

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, June 25, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, June 25, 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. Tammy Kozinski
Ms. Kelly White

Board Members Absent

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 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes

- a. May 28, 2013 Regular meeting

Ms. White stated that Ivy was misspelled on Page 4 and there was a typo in Paragraph 9, Page 7.

Board Action

Ms. White made a motion to approve the minutes of May 28, 2013, as corrected. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

- b. June 12, 2013 Special Meeting

Board Action

Mr. Hopkins made a motion to approve the minutes of the June 12, 2013, meeting. Ms. White seconded the motion and it was approved unanimously (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the financial report through June 17, 2013. He stated the budget was \$159,000 and, to date, expenses totaled \$105,000.

Mr. Jeffries stated, to date, the Farmers' Market received \$23,368 with expenses to date of \$20,710. He stated there was currently a surplus of \$2,657.97. Mr. Jeffries stated the expenses for the month included a purchase of barricades and temporary handicapped signs. He stated he expected expenses for the remainder of the year to be about \$3,100. He stated that Ms. Foster had requested to purchase a laptop for use at the Market so he was requesting a transfer to cover the anticipated expenses. Mr. Jeffries stated the laptop would become the property of the DDA.

Mr. Abraham stated an email had been provided from Ms. Cook, who was unable to attend the meeting and read the email for the record.

Regarding Ms. Cook's comment, Mr. Jeffries stated the Board had authorized \$8,000 in expenses but all of the payments had not yet been made from that fund.

Ms. Kozinski asked what the balance would be in the account if all of the bills had not been paid.

Mr. Jeffries stated the Board authorized \$8,000 in advertising expenses and that was the total amount that will be billed. It would cover the expenses for advertising through the summer.

Mr. Jeffries stated currently the Supplies Budget was overspent by \$1,233 and asked that the Board approve a budget transfer to cover the overage.

Ms. Kozinski stated the citrus vendor was currently not at the Farmers' Market because they did not have product to sell. She stated some of the drop-off noted in the report was due to seasonal products sold by the vendors.

Board Action

Ms. White made a motion to transfer \$500 from Booth Merchandise; \$500 from Market Events; and \$1,100 from Marketing to Supplies. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

5. Adoption of Millage Rate for Fiscal Year 2013/14

Mr. Jeffries stated the estimated taxable value in the Downtown had increased 0.67% to \$100,417,684. He stated if the 1.000 mill tax rate was adopted there would be a tax increase.

Mr. Abraham stated the proposed rate was the rollback rate of 0.9975. He stated if the Board adopted the 1 mill rate as it had in the past and the City adopted the rollback rate, there will be expenses for advertising if the DDA continued to adopt the 1 mill tax rate since it would be a tax increase above the rollback rate. Mr. Abraham stated the Board will have another opportunity to review the tax rate. He agreed with Ms. Cook's comments and felt the 1 mill rate should be adopted.

Mr. Jeffries stated the City Commission will not take action on the tax rate until July 17 but the DDA must set their rate so the Finance Department can calculate the overall tax rate for the City. He stated the increase will generate about \$250 additional for the DDA.

Mr. Abraham stated they had been at the 1 mill rate for several years and stated when property values started increasing substantially there was an opportunity to generate more revenue for the DDA. He stated the DDA tried to be consistent with the City Commission in going with the roll back rate. Mr. Abraham stated a tentative decision should be made today by the Board.

Mr. Abraham stated there will be advertising costs if the City Commission adopted the roll back rate and the DDA adopted 1 mill.

Mr. Jeffries stated there should not be any advertising costs to the DDA since it will be included as part of the City's ad. He stated at the next DDA meeting, they will know what direction had been provided to the staff by the City Commission since the Commission will have met to tentatively adopt the millage rate on July 17.

Ms. Kozinski asked Mr. Abraham if the Board went to the rollback rate, if it would be difficult to go back to the 1 mill in the future.

Mr. Abraham stated in the past the Board adopted the roll back rate and then went back to 1 mill the following year. He stated if there were no additional advertising expenses due to the DDA adopting a different rate than the roll back rate, he would be in favor of adopting the 1 mill rate.

Board Action

Ms. White made a motion to tentatively set the tax rate of 1 mill. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

6. Adoption of Fiscal Year 2013/14 Budget

Mr. Jeffries stated there was \$96,159 in projected revenue from ad valorem taxes and \$30,875 from the Merchant Co-Op Program. He stated Page 18 of the packet outlined the proposed expenses. Mr. Jeffries proposed a total budget of \$127,100.

Ms. White asked why there was an increase for Google advertising.

Mr. Jeffries stated there had been a lot of response to the Facebook advertising; and when it was running, 300 to 400 new likes were gained. He stated there was an increase in the search engine marketing because there had been a lot of money put into the website and the goal was to attract more people to the website which will draw people to the merchants.

Ms. White asked if the film festival will be held this year.

Mr. Jeffries stated the film festival will be held indoor this year. He stated the movie in the park will not be held next year, which was what the DDA funded in the past.

Ms. White asked if the Art of the Auto will be held.

Mr. Jeffries stated yes.

Ms. White asked about the increase in domain names.

Mr. Jeffries stated the names were purchased two years before and they were scheduled for renewal.

Ms. Kozinski asked about the Home for the Holidays event.

Mr. Jeffries stated the promoter planned to expand it to a Friday/Saturday event so he increased the budget for the event.

Mr. Abraham read Ms. Cook's comments about the budget and asked that her comments regarding the budget be addressed.

Mr. Jeffries stated that right now, he was projecting an increase by \$2,000 to \$18,000.

Mr. Jeffries stated the Board needed to make a recommendation so the budget could be included in the total City budget proposal. He stated there will be an opportunity for the Board to again review the budget at the July and August meetings.

Mr. Abraham stated Ms. Cook commented she was worried about merchants participating on the website and income they thought they were getting.

Mr. Jeffries stated he projected they will get 12 additional listings and was hoping to get additional merchants to buy into the website.

Mr. Abraham stated he had concerns about that as well. He stated someone could go out of business after the ad had been placed and the Board had been committed to the cost and the merchant will not have the ability to pay or the City had trouble collecting the fee. Mr. Abraham asked if the fee could be collected prior to the ad being placed.

Mr. Jeffries stated generally they were paid up front. He stated next year he was thinking of collecting a 50% deposit on the bigger advertising packages.

Mr. Abraham stated they were taking a risk since generally they were extending credit and he was not sure they should be doing that.

Board Action

Ms. Kozinski made a motion to approve the preliminary budget as presented for FY 2013/14. Ms. White seconded the motion and it was approved unanimously (4-0).

Mr. Jeffries asked if the motion included the Farmers' Market budget.

Mr. Abraham stated it was included as part of the overall budget.

Mr. Jeffries stated Jennifer Pallai from Gold & Associates was in attendance.

Mr. Jeffries stated the number of likes on Facebook was up to 2,365. The e-newsletter will be distributed later in the week and the e-newsletter for Front Porch Friday went out earlier in the week. Mr. Jeffries stated the next e-newsletter will go out the second week of July and the television commercials were currently running.

Ms. White stated the workshop held with the merchants regarding Facebook and social media was very productive and stated more people were sending in events to be posted on the Facebook page.

Mr. Abraham asked Ms. Pallai how she felt about the activity on the website.

Ms. Pallai stated it was good but she would like more participation by the merchants, such as posting positive comments and photos of events.

Mr. Abraham asked if she had suggestions on how they could get the merchants more engaged.

Ms. Pallai stated there were new participants at the workshop and stated they were informed she was there to help them. She stated it was important they continue the dialogue with the merchants.

Ms. Kozinski stated that, as a merchant, it was difficult to find the time to take photos to post on Facebook or to make comments. She stated some of the new businesses opening in the Downtown area were owned by younger people who see the value of social media.

Ms. White asked when the next rack card will be printed.

Mr. Jeffries stated he thought he had enough for the remainder of the year and will reprint the card in January, 2014.

Ms. Kozinski asked if the CVB Facebook page had been linked with the Downtown Facebook page.

Ms. Pallai stated she would check to make sure that had happened.

Ms. White stated the CVB had been very complimentary.

Mr. John Nicholson, 413 N. Grandview Avenue, stated several years ago he recommended the trolley go through Downtown. He stated Votran will be asking the City for \$400,000 for funding of the trolley. Mr. Nicholson asked if the trolley did not benefit Downtown, why have it?

Ms. White stated she liked the idea of the trolley but she did not think it ran enough. She stated if it made a loop down Main Street and through Downtown and then back to beachside it would be better but she did not think there was enough traffic to generate the trolley through that area.

Mr. Abraham stated he did not think there was much benefit. He stated it did not seem to work here as it does in some cities in moving the tourists around.

Mr. Nicholson stated the concept of the trolley was to go down Main Street. He stated Main Street had 14 restaurants and Broadway had 7. Mr. Nicholson stated Votran said the trolley could not go on Main Street because of the Main Street Bridge but noted it could turn left at Halifax and go across ISB. He suggested the trolley run every 15 minutes.

Mr. Abraham suggested it run during peak times.

7. Discussion: FY 2013/14 Downtown Event Support

Mr. Jeffries stated he was looking for direction from the DDA for events for next year. He stated there were monthly events, such as Front Porch Fridays and Cinematique. Mr. Jeffries stated there were signature events, such as Octoberfest, Biketoberfest, the Halifax Art Show, and Unwrap Our Holiday Charm and he had been approached about doing a one day ladies bike event in the park. He stated events tied to the "Unwrap Our Holiday Charm" theme included Home for the Holidays, the wine walk, and the boat parade. Mr. Jeffries stated the wine and chocolate walk was in February Bike Week was in March with possibly the ladies bike event and in April, the Art of the Auto was planned. He stated these events got significant marketing support from the DDA. He stated the events were listed on the calendar of events on the website, featured in the e-newsletter, posted on the Facebook page, listed in the calendar of events in the newspaper and street directories, and mentioned in press releases. Mr. Jeffries stated signature events received financial support through waiving of permit fees and additional advertisements.

Mr. Abraham asked about the film festival.

Mr. Jeffries stated it will be held indoors but they would still promote it even though it will not be held in the park.

Ms. White asked about the agreement for Home for the Holidays.

Mr. Jeffries stated it was a 3 year agreement with a one year renewal option. He stated the City had automatically renewed it for this year but there was no commitment for funding.

Ms. White stated they had the right to hold the event but they did not have to fund it.

Mr. Jeffries stated the previous year the City Manager matched the DDA contribution from the City Manager's budget.

Mr. Al Smith, Chair of the Downtown/Balough Road Redevelopment Area Board, stated the numbers were down for the wine walk so if it was held it would have to be done at another time of year due to competing events. He stated the primary person wanted for downtown was 50+ and Facebook did not draw them. He stated that age group was more drawn by traditional advertising, such as radio, newspaper, and television. Mr. Smith stated marketing needed to be geared more toward events and suggested there may be a better way to integrate the funds to have Gold & Associates come up with ads for specific events. He stated bringing

the Dream Cruise to Beach Street in the fall would be a great event with the people Downtown wanted.

Ms. Kozinski stated Home for the Holidays was not the target group they were looking for but the ladies motorcycle riding event would fall into the group. She stated that demographic was who they were looking for and they had the disposable income to come back after the event. She stated she was concerned nothing was done over the summer so they should try to create something to bring people to the Downtown during the summer and draw local traffic.

Ms. White stated it would be good if they had strong quarterly events then something monthly with more sponsors but the budget was only \$20,000. She stated they should look into getting a long-term commitment from people doing the events.

Mr. Abraham stated one of the challenges was the amount of money they had to spend. He stated he liked the idea of redirecting marketing to emphasizing the events more if it can be done without increasing the budget. He stated they did not gain much from paying more permitting fees. Mr. Abraham stated he liked the idea of a summer event but someone would have to put it on. He stated it was not up to the DDA to hold an event. Mr. Abraham asked how the Front Porch Fridays were doing.

Ms. Kozinski stated there was a lot of foot traffic on Friday nights during Front Porch Fridays and her Friday sales on that Friday were higher than other Fridays.

Mr. Abraham asked Ms. Pallai to come back with some suggestions based on what she had heard. He stated he liked the idea of promoting a ladies bike event.

Mr. Hopkins asked if Gold & Associates had the capacity in their contract to redirect the marketing effort to support individual events.

Mr. Jeffries stated they will have to look at that since it could drive up the contract cost. He stated events were mentioned in the e-newsletter and on the Facebook page.

Mr. Smith stated the art work was already done for Front Porch Friday and the wine walk so it would be a matter of writing copy for the ad so he did not think Gold would have that much work to do. It would be a matter of redirecting it. He stated Ms. White had done a lot with very little in terms of marketing but there was not a lot behind it to drive people out.

Ms. White stated they could recruit other sponsors. She suggested packaging the events to get good ad buys and target sponsors. She stated Gold could make sure the package met their approval to make sure it looked like our brand. Ms. White

stated she would like to see if they could get a three year commitment from those who wanted to hold events.

Mr. Abraham stated it would be good to redirect money from permitting fees to promoting events.

Mr. Smith stated he would have no problem paying permitting fees if the DDA was paying for the marketing.

Mr. Jeffries asked if it would be worth it to have the DDA require a three year commitment for all of its events. He stated some cities advertised that there were certain events they wanted to hold and were looking for a group to manage them.

Ms. White stated something like that would be worth exploring.

Mr. Abraham stated he thought it may be something to explore but it may turn out to not be feasible. He asked for feedback from Ms. Pallai.

8. Downtown Project Updates

Mr. Jeffries stated he would be presenting a draft priority list to the Downtown Redevelopment Board that was discussed at the recent joint workshop.

Mr. Smith stated he thought the workshop was very constructive and he would encourage everyone to do what they can to implement the Riverfront Master Plan. He stated he had concerns about money going to other projects that had nothing to do with the plan.

Mr. Abraham agreed. He stated he thought the workshop was good and it helped focus the attention of both boards on what was happening Downtown. He stated when the boards were separated, they lost something.

9. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated Christmas in July was popular elsewhere and suggested it be something the Downtown merchants consider. He stated the requirement to have police officers and fire personnel at events was not needed. He stated he liked the idea of promoting events for children since children would be accompanied by their parents. Mr. Nicholson stated the Beachside had a hippie fest and events should be geared toward older individuals in order to attract baby boomers. He stated fixed advertising was not allowed in the City so a fixed location for advertising should be installed where locals and tourists passing through town could be made aware of events. He stated there were a number of events that could help to bring people Downtown that did not cost a lot of money, such as horseshoes, motorized boating, and

volley ball. He stated there was a need to attract small groups that would come on a regular basis.

Mr. Jeffries asked if staff was to continue to pursue the Home for the Holidays project.

Ms. Kozinski stated she would like to see something but that event did not fit the Downtown.

Mr. Abraham stated he would like Mr. Jeffries to see if something different could be developed.

Mr. Jeffries stated he would get back with the promoter about the event.

10. Board Comments

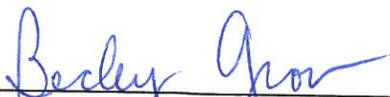
There were no Board comments.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:55 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary