two days.

Mr. Killian stated the area would be set up on Tuesday night and break down would take place on Friday morning.

Mr. Abraham stated he thought the request was reasonable.

Mr. Jeffries stated it was a change in the normal pattern for approval. He stated that in the past, the request would have gone to the Downtown Partnership but since they had not been meeting on a regular basis, Mr. Kilian was told to bring his request to the DDA. Mr. Jeffries stated that Mr. Kilian attended a merchants meeting in October and his request was discussed at that meeting. Mr. Jeffries stated that he wanted to get a consensus from the DDA.

Board Action

Ms. Cook made a motion to approve the request from the Daytona Regional Chamber to close N. Beach Street north of Bay Street for two days during Bike Week. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries stated that he had talked with the merchants regarding Bike Week and they said their regular customers did not come Downtown during Bike Week. He stated that he had provided information from the merchants to Keith Gold so they could come back with a marketing technique. Mr. Jeffries stated that he would have something to present in January. He stated he would like to consider the offer from the Chamber to offer space in a booth to promote the Downtown area but he would need to have people to man the booth.

Mr. Abraham stated that he was not a merchant Downtown but he did not think closing the street between Bay Street and Mary McLeod Bethune Boulevard would affect traffic to stores but it would affect people who used Beach Street as a through street.

Ms. Lipton stated that if restaurants wanted to participate in activities they should be given a concession. She stated the tents that came in were taking away from restaurant business and there should be tents for the restaurants or one giant tent where the Downtown restaurants could work together.

Mr. Abraham stated it would be an opportunity to bring in business.

Mr. Jeffries stated that he would work with Mr. Kilian to see what could be done to set up a booth.

6. Farmers' Market Update

a. **Farmers' Market Rules & Regulations**

Mr. Jeffries presented the proposed Rules and Regulations changes and the request for approval on payment for the annual insurance and license. He provided a hand out of the responses from the market survey and stated that he would make a presentation about it at the next meeting.

Ms. Foster highlighted the changes. She stated regarding the charges for returned checks, she had one vendor who bounced a check in the spring. She stated that it was a one-time event and to penalize the vendor when it was an accident seemed unfair. She stated if a check was bounced, there would be a one-time fee of \$30. She stated that it would keep the rate for all vendors at \$44 per month or \$15 per week.

Ms. Foster stated that the area of space assignments was for clarification only.

Ms. Foster stated that there continued to be problems with electricity going out since there were more food vendors at the Market.

Ms. Cook stated that Page 26 talked about space assignments. She stated there was an error and it should read that the manager should have the ability to re-assign.

Ms. Cook asked what would happen if a vendor bounced a check more than once.

Ms. Foster stated they would pay the fee each time but stated that generally most do not pay by check. Most pay by cash.

Ms. Cook asked about status of the Market electricity.

Mr. Jeffries stated there was only one circuit at the base of the light poles. He stated they were looking at bringing in additional service from behind Jackie Robinson ballpark but the cost was higher than expected. Mr. Jeffries stated that he would bring a list of maintenance items to the Board for their consideration but in the meantime an additional line had been run through the lights to provide additional power.

Ms. Foster stated that she wanted to make sure the electric was equally distributed.

Ms. Cook asked who paid for the electricity.

Ms. Foster stated the City paid for the electricity.

Ms. Lipton stated that she did think a lot of electricity was used and it was made up in permit fees.

Mr. Jeffries stated it was not a large cost to the City for the electricity and the CRA was paying for it.

Mr. Hopkins stated he was concerned that the vendors may start bringing in generators in order to operate their booths.

Ms. Foster stated that was why she stated in the Rules and Regulations that power must be limited to propane.

Mr. Abraham stated that they needed to empower the manager to control the use.

Mr. Hopkins asked if there was a mechanism in place to prohibit the vendors from bringing in generators.

Ms. Foster stated that she placed a statement in the Rules and Regulations that vendors may augment electric service with propane usage.

Ms. Lipton stated that the rules should prohibit the use of generators.

Mr. Jagger stated the more specific the better and he suggested the rules should read propane use only.

Mr. Abraham stated for clarity that there would be a specific exclusion when it was voted on.

Mr. Jeffries stated that should be included in the motion since it was the desire of the DDA.

Ms. Foster talked about the vendor screening and approval processing and stated that a lot of the vendors were farmers who did not use email. She stated that if they showed up in person, she wanted to be able to approve them on the spot.

Ms. Foster stated that anyone new coming in would have to have a white tent but she would like to continue to allow the current vendors to use colored tents for the next year. She stated there was a possibility that she could apply for a grant for new tents for everyone.

Ms. White asked if a late fee was charged.

Ms. Foster stated that she had not charged late fees because the vendors were struggling. She stated that she collected monthly fees on the second Saturday.

Ms. White stated she thought there should be a late fee.

Ms. Foster stated that the ones who struggled to pay were the ones that had a number of spaces so a late fee would add up.

Ms. White stated that if they were going to take the monthly fee from \$60 to \$44 which was previously the discounted rate if a vendor paid early then she thought there should be some type of late fee. She stated that she was on the Board to make sure they got the revenue they were counting on and if they were not going to get it then they may need to make adjustments.

Ms. Foster stated that for the ones that were struggling, it did not help at all. If a vendor had 10 spaces, it would be a substantial amount when added together. She stated that one long-time vendor had recently been in and out of the hospital and to add a late fee to that vendor would be substantial.

Ms. White asked Ms. Foster to think about the late fee in the future.

Ms. Foster stated that the vendors were appreciative of what the DDA was doing for them and noted that most of the vendors were struggling and she would hate to add additional fees to them at this time.

Mr. Jeffries stated that the largest vendor that had 10 spaces paid on the second Saturday and the 4th Saturday due to an arrangement that was made with the previous manager.

Ms. Foster stated that to add a late charge would be significant to that vendor and they may lose him if the collection method was changed or a late fee added.

Mr. Abraham suggested that the Manager monitor it and if it was necessary to impose a late fee, it could be added later.

Ms. White stated that at some point they may want to charge a vendor that was using electric.

Board Action:

Ms. Lipton made a motion to accept the changes to the Rules and Regulations including the prohibition of generators. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. John Nicholson, 413 N. Grandview Avenue, stated that a \$5 late fee would be nominal. He stated that there was one vendor on the beachside for 6 weeks out of the year and the City invested \$40,000 in electric for that vendor. He stated the investment should be made for the electric at the Farmers' Market since it was used 52 weeks out of the year.

Ms. Lipton stated that Ms. Foster commented that the vendors were struggling. She asked if she was finding that the traffic was down or was traffic there and they were not buying.

Ms. Foster stated that people were not buying.

b. **Farmers' Market Insurance & License Fee**

Mr. Jeffries stated that the annual premium was \$1,101.25 which was lower than last year. He stated that it was the same insurance required under the contract with the City. He stated there was also a fee of \$1,500 due the City.

Board Action:

Ms. Cook made a motion to approve the payment of the annual insurance premium in the amount of \$1,101.25 and the annual fee due the City in the amount of \$1,500. Ms. White seconded the motion and it was approved unanimously (5-0).

c. **Farmers' Market Advertising & Promotions**

Mr. Jeffries provided data that was received from the survey as part of the pumpkin giveaway. He stated that most people learned about the Market from family and friends and 34% of the respondents learned about the Market by driving by. He stated that as far as communication methods, most people read about the Market in the newspaper. He stated that Ms. Foster was trying to gather information about the vendors that could be used in advertising to create personal stories about the vendors. The same information can be placed on Facebook and websites.

Ms. Lipton stated that the survey showed that ½ of the people attended the Market weekly and asked how they could reach the other 50%.

Mr. Jeffries stated they needed to explore ways to get people there more often. He stated that the weekend he completed the survey was the weekend of the Cancer Walk and many people said that was their first time visiting and they were there as a result of the walk.

Mr. Abraham stated that they had been talking about the electric situation on City Island. He stated that in January, the Board was anticipating receiving a list of items that they needed to ask the CRA to take care of. He stated that it tied into the Riverfront Shops campaign because they were committing most of their resources to entice people to come Downtown. He stated they wanted the product to be appropriate so that people would not be disappointed when they arrived. He asked that Harold Goodemote address the issue before the Riverfront campaign was discussed.

Mr. Harold Goodemote, 619 N. Beach Street, and Chair of the Downtown/Ballough Road Redevelopment Area Board, stated the CRA approved the Master Plan in July, 2010. He stated that he reviewed the minutes and one of the commissioners stated that she had been looking through the master plan and remembered the Nottingham plan. She stated that she served on the Planning Board and some of the same things referenced were in the adopted plan. The minutes reflect that the Commissioner stated that the CRA needed to stop talking about the plan and start doing some of the things that had been talked about for the past 10 years. Mr. Goodemote stated that the Downtown/Ballough Road Board discussed items that needed attention at their last meeting and if they were not going to move forward with the plan, maybe they should take some of the money that was in the CRA and do some improvements Downtown. Mr. Goodemote stated that the Board had talked about the arches that need painting, and the lights needed to be fixed. He stated the benches in the park Downtown were falling apart. He stated he was there to support the Board and to help in coming up with a list of improvements that could be made to Downtown. He expressed concern about the electric issues at the Farmers' Market and felt that maybe use would exceed what was currently planned.

Mr. Abraham stated that he was hoping to review the list of items in January which would be after the Redevelopment Board meeting so that could be provided to the Redevelopment Board in February then to the CRA for consideration. He stated that they needed to improve the quality of the product and stated it all tied in to what Gold was doing. He stated that they wanted the product to be pleasing and have people come back.

Ms. Cook asked about the budget for improvements. She stated there was a resurgence in people coming Downtown. She stated they kept putting off improvements and noted that it could not take a lot of money to paint the arches. She stated pavers needed to be repaired and she agreed with the comments made by Mr. Goodemote.

Mr. Jeffries stated a request for the arches and light fixtures had been sent to Public Works for a cost estimate.

Ms. Lipton stated the list needed to be prioritized.

Mr. Jeffries stated the list would be presented to the Board with a cost estimate and available funding. He stated the lights needed to be replaced from a safety standpoint. Mr. Jeffries stated that John Hall has drafted a proposal for implementation of a plan for the Riverfront and that would come back at the January meeting with the cost estimate.

Mr. Goodemote asked if there was a commitment from Public Works that they would get a response in a reasonable amount of time.

Mr. Jeffries stated that Mr. Berger attended weekly Public Works staff meetings and were fairly responsive. He stated he was going to have Public Works repair the pavers since that was part of the street maintenance.

Ms. Lipton stated that someone tripped on the sidewalk out in front of her store and said they were going to sue.

Mr. Jeffries stated that the sidewalk in front of her store was along a State road so FDOT would be responsible.

7. **Riverfront Shops of Daytona Beach Campaign Update**

- a. **Valentine's Day Advertising**
- b. **Website & Facebook Policy**

Mr. Jeffries stated that the two events over the past week had been fairly well attended. He stated that \$2,000 was needed for Brighthouse advertising for January and February.

Mr. Keith Gold, Gold & Associates, presented November and December highlights. He stated that the strategic marketing plan was updated the week of December 3rd and the calendar was updated all the time. An online survey had been prepared and a link would be provided to the Board for review before it was added to the website. Currently there were 870 likes on Facebook and the e-newsletter was distributed on a regular basis on the 5th of each month. Mr. Gold stated that he was waiting on merchant approval of ads and Gold & Associates promoted all of the events. He stated the television commercial would run through December 16. Mr. Gold stated that to date, 2,141 people had visited the website with a total page view of 6,109.

Ms. Lipton asked if Mr. Gold had the number of the current data bank on email population.

Mr. Gold stated that could be provided to Ms. Lipton.

Ms. Lipton thanked staff for getting the banners up but at dusk, the visibility of the banners was lost by the palm trees and asked if they could be lighted.

Mr. Jeffries stated that was on the list of items to be presented to the Board.

Ms. Cook asked if the Board could be provided with links to the commercials.

Mr. Jeffries showed a video of the TV commercials.

Ms. White stated that the post cards that were mailed in December were very helpful.

Mr. Jeffries stated the plan was to have something like that designed for the schedule of the Riverfront Market and Front Porch Fridays.

Board Action:

Ms. Cook made a motion to approve the expenditure of \$2,000 for Brighthouse Cable advertising for promoting Riverfront Shops of Daytona Beach during January and February. Ms. Lipton seconded the motion and it was approved unanimously (4-0) with Ms. White out of the room for the vote.

RECESS: There was a break in the meeting at 9:20 a.m. The meeting reconvened at 9:25 a.m.

Ms. White stated that she had started putting together Front Porch Fridays which will be held on the fourth Friday of the month with each month having a theme from a different year and this month's theme was "Welcome Back Time." She stated the plan was to walk through the decades from the 1990's back through the 1880's in December, 2013. In January, the movie "Days of Thunder" will be shown and there will be a corresponding book and music from the 1990's will be incorporated into the program. She stated that the idea was to have coordinated events for people on the street throughout the day. At 11:00 a.m., the retailers will be encouraged to have sidewalk sales and lunch specials. The target at 11:00 a.m. will be professionals at lunch and at 4:00 p.m., there would be a happy hour themed to the decade. The One Night Works will be held prior to the movie and will be geared toward kids and college students. At 5:00 p.m., the local art and music would begin. She will encourage the restaurants to do an early bird dinner to accommodate families that wanted to attend the movie. Ms. White stated that the Halifax Historical Museum will stay open for the event and encourage the leaders from Downtown during that decade to participate in the event. She stated that she would also try to involve local history teachers in the event. At 7:00 p.m., she will ask the restaurants to serve a fixed price meal so the restaurants can showcase their chefs. The movie would start at 7:00 p.m. followed by music from the Home Grown Roots Music Society which would be themed to that decade.

Ms. White stated there will be seasonal events and there will be a Frisbee tournament along with Windy City during the summer and the play-offs will be in September.

Ms. White stated that she was trying to get 20 Downtown businesses to participate. The fee would be \$195 for the year and the business would be listed as a participant with live radio broadcasts and interviews. She stated she was working on having 5 presenting sponsors and thought there were 3 committed. Sponsorships were available for the 12 monthly hosts for \$500 per month. She stated sponsorships would also be available through rocking chair patrons and for \$95 a name can be placed on a rocking chair. The rocking chairs will be stored

and will be placed on the street for that day. The volunteers will receive a polo shirt that no one else can buy. Ms. White stated that she hoped the Board will be involved in the events.

Mr. Abraham commended Ms. White on the undertaking.

8. Merchant Co-op Update

Mr. Jeffries presented is a memorandum outlining the expenses of the Merchant Co-op. He stated he had received commitments of \$21,825, \$480 had been collected to date and invoices had been mailed for the concierge book.

a. Hotel Rack Card

Mr. Jeffries stated that the rack cards would be invoiced in January.

Mr. Jeffries stated that the only expenses that had been approved by the Board related to the concierge book. He stated that the rack card printing and distribution were projected costs which will total approximately \$11,000. Mr. Jeffries stated that he was requesting approval of \$6,954 which was the annual cost of distributing the rack card and a distribution was included. The cost for the first printing was \$2,303.36 for 30,000 rack cards.

Ms. Cook asked if those who purchased the package had been billed.

Mr. Jeffries stated no, they had not been billed since the rack card was not out.

Ms. Lipton expressed concern about printing for a business that may not be here for the remainder of the year.

Mr. Jeffries stated that was how it was set up and if there were problems, it would be addressed next year. He stated that he did not ask for a down payment from the merchants since it was the first year the DDA had the program.

Ms. Cook asked if everyone had approved the rack card.

Mr. Jeffries stated yes but he would do a final check of the listings on the card.

Ms. Cook asked when the cards would be printed.

Mr. Jeffries stated January 1, 2013.

Mr. Abraham asked if Mr. Jeffries was looking for approval of the rack card distribution in the amount of \$6,954 and the printing cost of \$2,300.

Mr. Jeffries stated yes and depending on how well the cards were received, another printing may have to be done during the year.

Ms. Lipton asked if the 30,000 was what was needed to fill all of the locations or if there would be extras for distribution Downtown.

Mr. Jeffries stated that the 30,000 included extras for distribution within the stores.

Board Action:

Ms. Cook made a motion to approve \$6,954 for distribution of the rack cards and \$2,303.36 for printing. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries stated that he would have the list of maintenance items for the Board at the meeting on January 22.

9. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, asked that Ms. White ask the reporter from the News Journal to do a story on the Farmers' Market which would be free advertising for the Market. He also suggested that Ms. Foster could be interviewed on the local radio stations which would also be free advertising. He stated that the commercials that were aired did not mention the Farmers' Market and it should have been included. He stated that there used to be purple balls along the river that were eye catching. He stated those could be painted and would be visible as people traveled over the river. He stated fencing could also be painted to draw attention to the area. Mr. Nicholson stated that he attended a meeting in Ormond Beach, and they were putting in a new façade for Granada Boulevard. He noted that the palms along Vining Court were lit and suggested Board members look at the trees in Ormond Beach to see how the ones along Beach Street could be lit. Mr. Nicholson suggested putting a gift wall on the plaza so merchants can donate for improvements that need to be done. Merchants can donate to projects that need to be completed and it would be advertising for their business.

10. Board Comments

Mr. Abraham complimented Ms. Lipton on the article about her in the News Journal.

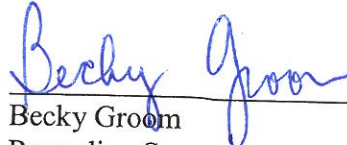
Ms. Cook stated that the News Journal had been very good to her and her business.

11. 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