

**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. McKittrick 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. McKittrick 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. McKittrick 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. McKittrick 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. McKittrick 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. McKittrick 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.

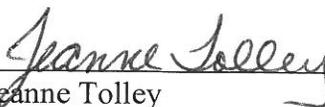
**9. Board Comments**

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.

  
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Robert Abraham, Chairman

  
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Jeanne Tolley  
Recording Secretary