

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, May 28, 2013

The regular meeting of the Downtown Development Authority was held Tuesday, May 28, 2013, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Kelly White
Ms. Sheryl Cook

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes: April 23, 2013

Mr. Hopkins made a motion to approve the minutes of the April 23, 2013 Meeting. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the Financial Report reflecting activities through May 17, 2013. He stated the Farmers' Market to date had collected \$20,435 and spent \$17,621.

Mr. Abraham asked if sufficient revenues were projected for the summer to remain on target.

Mr. Jeffries stated he thought revenue for the Farmers' Market for the year would reach \$31,000.

5. FY 2011/12 DDA CAFR

Mr. Jeffries presented the CAFR for FY 2011/12 which had recently been finalized by the City and the DDA's finances were audited as part of the City audit. He stated when the budget was planned for FY 2011/12 it was planned to appropriate \$18,500 from Fund Balance. He stated only \$8,000 was appropriated and that was what was expended. Mr. Jeffries stated the ending fund balance was higher than expected. He stated it was planned to end the year with \$21,667 and the actual amount was \$37,887.

6. Discussion: FY 2013/14 Proposed Budget

Mr. Jeffries stated the proposed budget. He stated information from the Property Appraiser's Office would be available June 1. Mr. Jeffries stated he had projected a 2% decline in tax revenue and a 15% reduction in activities for the DDA. He asked for feedback from the Board and stated the millage rate would be adopted in June.

Mr. Jeffries state the News Journal co-op was not completed as expected so that figure had been removed from the budget and only the hotel book and the rack card would continue next year.

Mr. Abraham asked what had been collected from the recent billings for the rack cards.

Mr. Jeffries stated about ½ had been collected and the 2 outstanding that were mentioned at last month's meeting.

Mr. Abraham stated Professional Fees were lower and there was no projection of a transfer from reserves.

Mr. Jeffries presented the Board with a copy of an email from Kelly White, who was unable to attend the meeting.

Mr. Jeffries stated the Farmers' Market budget was projected to be \$34,000 for next year. He talked with Ms. Foster and she was interested in placing food vendors in one area of the Market with tables and chairs to create a food court area.

Mr. Abraham stated it seemed the Farmers' Market was going well while others were declining.

Mr. Jeffries stated the DDA taking over the Market and having a dedicated person managing it had been an advantage.

Ms. Kozinski stated Ms. Foster worked well with the vendors and she was very responsive.

Mr. Abraham asked Mr. Jeffries about Ms. Foster's longevity and if she was committed to the job.

Mr. Jeffries stated he thought she was and if she got a full time job, it would not interfere with the Farmers' Market since it was a weekend job.

Mr. Abraham asked if any surplus in the budget would be carried over to the next year.

Mr. Jeffries stated yes and he kept a tabulation on the surplus.

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

Mr. Abraham read the email from Kelly White regarding the contract with Gold & Associates.

Mr. Keith Gold stated currently they provided about \$30,000 in pro bono work, including Front Porch Fridays and integrated work on banner ads. He stated he liked the idea of having a cohesive look and feel.

Mr. Abraham asked Mr. Gold if he had any comments on the proposed budget.

Mr. Gold stated he and Mr. Jeffries had not talked about the proposed budget but his firm was committed to the City and wanted to do what it can for the City. He stated he appreciated the City's business and was proud of it.

Mr. Jeffries stated there were 1,989 likes on Facebook and encouraged the businesses to comment on their business at the Riverfront Shops Facebook page.

Ms. Kozinski stated some of the merchants were confused as to what types of information Mr. Jeffries would like to post on the Facebook page. She stated restaurants did not generally have events and asked if he wanted menu items featured.

Mr. Jeffries stated yes. He stated Ivey Lane had posts every day.

Mr. Gold offered to meet with the merchants at their next meeting to discuss the use of the Facebook page.

Mr. Jeffries stated the e-newsletter was sent out twice a month and the second e-newsletter featured the Front Porch Fridays. He stated the June issue would feature the boutique, For the Girls, and other businesses related to weddings.

a. **June/July Brighthouse Advertising**

Mr. Jeffries stated \$2,000 was needed for a Brighthouse television commercial that would run during the months of June and July.

Board Action

Mr. Hopkins made a motion to approve the expenditure of \$2,000 for Brighthouse advertising for June and July. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

8. **Bike Week Activities in Downtown**

Mr. Jeffries stated that at the last merchant's meeting, promoting Riverfront Shops as a dining destination was discussed. He stated two items were discussed that he would like to bring to the Board's attention: designated bike parking in front of restaurants and manning a booth across from Harley Davidson.

Mr. Abraham read Ms. White's comments on this item.

Ms. Kozinski stated that, as a merchant, the south end had a lot to offer and was across from a large park that was not being used which was a big waste.

Ms. Stefanie Mason-Teague, Cinematique, stated thousands of people came into town for Bike Week but did not visit South Beach Street. She stated visitors needed to be directed to the area, possibly using banners. She stated putting information in the booth would be helpful and the booth could be manned by volunteers. She stated activities should be held in Riverfront Park even one of the raffled motorcycles could be staged there.

Ms. Kozinski stated that Southern Rider had approached Zappi's about doing an event in the park for a women's bike ride.

Mr. Abraham stated he thought it would be difficult to visualize South Beach Street turning into a biker hang out since the area was not suited for that but the idea of getting business from bike week visitors was possible. He stated there was a request to close North Beach Street last year and he did not see a problem with that. He stated having dedicated bike parking would be a good thing.

Ms. Kozinski stated the merchants just want to let the bikers know they were welcome.

Mr. Gold asked if there could be special banners made for Bike Week.

Mr. Jeffries stated there would be a cost for producing the banners and a cost for putting the banners up as well as taking them down. He stated the cost would be about \$1,000.

Mr. Jeffries stated he would produce a map that would designate 2 to 3 spaces sporadically along Beach Street for the bike parking in front of restaurants.

Mr. Abraham stated he thought it would be a good idea to man a booth and asked how costly a welcome package would be.

Mr. Jeffries stated some of the existing printed material could be provided to the Chamber to be included in the welcome package.

Mr. Jeffries stated events held at Riverfront Park fall under the purview of the City Commission and there was a fee structure in place for events. He stated Brian was paying the City thousands of dollars for the events in Riverfront Park and he would not be in favor of someone else using the park and not having to pay the fees.

Board Action

Ms. Kozinski made a motion to accept the promotion of Bike Week Activities, including the ad in the Bike Week guide, banner on ISB and Beach Street, designation of bike parking in front of restaurants, manning of a booth at the Harley Davidson event on North Beach Street, and a welcome package for vendors. Mr. Hopkins seconded the motion and it was approved unanimously (3-0).

Mr. Abraham asked if the Board had any comments on the Riverfront Park events.

Ms. Mason-Teague asked if, since someone had events planned for the northern portion of Riverfront Park, he could be asked to move some of the events to South Beach Street.

Mr. Jeffries stated his contract with the City limited activities to north of the News-Journal site.

Mr. Abraham stated maybe they could come up with an event, not a continuing event, but maybe a bike ride that would start or end there to draw people to the area.

Mr. Abraham asked if a merchant wanted to hold an event, why it would have to have City approval.

Mr. Hopkins asked if they were discussing sponsoring an event or supporting it.

Mr. Jeffries stated that he thought the merchants were looking for sponsorship.

Ms. Kozinski stated she thought someone had a contract for the entire Park during Bike Week.

Mr. Jeffries stated the RFP was for the entire park but the final contract was for the area north of the News-Journal site. Any event to be held on the remainder of the Park would have to go through the City permitting process. Mr. Jeffries stated the fees were established by the City Commission and staff did not have the ability to waive those fees.

9. Downtown Project Updates

Mr. Jeffries stated presented a memo on Beach Street Streetscape improvements and stated Dickens & Associates was working on the electrical improvements. Only one bid was received for the parking lots and it was over the engineer's estimate so that might delay the project.

Mr. Jeffries stated the colors for re-painting the arches were discussed at the Downtown-Ballough Road Redevelopment Board and he proposed updating the colors to coincide with the current marketing plan to match the colors in the Riverfront Shops logo. Mr. Jeffries stated some people at the Redevelopment Board meeting wanted the streetscape to reflect a more historic look and paint the arches black.

Mr. Abraham stated Ms. White indicated in her email she preferred the tan option.

Mr. Gold stated he could have renderings completed that would show the actual color options and provide it to the Board prior to the next meeting.

Mr. Jeffries stated the paint contractor was ready to do the work.

Mr. Abraham asked Mr. Gold what his preference would be on the colors.

Mr. Gold stated he would like to look at the renderings before making a decision but he preferred bright colors.

Mr. Abraham stated that he would prefer to wait for the renderings if that was feasible since it was a major visual item in the Downtown. He stated he also preferred the brighter colors.

Ms. Kozinski stated she felt the option with the light blue had a color that was too close to the sky color and would not show up.

Mr. Jeffries stated the paint product would only last for 7 to 10 years and then the arches would need to be repainted.

Mr. Abraham stated Option 1 was the bright colors but the gold would be more of mustard yellow.

Mr. Hopkins asked for the status of the contract and if a painter had been selected.

Mr. Jeffries stated the bid was for 30 days and he would check to see if they were willing to accept an extension.

Mr. Hopkins stated he was not comfortable with the exhibits and would like to see the renderings. He stated he would be hesitant to endorse it without knowing exactly what it would look like.

Ms. Kozinski stated it would be easier to pick the colors if they could see what the finished product would be. She asked if the renderings could be emailed to the Board.

Mr. Gold stated he could have the renderings completed by Friday and asked Mr. Jeffries if he could poll the Board.

Ms. Kozinski stated they would have to have a special meeting to vote on the item.

Mr. Abraham stated he thought it is important enough that a special meeting should be scheduled. He stated they could either postpone action until the next meeting or schedule a special meeting.

Mr. Jagger stated possibly the City could get an extension on the contract and then a special meeting would not be necessary.

Mr. Hopkins stated he thought it would be to the painter's advantage as well to delay the item until the renderings were available.

Board Action

Mr. Hopkins made a motion to continue the decision of the selection of the paint colors for the arches on Beach Street until the next meeting. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

Mr. Jeffries stated the Downtown-Balough Redevelopment Board had requested a workshop with the Redevelopment Board and the DDA to conduct training and

to discuss issues each Board was dealing with. He proposed the workshop be held sometime in June.

Ms. Kozinski asked for the status of the letter that was to be written regarding the need for improved electrical service to the Farmers' Market.

Mr. Jeffries stated Ms. Foster had drafted a letter and he had asked for revisions to it before giving it to Mr. Abraham for his signature.

Mr. Abraham stated the letter needed to emphasize that in order to comply with the contract with the City the Market must have the infrastructure support.

Ms. Kozinski stated the vendor that wanted to sell fresh meat at the Market could not come in due to the lack of electricity.

Mr. Jeffries stated the letter needed to point out those types of vendors were important to the success of the Market.

10. Public Comments

There were no public comments.

11. Board Comments

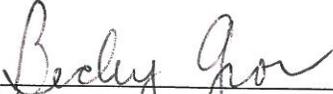
There were no Board comments.

11. Adjournment

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



Robert Abraham, Chairman



Becky Groom
Recording Secretary