

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, January 22, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, January 22, 2013, 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. Jason Jeffries, Redevelopment Project Manager  
Mr. Ben Gross, Assistant 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 8:03 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: December 18, 2012**

Ms. Cook made a motion to approve the minutes of the December 18, 2012 Meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

**4. Discussion: Redevelopment Area Improvements**

Mr. Jeffries presented a list of items that needed to be addressed and stated there were two levels of items. He stated that the first level were maintenance items and the second level were upgrades that needed to be made.

Mr. Jeffries stated that Street Maintenance was working on the pavers in the cross walks that were caving in.

Mr. Jeffries stated that upgrades would be funded from the CRA Capital Budget. He stated the projects that staff was pursuing were:

- a. Parking lot lighting in the large City parking lot behind Stingray's. Public Works was preparing a bid package and construction should start in May, 2013
- b. Center lot parking lot improvements. (Thomel parking lot, south of ISB, purchased by the City).

Mr. Jeffries stated he had provided a list to Public Works of the following items and requested cost estimates to make the improvements:

- a. Repainting the Beach Street arches
- b. Replace pedestrian light fixtures – to be replaced with a more standardized fixture
- c. Replace trash receptacles – to be replaced to have one style on the street
- d. Replace arch up-lights
- e. Replace palm tree up-lights
- f. Install palm tree grates
- g. Directional sign program – Mr. Jeffries stated that the City had approved a contract for the sign program. Staff would be working with the consultant to make sure certain destinations in the Downtown area were included in the program.

Mr. Berger stated there would be a meeting in February with the consultant to discuss the wayfinding program.

Mr. Jeffries stated there was \$1,300,000 in the CRA but other projects were committed for funding. He stated he thought the projects listed were doable in the current fiscal year.

Ms. Cook asked when the Board would receive the estimates from Public Works and asked who would determine if funding was available and how the items would be prioritized.

Mr. Jeffries stated that the Board could determine what projects should be pursued and set priorities. The listing of priorities would be presented to the Redevelopment Board then forwarded to the City Commission. He stated that if any item was over \$25,000, City Commission approval would be required.

Mr. Abraham asked Board members if there were any items to be added to the list and asked if the electric on City Island for the Farmer's Market could be included.

Mr. Jeffries stated yes.

Ms. Lipton stated some areas had water table problems and suggested using solar lighting and stated grant money may be available for solar lighting.

Ms. Lipton stated that the point areas where people walked off the sidewalks should be highlighted in a different color than the rest of the street so people were aware of the change in elevation of the sidewalk.

Mr. Jeffries stated there was a concrete strip along the bottoms of the buildings. He suggested adding painting of that strip to the list of maintenance items.

Ms. White stated the electric at City Island should be added. She also stated that the frames of the doors on the bathrooms at City Island needed to be replaced. She stated the door was a safety hazard.

Ms. White stated that funding would have to be determined before priorities could be set.

Mr. Abraham agreed that lighting should be a priority but the Board must know the amount of money available before priorities could be set.

Ms. Cook stated that priorities cannot be set until costs were known. She stated she hoped the Board would receive the information from Public Works for the February meeting.

Mr. Abraham asked if the Board would like to forward the list to the Redevelopment Board.

Ms. Cook stated that the list should be forwarded since the area needed to be spruced up. She stated that maybe by the time Redevelopment Board met, costs would be provided by Public Works.

Ms. Cook asked when the arch in the south block became a turn around. She stated drivers were making U-turns through the arch and it was very dangerous.

Mr. Jeffries stated he would follow up for Ms. Cook.

**Board Action:**

Ms. Cook made a motion to forward the listing of proposed improvements to the Redevelopment Board February meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. John Nicholson, 413 N. Grandview Avenue, asked that two items be added. He stated that when you go over the Magnolia bridge the lights needed to be replaced along the Riverwalk. He also stated the water fountain in the bathroom at City Island was gone and needed to be replaced.

Mr. Jeffries stated that he would check to see why the water fountain had not been replaced.

Mr. Abraham asked that Mr. Jeffries check on the items and provide a report at the Redevelopment Board meeting.

Mr. Berger stated that the sulphur smell from the streams was being addressed and he hoped the odor would be eliminated.

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

Mr. Jeffries stated that the merchants were providing more information to him for the newsletter. He stated the newsletter would go out later in the week. The standard television commercial would run over the next couple of weeks.

Mr. Jeffries stated that Ms. White added items to the Facebook page and kept it up to date with events being held in the Downtown.

Ms. Jennifer Pallai reported to the Board that there had been over 2,500 visitors to the site in December and January, with over 4,100 to date.

Ms. Lipton asked how email addresses were being obtained.

Mr. Jeffries stated that he currently had about 1,300 email addresses. He stated he would like to set up a Riverfront Shops booth during Front Porch Fridays in order to get people to sign up for email.

Ms. Pallai stated she had revised the copy for the street pole banners and had prepared the draft of the palm card to be passed out to the merchants. She stated that the rack brochure had been printed and was in the hotels.

Mr. Jeffries stated the map pad would be updated but would not be reprinted at this time however the one on the web page would be kept up to date.

Mr. Jeffries stated that Zappi's would be the merchant featured in the newsletter this month. He stated their business was getting a good response and there was a lot going on Downtown. He noted that some business owners were making significant investments to their buildings, such as Tom Cook Jeweler and the bridal shop.

Ms. Cook asked if money had been collected for the advertising and stated she had not been billed.

Mr. Jeffries stated that the invoices had been sent out. He stated the rack brochures would be invoiced the following week.

6. **Revised FY 2012/13 Downtown Events**

Mr. Jeffries stated that the Art of the Automobile which had funding set aside from the DDA had notified staff they would not be holding the event this year. Mr. Jeffries presented the outlines showing how he proposed reallocating the funding. He stated that Cinematique would be showing movies during Front Porch Fridays. He also stated that the money proposed for Front Porch Fridays would be used to offset permitting and event insurance costs and would allow the use of sidewalks for entertainment, sponsor booths and sale of merchant goods.

Mr. Abraham stated that it was proposed that \$500 be added to the Wine and Chocolate Walk.

Mr. Jeffries stated the additional funding for the Wine and Chocolate Walk would be used for radio advertising.

**Board Action**

Mr. Hopkins made a motion to approve the reallocation of funding for the FY 2012/13 DDA Events as proposed. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

7. **Merchant Co-op Update**

This item was covered in Item 5.

8. **Farmers' Market Update**

Ms. Foster presented a status report and stated vendors had told her that the Market was busier this past weekend than it had been in 7 months. She stated that the advertising had helped and the temporary relocation to the courthouse parking lot brought more awareness to the Market.

Ms. Foster stated there was a new fresh fish vendor and noted that one of the large produce vendors was no longer able to operate his site at the Market due to health reasons.

Ms. Foster stated that the City did not receive the grant that was applied for in the fall. She stated she would follow up at the Federal level to determine why the City did not receive the grant.

Ms. Foster stated she thought they should obtain the equipment for the EBT which would cost about \$1,000. She stated the City could then apply for grants for tents. She stated to install the EBT may require an upgrade to the Brighthouse

service. She also stated vendors that had smart phones could process credit cards on their phones.

Ms. White asked if they were still talking about using chips or tokens.

Mr. Jeffries stated that when the card was swiped, the customer would receive tokens to use for purchasing goods. The vendor would then turn the tokens or chips into the office to receive payment.

Ms. Lipton stated she had a portable box she used at trade shows for credit card purchases. Her service was provided through Verizon and cost about \$60 per month.

Mr. Abraham stated that perhaps they should consider exploring the service even if the grant was not received.

Mr. Jeffries stated that Hardy Smith was the City's liaison and he was pursuing the City's lobbyist firms to see why the City did not receive the grant. He stated that the City had not been formally notified that they did not receive the grant.

Ms. Foster asked if she should put together a cost estimate for acquisition of the costs associated with using credit cards.

Mr. Abraham stated yes.

Ms. Lipton asked if any of the vendors accepted credit cards. She stated vendor sales would increase if they accepted credit cards.

Ms. Foster stated one vendor did accept credit cards through his smart phone.

Ms. Lipton stated the cost was 3% of total sales for accepting credit cards.

**a. Advertising Strategy**

Mr. Jeffries stated that the gang page would be published on Thursday and he was following up on radio advertising for the Farmers' Market.

Mr. Abraham stated Ms. Lipton had submitted her letter of resignation from the Board. He thanked Ms. Lipton for her service and stated she had been a valuable member of the Board.

Mr. Jeffries stated that he would notify the Clerk's office of the resignation. He stated there were applications on file for the DDA and the City Commission would make the determination. He stated the Board could make recommendations to the City Commission on the appointment.

Mr. Jeffries stated the appointment could be scheduled for the February 20 City Commission meeting and the individual could attend the next DDA meeting on February 28. He stated that an applicant must be a property owner within the DDA boundaries or be a director of a business.

Mr. Abraham asked if the Board members had any recommendations for appointment to fill the vacancy.

Ms. White stated she thought the individual should have a business on Beach Street. She commended Ms. Lipton for her service on the Board.

Mr. Jeffries stated that Tammy Kozinski had applied.

Mr. Abraham stated that if anyone had recommendations on filling the vacancy, they should contact Mr. Jeffries so the comments could be forwarded to the City Commission.

**9. Public Comments**

Mr. John Nicholson, 413 N. Grandview Avenue, stated that Ormond Beach had installed up-lighting on Vining Court. He stated it was inexpensive and would be good for lighting the palm trees. Mr. Nicholson asked if tourists can be tracked on Facebook because it would be good to encourage them to visit Downtown. Mr. Nicholson stated the Board should not rush into appointing someone to fill the vacancy and encouraged them to talk to people to determine their interest.

Ms. Pamela Rudd, Burgoyne Properties, stated she thought advertising for Downtown should be placed on the Beach channel in the hotel rooms. She also suggested information be provided to the concierge at hotels because they were very good about recommending places.

Mr. Jeffries stated that the Downtown was already on the Beach channel.

**10. Board Comments**

Ms. Lipton stated that the French Market was operating inside the building at 137 N. Beach Street and she invited Board members to visit the next one February 9<sup>th</sup> and 10<sup>th</sup>.

Mr. Jeffries stated that the French Market was noted on the Facebook page, in the newsletter, and on the website.

Ms. White stated she had received sponsorship for the Front Porch Fridays. She stated she would continue as a volunteer and sponsor for the event. She thanked Gold & Associates for the assistance they provided. She stated there were over 20 sponsors for the rocking chairs and merchant support had been excellent.

Ms. Lipton asked Ms. White if she would like to place advertising for the Front Porch Fridays at the French Market.

Ms. White stated that she would discuss that later with Ms. Lipton.

Ms. Rudd thanked Ms. Lipton for her efforts in coordinating the French Market. She stated it was a great event with over 500 people attending on Saturday and 300 on Sunday. Ms. Rudd stated that Ms. Lipton had accomplished a great deal without any funding from the DDA.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:13 a.m.

  
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Robert Abraham, Chairman

  
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Becky Groom  
Recording Secretary