

**DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL MEETING MINUTES
Tuesday, June 12, 2013**

This Special Meeting of the Downtown Development Authority was held Tuesday, June 12, 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
Ms. Sheryl Cook
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Kelly White

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:15 a.m.

2. Roll Call

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

3 Beach Street Arch Colors

Mr. Jeffries presented 5 color schemes for the Beach Street arches and asked the Board which one they prefer.

Ms. Cook asked how often the arches will need to be repainted and asked if the darker colors would fade.

Mr. Jeffries stated the type of paint being used would not fade. He stated the paint had been used on the Beachside and had not been bothered by the salt air. Mr. Jeffries stated the current paint was similar to a car paint and had been there for 18-20 years but the new paint would need to be redone every 5-7 years.

Ms. Cook stated she liked scheme Additional A because the orange would match the bricks. She did not like Additional B or Additional C.

Mr. Abraham, Mr. Hopkins and Ms. Kozinski preferred Original B as their first choice and Original A as their second choice.

Ms. Kozinski stated she liked scheme Original A best because of the darker, bold colors and the gold was within the color scheme for Riverfront Shops. She stated it had a classic look and her second choice was Original B.

Mr. Hopkins stated his preference was Original B because it had more permanence and possibly the orange would become dated. He stated the structures should represent more permanence. He stated his second choice was Additional Option A.

Mr. Abraham stated Original A was his first choice, Original B was his second choice and Additional A was his third choice. He stated he liked the blend of colors in Original A and thought it was more durable in visual appeal.

Ms. Kozinski stated she thought 3 colors worked better than 4 colors, as on Additional A.

Ms. Cook stated originally she liked Original A before she got the additional choices.

Mr. Abraham stated he thought Original B looked better on the paper report than it did on the screen in the power point presentation.

Ms. Cook stated she would drop Additional A and have Original B as her first choice because it would go along with the Kress Building and they would not be changing their color. She asked if there was a paint palette for Downtown.

Mr. Jeffries stated he was working on the Land Development Code with updated design standards in all redevelopment areas.

Ms. Kozinski stated that Original A pops away from the buildings and the paint makes the arch a structure that jumps from the building.

Mr. Jeffries stated the stone inserts that were made by Art Crete would remain the sand color and would not be painted.

Mr. Abraham asked if the lattice would match the inserts if they were painted cream.

Mr. Jeffries stated the color would be very close.

Mr. Hopkins stated he would be comfortable with color scheme Original A and stated it would blend well.

Ms. Cook stated her #1 choice was Original A.

Mr. Abraham asked if Gold and Associates had an opinion as it related to marketing.

Mr. Jeffries stated their original opinion was Original A but they thought any of the color schemes would work.

Board Action

Ms. Kozinski made a motion to approve the color scheme of Original A. Ms. Cook seconded the motion and it was approved unanimously (4-0).

4. Public Comments

There were no public comments.

5. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 8:40 a.m.



Robert Abraham, Chairman



Jeanne Tolley
Recording Secretary