



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, April 23, 2013 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: March 26, 2013 Meeting**
4. **DDA Monthly Financial Report**
5. **Farmers' Market Update**
 - a. **Radio Advertising**
 - b. **Hilton Concierge Map Advertising**
 - c. **Hometown News Advertising**
6. **Riverfront Shops of Daytona Beach Campaign**
7. **Discussion: Bike Week Activities in Downtown**
8. **Downtown Project Updates**
9. **Public Comments**
10. **Board Comments**
11. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, March 26, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, March 26, 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. Tammy Kozinski
Ms. Sheryl Cook (arrived at 8:15 a.m.)

Staff Members Present

Mr. Paul McKittrick, Deputy City Manager
Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes: February 26, 2013

Mr. Jeffries stated that during the discussion of the Riverfront Shops of Daytona Beach on Page 2, the minutes state the CDB and it should read CVB.

Ms. White made a motion to approve the minutes of the February 26, 2013 Meeting. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries stated that the Monthly Financial Report is included in the packet showing through March 14, \$14,874 was collected from the Farmers' Market and \$12,000 was expended. Currently, there was a surplus of \$2,800.

Mr. Abraham stated they were half-way through the fiscal year and had collected more than half of the projected revenue. He asked if Mr. Jeffries expected revenues to drop over the summer.

Mr. Jeffries stated he expected a drop but not as much as last year. He stated last year during the summer there were changes in the market manager. This year, Ms. Foster had a relationship with the vendors and the drop off should not be as large.

5. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries presented a status report from Gold & Associates. He stated postings will continue on Facebook to encourage people to visit the Farmers' Market as well as Downtown.

Mr. Jeffries stated the Daytona Cubs were not participating in joint advertising with the DDA.

Mr. Jeffries stated the next e-newsletter would go out the first week of April.

Ms. Jennifer Pallai, Gold & Associates, stated a Twitter page had been created and currently only had one follower. She stated they were following 13 merchants and were looking for additional merchants to connect with to follow. Ms. Pallai stated that the ad for the Cubs program was complete.

a. Beach Channel Advertising

Mr. Jeffries stated there had been suggestions the Downtown should be advertised on the Beach Channel. He stated he was working with Beach Channel representatives to update City information. The photos from the Riverfront Shops advertising will be incorporated into the Beach Channel ads. Mr. Jeffries stated he would like to spend \$150 per month for 6 months for advertising on the Beach Channel to promote the Riverfront Shops.

Board Action

Ms. Cook made a motion to approve an expenditure of \$900 for advertising of the Riverfront Shops on the Beach Channel. Ms. White seconded the motion and it was approved unanimously (5-0).

Addendum A-1. **WNDB Advertising**

Mr. Jeffries requested approval of an expenditure of \$2,000 to WNDB for advertising on WNDB on their morning drive show and a 30-second ad to run during the day. Mr. Jeffries stated the expenditure would be taken from the Farmers' Market Budget.

Board Action

Ms. White made a motion to approve the expenditure of \$2,000 to WNDB for radio advertising. Ms. Kozinski seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries presented proposed banners prepared by Peter Wright of Gold & Associates and asked for feedback from the Board. He stated there were 12 poles in the center medians on Beach Street and there would be four sets of 3 banners and with two sets placed on ISB.

Ms. Pallai discussed versions of the banners and asked for Board feedback.

Ms. White liked the banners without the website and liked the one with the logo on it.

Mr. Abraham agreed.

Mr. Jeffries stated funding would be from the CRA. He stated he will finalize the bids and should have the banners up in a month.

6. 2014 Merchant Co-op Advertising Program

Mr. Jeffries stated he was trying to get the advertising out early to determine merchant interest and he was working with Deb Smith to promote the merchants. He stated the cost was the same as last year but no one used the small feature ad on the website so that will not be offered. He stated the hotel rack card would cost more than expected.

Board Action:

Ms. White made a motion to approve the pricing structure as presented by Mr. Jeffries. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

7. Discussion: Parking Meters on Beach Street

Mr. Abraham stated parking meters in Downtown were a very difficult issue. He stated they were removed from Downtown several years ago and the discussion had come up several times at the Redevelopment Board. He stated the discussion will ultimately go before the City Commission. Mr. Abraham stated Bob Gibbs thought meters would be advantageous for the Downtown.

Mr. Jeffries stated Bob Gibbs has stated there was a need for convenient on-street parking. He stated meters were being discussed for locations on the west side of Beach Street only in front of the shops. Mr. Jeffries stated signage would be installed to direct patrons to free parking at the rear of the shops. He stated parking meters would deter employees from parking in front of their stores. Mr.

Jeffries stated the proposal would be to meter the prime time spaces to create a turnover of 18 to 22 cars per day. He stated the City had tried to enforce 2 hour parking but that had generated negative feedback. The parking lots would remain free and signage to the free parking would be improved. The proposal was to test metered parking for one year with 35 spaces with metered stations at the cost of \$1.00 per hour. Mr. Jeffries stated that the meter stations would cover 4 to 6 parking spaces. He stated there was a contract in place with LAZ who monitored the parking on beachside. Mr. Jeffries stated there would be press releases to promote the free parking and that the metered parking spaces will provide a convenience factor. The parking maps would be updated to identify free parking.

Mr. Abraham stated the item was on the agenda so the Board members were aware it was being discussed and to get the Board's feeling on the issue but they did not need to take a position. He stated he did not want there to be a perception to the public that the Board was trying to take away free parking. Mr. Abraham stated he remembered the feelings of the public when tolls were placed on the beach that access was being taken away from the public and he did not want to have the same perception of Downtown.

Mr. Al Smith, Chairman of the Redevelopment Board, stated when he coordinated the wine walk in February he became aware of the concerns of the merchants regarding parking. He stated he thought this should be encouraged and should have the support of the DDA.

Ms. Stephanie Mason-Teague, Cinamétique, stated her customers were blamed for taking up spaces but the movies usually lasted no more than 2 hours. She stated she had mobility impaired patrons and asked where handicapped parking would be near the theater.

Mr. Smith stated Federal Lane needed to be opened.

Ms. Mason-Teague suggested sending a letter to the merchants and tenants on Beach Street to ask tenants to use parking in the rear of the buildings as opposed to parking along Beach Street.

Ms. Kozinski stated customers say they would pay to park so they could run in to a business quickly. She stated lighting issues needed to be addressed in the rear parking lots. She stated free parking would also be available on the east side of Beach Street. She suggested parking cards be offered similar to what is available in St. Augustine and New Smyrna Beach.

Ms. Cook stated that previously, cars were ticketed but the cars never moved. She asked what enforcement would be in place.

Ms. Jeffries stated LAZ would do the enforcement along with doing the Main Street area.

Ms. Cook asked what would happen if someone had several tickets and they ignored them. Will the cars be towed?

Mr. Jeffries stated the City Attorney would look at the regulations that are defined in the Code of Ordinances.

Mr. Smith stated the money collected from parking tickets will have to be used in a positive way and go back to the Downtown area.

Mr. Abraham asked if it would be discussed at the City Commission any time soon.

Mr. Jeffries stated the item will be discussed at the Redevelopment Board the following week.

Mr. Abraham stated he did not know if the Board will take a position on parking meters. He stated he was concerned about the public perception and did not want it perceived as a negative.

Ms. Kozinski stated it needed to be known it was not being done as a money-maker.

Mr. Gross stated the police can tow a vehicle that violates the established time limitation restriction or meter restrictions.

Ms. White stated she was in favor of parking meters but it must be done properly. She stated it would increase convenience and she feels it was time to do it.

Ms. Cook asked if Federal Lane will be opened.

Mr. Jeffries stated Bob Gibbs suggested Federal Lane be opened to allow people to conveniently get to the parking lot. He stated a sign could be erected directing patrons to the free parking.

Ms. Kozinski stated there was a perception the rear parking lot was far away from Beach Street.

Ms. Kozinski stated she was in favor of the parking meters.

Ms. Cook stated she was in favor of the parking meters for a test period.

Mr. Smith stated the signage needed to be in place for free parking.

Ms. Cook stated she attended a meeting about the wayfinding signage and she thought signage needed to be in place regarding free parking.

Mr. McKittrick stated wayfinding signage would not be in place for over a year.

Mr. Hopkins stated he had offices in the Kress Building and knew there were parking issues. He stated as a consumer, he did not have issues about parking but he respected the merchants and business owners' desire to have the parking meters. He stated the enforcement component was a negative in the past but he would support the test program. He stated making everyone aware of the meters was important.

Mr. Abraham stated he thought the consensus of the Board was to try the test block for meters and do what can be done to avoid negative perceptions.

Mr. McKitrick asked if the test area would be from Magnolia Avenue to Orange Avenue and if the LAZ contract would be amended so LAZ could do enforcement in Downtown.

Mr. Abraham stated yes.

Mr. McKitrick asked what the approval process was for installing meters in the right of way. He asked if it was the responsibility of the DDA or the Downtown-Redevelopment Board.

Mr. Gross stated the code authorized the spaces.

Mr. McKitrick asked if the Board would have to take action to amend the LAZ contract and the issue of putting meters in the right of way.

Mr. Smith stated that the Redevelopment Board would make a recommendation to the City Commission.

Mr. McKitrick stated there was a discussion at the Land Development Code workshop about clearly defining the roles of all of the Boards. He stated that he would meet with Paul Wetzel to make sure LAZ was available to amend their contract to do the enforcement in the proposed area and would talk to Public Works about opening Federal Lane. Mr. McKitrick suggested the Board take a position before the item went forward to the Redevelopment Board.

Mr. Abraham stated if any action was taken, it would be a recommendation to the Redevelopment Board or the City Commission.

Mr. McKitrick suggested the recommendation be put off for one month after a discussion with LAZ and a determination was made regarding Federal Lane.

Ms. Cook stated the Redevelopment Board was discussing the item next month.

Mr. Smith stated he did not want to rush the item but wanted it to be reviewed methodically to make it work.

Mr. Hopkins asked if the test area would be from ISB to Orange Avenue.

Mr. Jeffries stated the test area will be from Magnolia Avenue to Orange Avenue.

Ms. White stated she read where some cities installed meters and did not charge for them but just having them installed helped.

Mr. McKitrick asked if there would be individual meters or a box for several spaces.

Mr. Jeffries stated the boxes would be for every 4 to 6 spaces.

Mr. McKitrick asked how many boxes would be needed and stated that a box costs about \$15,000.

Mr. Jeffries stated it would be boxes with a maximum of 4 to 6 spaces per box

Mr. McKitrick asked if Bob Gibbs made a recommendation and if he preferred individual meters.

Mr. Jeffries stated he would prefer individual meters but he suggested that there be 4 to 6 spaces on one station.

Mr. Gross stated he believed he had provided incorrect information. He stated the code would have to be amended to provide for metered parking in this area.

Board Motion

Mr. Hopkins made a motion to approve the concept for parking meters and to request additional information on the feasibility of implementing the concept and providing information from the vendor. Ms. White seconded the motion.

Ms. Kozinski stated she thought any money generated from parking meters should stay within the Downtown area.

Mr. Hopkins stated if there was an expense, who would be responsible for the expense it because the meters may not generate enough revenue.

Mr. Abraham stated it would not be an expense of the DDA. It would be an expense to the City.

Mr. Hopkins stated he would accept Ms. Kozinski's comments as part of the motion. Ms. White agreed to second the motion with the amendment.

Board Action

The motion was approved unanimously (5-0).

Ms. White stated she had a book entitled “Walkable Cities” she would like to share it with the Board and the Redevelopment Board. She asked Mr. Jeffries how it could be shared.

Mr. Jeffries suggested scanning it and sending it in a PDF format to the other Board members.

8. Public Comments

Mr. Abraham discussed the CRA issue with the County. He stated if the Cities were deprived of CRA funds, it could affect the staffing of the DDA. He stated staff was paid for from the CRA funds not the DDA budget.

Mr. Berger stated the County’s proposal related to budget issues and the formula proposed would allow for only 2% of what the City gets to be used for operating, staffing, and maintenance issues. He stated there would be no redevelopment operations since there would be no resources available.

Ms. Cook asked how many boards were affected by the CRA discussion.

Mr. Berger stated 3 plus the DDA and the County would control how the funds were used.

Mr. Abraham stated it was an issue the Board needed to follow since it would affect the DDA.

Mr. Smith stated he attended a meeting at the Chamber with Jim Dinneen and he stated nothing would change with the existing CRA’s.

9. Board Comments

There were no Board comments.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:35 a.m.

Robert Abraham, Chairman

Jeanne Tolley
Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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 DAYTONA BEACH, FLORIDA 32115-2451
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MEMORANDUM

DATE: April 18, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the quarterly DDA financial report with expenditures through April 11, 2013.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 4/11/13	Balance
Contract Services	\$ 1,000	\$ 616.55	\$ 383.45
Supplies	\$ 1,500	\$ 984.71	\$ 515.29
Care and Subsistence	\$ 400	\$ 99.71	\$ 300.29
Professional Memberships	\$ 600	\$ 420.00	\$ 180.00
Technical Services	\$ 1,500	\$ 545.00	\$ 955.00
Professional Services	\$ 45,600	\$ 26,600.00	\$ 19,000.00
Co-op Marketing	\$ 50,000	\$ 27,155.36	\$ 22,844.64
Downtown Marketing	\$ 30,100	\$ 12,644.87	\$ 17,455.13
Downtown Events	\$ 20,000	\$ 15,867.00	\$ 4,133.00
Downtown Holidays	\$ 8,750	\$ 4,270.00	\$ 4,480.00
Total	\$ 159,450	\$ 89,203.20	\$ 70,246.80

Note: Appropriations reflect budget transfers approved at the December 18, 2012 meeting.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 4/11/13		Balance
Vendor Revenue	\$ 28,800	\$ 15,683.00		\$ 13,117.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 30,000	\$ 15,683.00		\$ 14,317.00

Expenses	Appropriation	Spent to Date As of 4/11/13		Balance
Market Manager	\$ 14,200	\$ 7,398.98		\$ 6,801.02
Supplies	\$ 1,000	\$ 1,987.43		\$ (987.43)
Liability Insurance	\$ 1,265	\$ 1,101.25		\$ 163.75
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 10,035	\$ 3,248.50		\$ 6,786.50
Market Events	\$ 1,000	\$ 160.00		\$ 840.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 30,000	\$ 15,396.16		\$ 14,603.84

Profit/Loss	\$ -	\$ 286.84
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Farmers' Market Revenue Comparison

	2011/12		2012/13		% Increase
	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	
November			\$ 2,516	54	
December			\$ 2,619	55	
January	\$ 2,420	55	\$ 2,680	58	10.7%
February	\$ 2,464	56	\$ 2,619	57	6.3%
March	\$ 2,552	58	\$ 2,798	60	9.6%
April	\$ 2,585	59			
May	\$ 2,424	55			
June	\$ 2,312	49			
July	\$ 2,224	53			
August	\$ 2,229	52			
September	\$ 2,394	56			
Total	\$ 21,604		\$ 15,672		9.1%

Merchant Co-Op Marketing

Revenues	Merchant Commitment	Advertising Trade	Received to Date As of 4/11/13
In - Room Book Package	\$ 2,500	\$ -	\$ 2,500.00
Hotel Rack Card Package	\$ 6,000	\$ -	\$ -
In - Room Concierge Book	\$ 12,675	\$ 2,925	\$ 5,850.00
Bike Week Guide	\$ 300	\$ -	\$ -
Web Site Feature Listing	\$ 350	\$ -	\$ 350.00
Web Site Feature Listing - Upsize	\$ 300	\$ -	\$ 300.00
Total	\$ 22,125	\$ 2,925	\$ 9,000.00

Expenses	Cost	Spent to Date As of 4/11/13
See Magazine - In Room Book	\$ 16,907	\$ 16,907.00
Rack Card Distribution	\$ 6,954	\$ 6,954.00
Brochure Printing	\$ 4,606	\$ 2,303.36
News Journal Bike Week	\$ 825	\$ 825.00
News Journal Gang Page	\$ 500	\$ 166.00
Total	\$ 29,792	\$ 27,155.36

Profit/Loss	\$ (7,667)
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IN - ROOM CONCIERGE BOOK	
Concierge Book Space Sales	11,700.00
Concierge Book Space (Value Trade)	1,950.00
Farmers' Market Space	975.00
Total Revenue	14,625.00
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Expenses - See Magazine	16,907.00
Loss	\$ (2,282.00)

RACK CARD	
Hotel Rack Card Spaces	6,000.00
Total Revenue	6,000.00
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Brochure Printing	4,606.00
Rack Card Distribution	6,954.00
Total Expenses	11,560.00
Loss	\$ (5,560.00)

Farmers' Market Strategic Plan

April 2013 Status Report

Mission:

To offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products, serve as a marketplace catalyst for local entrepreneurs, provide an opportunity for local musicians to perform, and provide a festive community event gathering place.

Values:

1. **Transparency**; operate with openness in all transactions and interactions
2. **Accessibility**; serve all of Daytona Beach's residents and visitors
3. **Independence**; provide independence for the operation of the Market
4. **Reinvestment**; invest and grow the Farmers' Market
5. **Freshness**; availability of fresh produce, food, and plants.

Goal:

To become a thriving destination market with offerings to include, local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.

***Updated information in red.

Objectives:

1. Increase the number of local farmers selling at the Market	
Plan:	<ol style="list-style-type: none"> 1. Increase the Market appeal/activity to customers and vendors 2. Visit local Markets to recruit additional vendors 3. Research further recruitment opportunities 4. Get EBT at Market to become more attractive to farmers & customers 5. Update Farmers' Market vendor Guidelines & Application Process
Status:	<ol style="list-style-type: none"> 1. The Market has attracted participation from local businesses in order to assist in their customer development 2. The Market Manager has spoken directly to local businesses and w/other area Market Managers to develop contacts and new vendors 3. The Market Manager has visited other local markets and contacted farmers directly to further vendor development 4. Ongoing internet research to develop local farming networking 5. Updated information for Market vendors is available on the DDA web page and at the Market Manager's booth 6. Manager responds to inquiries by potential vendors at the Market, through the internet and by phone 7. The Manager is developing an application for review to submit for approval to provide EBT & SNAP at the Market

Next Steps:	<ol style="list-style-type: none"> 1. Vendor inquiries are handled by the Market Manager 2. Manager continues to offer vendor opportunities directly to farmers
Timeline:	<ol style="list-style-type: none"> 1. Continually ongoing 2. Market Manager will continue development of the EBT application
2. Obtain grant to implement EBT payments at the Market	
Plan:	<ol style="list-style-type: none"> 1. Get authorized to accept EBT and SNAP through the FNS office
Status:	<ol style="list-style-type: none"> 1. FMPP Grant - There are currently no active grant opportunities available at this time. 2. Received USDA authorization to develop EBT & SNAP application authorization
Next Steps:	<ol style="list-style-type: none"> 1. Develop feasibility analysis for EBT and SANP to be offered at the market. 2. Apply and obtain approval to offer EBT & SNAP at the Market
Timeline:	<ol style="list-style-type: none"> 1. EBT & SNAP application is under development and will be ready for review in May
3. Increase the variety of foods available for purchase at the Market	
Agreement Terms:	<ol style="list-style-type: none"> 1. Ensure a mix of vendors consisting predominantly of fresh foods; limited to 10% craft sales and 20% plant or flower sales <ol style="list-style-type: none"> a. Increase the number of vendors providing local produce and goods selling at the Market b. Increase the variety of foods available for purchase at the Market <p><i>See Objective 1: Increase Farmers Selling at the Market</i></p>
Status:	<ol style="list-style-type: none"> 1. Updated Vendor Application and Rules and Regulations available and provided to all existing vendors 2. The percentage of produce and fresh food vendors is right at about 80% 3. New food, produce, nursery, and specialty vendors have become successful at the Market
Next Steps:	<ol style="list-style-type: none"> 1. Manager will continue outreach through direct contact, marketing and a Market information booth
Timeline:	<i>Continuously on going</i>
4. Increase the customer base at the Market	
Marketing Plan:	<ol style="list-style-type: none"> 1. DDA Marketing Synergy <ol style="list-style-type: none"> a. Riverfront Shops Website b. Riverfront Shops Facebook Page 2. Direct Farmers' Market Advertising <ol style="list-style-type: none"> a. News Journal Go Section & Gang Page Advertising b. Hometown News c. Penneysaver ad d. Radio advertising e. Concierge Book & Map Advertising 3. Customer surveys from the management booth 4. Special Market Promotions listed on Website and Facebook 5. Music and entertainment at the Market

Status:	<ol style="list-style-type: none"> 1. New banners and temporary signs are displayed each Saturday 2. News Journal advertising has occurred periodically 3. Radio advertising is underway including Market Manager radio interviews 4. Music and entertainment at the Market is under development
Next Steps:	<ol style="list-style-type: none"> 1. Development of ads for Hometown News to drive local customers to Market
Timeline:	<ol style="list-style-type: none"> 1. Hometown News: May – July 2. Radio Advertising through September 3. In Room Concierge and Hotel Map: Annual
5. Develop a website that is in the top ten results of a Google search on “Daytona Beach Farmers’ Market”	
Status:	<ol style="list-style-type: none"> 1. Web page posted on City website with Market information 2. Web page on Riverfront Shops Website with more detail Market info
Next Steps:	Update site content
Timeline:	Site updates on-going
6. Manage the implementation of the terms of the license agreement with the City	
Contract Terms & Performance Goals:	<ol style="list-style-type: none"> 1. Payment of license fee (\$1,000 for FY2011-12) 2. Enforce the rules and regulations for the Farmers’ Market 3. Ensure license area is clean at the end of the Market day 4. Provide effective communication and thorough information for vendors 5. Reinvest all revenues derived from the operation of the Farmers Market back into the Market 6. Provide signage to identify Market vendors
Status:	<ol style="list-style-type: none"> 1. License fee paid 2. Rules and regulations enforcement ongoing 3. License area clean-up ongoing 4. Communication ongoing with vendors – printed info provided to vendors 5. Market revenue reinvested into the Market 6. Signage under development
Next Steps:	Need to purchase signs to identify growers
Timeline:	Compliance ongoing
7. Explore and implement new ideas that will promote the general Downtown Business District	
Strategy:	<ol style="list-style-type: none"> 1. Provide a management booth with Downtown information 2. Ensure businesses within the DDA District are aware of the opportunity to offer handouts of business events at the information booth
Status:	<ol style="list-style-type: none"> 1. Management booth is up and running 2. Need Market volunteers
Next Steps:	Manager will register online for volunteers at VolunteerSpot.com
Timeline:	<i>Continuously on going</i>



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MEMORANDUM

DATE: March 20, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Based on customer surveys and feedback, a combination of print and radio advertising is recommended to promote the Farmers' Market to target demographics that attend or could potentially attend the Farmers' Market. The following is a summary of Farmers' Market advertising during this fiscal year:

	Cost	Notes
Print		
News Journal Gang Page	\$ 500	3 ads run
News Journal GO386 & Online	\$1,000	Joint with Wine Walks
Hometown News	\$1,365	13 weeks proposed
Concierge (Tourism)		
In Room Concierge Book	\$ 975	
Hilton Concierge Map	\$ 700	Annual ad proposed
Radio		
WNDB	\$2,000	Approved 3/26/2013
AM Radio	\$ 500	Joint with Wine Walks
Other Radio	\$1,500	Proposed additional advertising

The following advertising efforts require DDA approval.

- a. Additional Radio Advertising: \$1,500 for radio advertising to promote the Farmers' Market to target demographics on radio stations recommended by Gold & Associates. Advertising buys will come through Gold & Associates.
- b. Hilton Concierge Map: \$700 for annual ad on a concierge map to be handed to Hilton Resort customers. The dedicated map will be the only product handed out by the Hilton guest services and concierge staff to an estimated 60,000 annual hotel guests. The 2.1" x 2" ad will feature the Farmers' Market and the Riverfront Shops will be shaded on the area destination map.

- c. Hometown News Advertising: \$1,365 for 13 weeks of advertising, rotating between the Ormond Beach and Port Orange editions starting in May. The Hometown News will also provide a feature story on the Farmers' Market during the advertising period. The 1/8 page ad will feature Farmers' Market promotions.

The DDA has \$10,035 budgeted in the Farmers' Market Advertising line item for Fiscal Year 2012/13. \$4,975 of advertising has been approved previously.

There is \$5,060 available in the Farmers' Market Advertising line item for FY 2012/13.



March 22, 2013

Dear Neighbor,

As an extension of our Guest Service Staff, we are incorporating the *'Personal Concierge'* into our registration process. This convenient, pocket-size piece will be handed directly to our guests by our guest service staff. It will consolidate quick reference hotel amenities, a local area map, and family-friendly recommendations within our community. Although we strive to give personal attention to as many guests as possible, the addition of the *'Personal Concierge'* will ensure that we assist each of our guests both while they're in our hotel and when they're out exploring.

We have chosen 'PERSONAL CONCIERGE MAP' to provide this unique service.

Please welcome them to explain how you can participate in our program and be recommended to all of our guests.

Thank you in advance for supporting our *'Personal Concierge'*, and for taking great care of our guests.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jason Reader', is written above the typed name.

Jason Reader
Area Managing Director General Manager
Hilton Daytona Beach Oceanfront Resort
(386) 254-8200



At Ocean Walk Village

100 North Atlantic Avenue • Daytona Beach, FL 32118

Tel 386 254 8200 • Fax 386 253 8841

DaytonaHilton.com

Reservations: www.hilton.com or 1-800-HILTONS

Hometown News present:

The Local Partnership Program

We are a Locally Owned Business that wants to be your partner! We are so convinced that we can provide you and your business with the highest level of service and results imaginable.....we are willing to offer you the best deal we have....just as a way to say **Thank You** for giving us a chance.

Here is the deal.....

- 13 week commitment with an unheard of rate.....
- 15" ad (1/8 page).....for \$105/week/edition.....52% off our rate card!
- 30" ad (1/4 page).....for \$180/week/edition.....59% off our rate card!
- 60" ad (1/2 page).....for \$300/week/edition.....66% off our rate card!
- 120" ad (full page).....for \$500/week/edition.....71% off our rate card!

But wait, there is more.....

- The prices above include all of the consulting and ad design services...no nickel and diming!
- If you want color in your ad.....no problem, no extra charges!
- The prices above reflect cumulative inches, so if you run a 30" ad in two editions each week.....you will qualify for the 60" ad rate! Decide you want to run a bigger ad one week.....no problem. You get the better rate!
- We will also provide you with a feature story or dining review (for restaurants) at some point after the initial 4 weeks.....at no additional charge!
- Lastly, we are so convinced that we will be able to earn your trust.....and **WOW** you with our service and dedication to the success of your business.....we will give you the option of getting out of your contract at 4 weeks. No hassles, no back charges.....we simply part ways.....as friends!

I hereby agree to buy a minimum of a _____ inch ad in _____ editions of the Hometown News, beginning with the _____ issue date. I understand that I am committing to advertise for 13 weeks with a 8 week escape clause.

My

weekly investment is based on this promotional rate and these rates will be honored as long as I continue to run each week without a break. I will be paying by check / credit card (circle one) on a weekly basis. My initial payment for the first week of advertising is hereby submitted with this signed agreement.

Company Name



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: April 18, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Bike Week Activities

Staff is requesting a discussion by the DDA about its participation in upcoming Bike Week activities in Downtown, starting with Biketoberfest 2013 and the 2014 Bike Week. During the 2013 Bike Week, Gold & Associates developed advertising materials that promoted Riverfront Shops to the Bike Week participants as a dining destination. The ad was placed in the official Bike Week Guide. A banner was also purchased and placed at the corner of ISB and Beach Street. Several merchants have expressed an interest in further participation by Downtown in Bike Week, including the designation of dedicated bike parking on Beach Street during the event. Any further participation by Downtown in Bike Week activities will require a formal request to City Commission as part of the Bike Week activities.