

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES**

**Tuesday, February 26, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, February 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

**Board Members Absent:**

Ms. Sheryl Cook

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jaeger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Becky Groom, Recording Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:03 a.m. and welcomed Ms. Kozinski as the new Board member.

**2. Roll Call**

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

**3. Approval of Minutes: January 22, 2013**

Mr. Hopkins made a motion to approve the minutes of the January 22, 2013 Meeting. Ms. White seconded the motion and it was approved unanimously (4-0).

**4. DDA Monthly Financial Report**

Mr. Jeffries stated he would continue to provide a monthly financial report; however, quarterly reports would be provided on the marketing campaign and the Farmers' Market.

Mr. Jeffries stated the budget for the DDA was \$159,000 and \$72,000 had been spent to date. He stated that as of February 20, 2013, \$12,000 had been received in revenue from the Farmers' Market with approximately \$11,000 in expenditures. He stated that barricades were purchased for the Farmer's Market at a cost of approximately \$1,000 and new handicapped parking signs were also purchased.

Mr. Jeffries presented the revenue report for the Farmers' Market that compared to previous years. He stated revenues were up 7% in comparison to January, 2012.

Mr. Jeffries stated billings for the rack card would be mailed out in the near future. He stated that the cards had been out for about a month. He stated that Ms. Foster advised that people were arriving at the Farmers' Market with the rack cards in hand so it had been effective. Mr. Jeffries stated that the Visitors Center had requested additional copies of the rack card.

Mr. Abraham asked how Mr. Jeffries thought the Farmers' Market was doing in general.

Mr. Jeffries stated it was going well. He stated it was busy during this time period since there were many snow birds in the area. He also stated there were several new vendors at the Market.

Ms. Kozinski stated she attended the Market on Saturday and it was crowded.

Mr. Abraham asked Ms. Kozinski if she was seeing any benefit to the street from the Market.

Ms. Kozinski stated that her store numbers were up over last year.

Mr. Jeffries stated that the booth needed to be manned at the Farmers' Market. He stated Ms. Foster must spend time with the vendors so she was not always in the booth. He stated he would contact the Peabody Auditorium to see if some of their volunteers could assist in manning the booth.

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

Mr. Jeffries stated he was focusing on the website and pictures from Front Porch Friday would be added to it. He stated the links from the CDB will be corrected to link to the Riverfront Shops website. Mr. Jeffries stated that merchants reported to him they were seeing more people on the street. He stated the e-newsletter will be going out in a couple of weeks. He stated he sent the e-newsletter out early in the month with merchant news then a reminder was sent out prior to Front Porch Friday.

a. **Spring Brighthouse Advertising**

Mr. Jeffries stated that a television commercial was running through Valentine's Day and another was to be run in March and April in conjunction with the Daytona Cubs. He stated it would cost about \$2,000 for advertising for about 4 to 5 weeks in March and April and he requested \$550 to revise the commercial to recognize the Daytona Cubs.

**Board Action**

Ms. Kozinski made a motion to authorize the expenditure of \$2,000 for advertising and an expenditure of \$550 for production of a joint ad with the Daytona Cubs. Ms. White seconded the motion and it was approved unanimously (4-0).

Mr. Jeffries stated he was working on billboards and Zappi's was interested in jointly doing a billboard. He stated that Lamar Advertising had approached the City about doing billboards and Mr. Jeffries was also going to contact CBS. He stated that a determination will have to be made whether a billboard ad should be placed on I-95 to draw people to Downtown or if one should be placed along ISB to draw attention to Downtown before travelers crossed the bridge.

Ms. Pamela Rudd, Selby Realty, stated that Mr. Jeffries should suggest "top outs" when talking with the billboard companies. She stated the Riverfront Shops logo could be placed on top of an existing billboard which would help with cost.

Mr. Jeffries stated he was working with the News Journal regarding Farmers' Market advertising. He stated a decision will have to be made on whether to continue with the gang page. He stated the merchants did not seem to be interested in continuing the gang page.

Ms. Jennifer Pallai, Gold & Associates, stated there had been 1,449 likes on Facebook. She stated she was working with Mr. Jeffries on street pole banners and palm cards as well as new directory posters. She was also working on the Farmers' Market radio ad as well as advertising with the Daytona Cubs and map pads. She stated she prepared an ad for Bike Week and all events held on Beach Street.

Ms. Kozinski asked if they had a Twitter account.

Mr. Jeffries stated no.

Ms. Pallai stated it could be created to link to the Facebook account.

Ms. Kozinski stated that younger people were using Twitter or Instagram.

Mr. Jeffries stated that merchants meetings would be held the second Tuesday of each month.

**6. Farmers' Market Advertising**

Mr. Jeffries stated the Farmers' Market budget was approximately \$10,000. To date, \$820 had been spent on the News Journal gang page, \$875 for GO-386, and \$500 to WROD for the Wine Walk. He stated he would like to do more on line with the merchants. He stated he will pursue advertising with Black Crow for radio advertising.

Mr. Abraham stated Holly Hill was trying to activate their Farmers' Market again and asked Mr. Jeffries if there had been any effect on the Daytona Beach Farmers' Market.

Mr. Jeffries stated representatives from the Holly Hill market attempted to recruit some of our vendors to their site.

Mr. Abraham stated the Holly Hill market time does not conflict with the Daytona Beach market but they could take away some of our customers.

Mr. Jeffries stated they offered to put some of our materials at the Holly Hilly market booth and they, in turn, would want to place materials at the Daytona Beach booth. They also asked about printing materials that included information on both markets.

**7. Social Media Policy**

Mr. Jeffries stated that Ben Gross, Assistant City Attorney, prepared the proposed policy. He stated there would be notification on Facebook that the policy had been adopted and a PDF of the policy would be placed on the webpage. Mr. Jeffries stated that the policy would permit a prompt response to spam on the website.

**Board Action**

Mr. Hopkins made a motion to adopt the social media policy. Ms. White seconded the motion and it was approved unanimously (4-0).

**8. Public Comments**

There were no public comments.

9. **Board Comments**

Ms. Kozinski asked about street parking and the issue of paid parking between Orange Avenue and Magnolia Avenue.

Mr. Abraham stated that was a Redevelopment Board issue.

Mr. Jeffries stated he received a “luke warm” response from the Redevelopment Board when the issue was presented to them but he could reintroduce the subject.

Ms. Kozinski stated there were several merchants’ cars parked on the street.

Mr. Jeffries stated he would take the request back to the Redevelopment Board at their next meeting and stated the issue was discussed at the historic talk at Front Porch Friday. He stated the speaker was Howard Tipton who talked about the 1980’s and redevelopment efforts when he brought the idea of CRA’s to Daytona Beach. He talked about Code Enforcement Downtown and the parking lots in the rear of the businesses and parking meters.

Mr. Abraham stated that Mr. Gibbs supported parking meters but he personally did not believe parking meters were a good idea for Downtown.

Mr. Hopkins asked for the status of the improvements presented at the last meeting.

Mr. Jeffries stated that everything on the list was being addressed.

Mr. Hopkins stated he thought the list was to be prioritized based on funding.

Mr. Jeffries stated all of the items were being pursued since they were feasible to do. He stated Ed Best had been placed under contract regarding the lighting issues and options would be reviewed.

Mr. Abraham stated the DDA’s list was presented to the Redevelopment Board at their last meeting. He stated action was deferred until cost estimates were received. He stated improvements would be funded by the CRA.

Mr. Jeffries stated the parking lot improvements for the lot behind Zappi’s would be going out for bid as well as the upgrade to the lighting. He stated the bid should be ready in April or May for review by the the CRA.

Mr. Abraham asked if there were any training sessions scheduled for the Redevelopment Board or orientation for new members.

Mr. Jeffries stated that he and Mr. Berger had met with Ms. Kozinski but she may want to meet with Mr. Jaeger to discuss legal issues.

Mr. Jaeger stated that in the past the Sunshine issue had been discussed with new Board members.

Mr. Jeffries stated he had provided Ms. Kozinski a copy of the Charter and agreements in place with the DDA.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:47 a.m.

  
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Robert Abraham, Chairman

  
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Becky Groon  
Recording Secretary