

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, July 23, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, June 23, 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  
Ms. Sheryl Cook

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Noeleen Foster, Farmers' Market Manager  
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**

- a. June 17, 2013 Joint meeting with Redevelopment Board

**Board Action:**

Ms. White made a motion to approve the minutes of the June 17, 2013, meeting. Ms. Cook seconded the motion and it was approved unanimously (5-0).

- b. June 25, 2013 Regular Meeting

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the June 25, 2013, meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

**4. DDA Monthly Financial Report**

Included in the packet is the Monthly Financial Report for the DDA that outlines expenditures through July 11, 2013.

Mr. Jeffries stated that the Farmers' Market is operating at a 22% increase above June 2012. Mr. Jeffries stated that he still projects that about \$31,000 will be collected from the market this year.

Ms. Cook asked how the Farmers' Market will be marketed during the slower months.

Mr. Jeffries stated that there is print advertising in the Hometown News, and the Farmers' Market was the lead story last month. Mr. Jeffries stated that radio advertising will continue and there will be live remote broadcasts from the Farmers' Market. Mr. Jeffries stated that the Farmers' Market is included in the e-blasts and other marketing that is done for downtown.

Ms. Kozinski stated that there was an article written by Mario of Avocado Kitchen in Natural Awakenings that mentioned everything that is going on downtown and the Farmers' Market was mentioned in the article.

Mr. Jeffries stated it was a good article and he will see if the article can be placed on the website.

Mr. Abraham asked that the article be emailed to the Board members.

**5. Farmers' Market Update**

Ms. Foster stated that she had read the article in Natural Awakenings and she has been in contact with the person that organizes the magazine. Ms. Foster stated that they are working to bring the mobile adoption truck from the Halifax Humane Society to the market.

Ms. Foster stated that K & W Farms will no longer be operating at the Farmers' Market due to the owner's ill health. Ms. Foster stated that K & W Farms has been a vendor at the Farmers' Market for 20 years and this is a great loss for the market. Ms. Foster stated that Rocco will no longer be operating at the Farmers'

Market due to ill health. She stated she is not sure how the loss of these vendors will affect the market.

Ms. Foster stated that she has registered with USDA to be able to accept food stamps at the market. She stated that some equipment may need to be purchased. Ms. Foster stated that the equipment will be operated at the information booth and an individual may need to be hired to remain at the booth to operate the equipment. Ms. Foster stated that Mr. Jeffries has informed her that there may be funds in the budget to cover the expenses for an employee to operate the equipment at the booth. Ms. Foster stated that someone who wanted to make purchases with food stamps will need to purchase coins or coupons at the information booth and the vendors would then present the coupons at the information booth to be reimbursed in cash for purchases that were made.

Mr. Abraham asked if using food stamps will help the growth of the market.

Ms. Foster stated that there are a lot of retired people that use the food stamp (SNAP) program. She stated that she feels that if people know the market will accept food stamps, more people may attend the market.

Ms. Cook asked if the Flea Market or the DeLand market accept food stamps.

Ms. Foster stated that she did not know but she is aware that Flagler accepts food stamps.

Mr. Jeffries stated that he will have to talk with the Finance Department to see how the program could be set up at the Farmers' Market. Mr. Jeffries stated that it was always a part of the agreement with the City to implement the SNAP program to benefit the elderly and low income families.

Mr. Abraham asked what the costs would be to implement the program.

Mr. Jeffries stated that the costs will be determined and presented to the Board before the program is implemented.

Ms. Foster stated that it would cost about \$1,500 for the equipment and a good internet connection will be necessary. She stated that someone would have to remain in the booth to operate the program.

Mr. Abraham asked how the loss of the two large vendors will impact the revenue stream.

Ms. Foster stated that there are the same products covered by other produce vendors but there will not be as large a quantity available.

Mr. Jeffries stated that the loss of the two vendors will result in a \$6,000 loss annually in revenue.

Mr. Abraham asked if other vendors who sell similar products will be interested in expanding their spaces.

Ms. Foster stated that she has talked with another vendor and is negotiating space and costs with him.

Mr. Jeffries stated that Brothers has expanded since they started being at the market so there is potential there.

Ms. Cook asked if Ms. Foster could go to other markets to try to recruit vendors.

Ms. Foster stated that vendors that participate in the Farmers' Market participate in the Flagler market. Ms. Foster stated that the market is held in DeLand on Wednesday and she plans to visit there to try and draw new vendors to the Farmers' Market. Ms. Foster stated that according to the guidelines, no more retailers are needed. She stated that farmers that farm the fields directly are what is needed.

Ms. Kozinski asked if vendors could be recruited from New Smyrna.

Ms. Foster stated that she did speak with a vendor from New Smyrna who plans to be in the market next Saturday. The vendor sells hand made baskets.

Mr. Jeffries stated that the Rules and Regulations address not accepting more retailers; however, he stated that the actual license agreement to the DDA states that we are to give a preference to growers from Volusia and Flagler counties.

Mr. Jagger stated that the agreement provides for a strong preference in food vending.

Mr. Hopkins suggested that we have a more formidable plan to try to recruit vendors and stated that maybe we needed to reach out to where the farmers come from.

Mr. Abraham stated that maybe we should market to vendors more aggressively and suggested that Ms. Foster and Mr. Jeffries come up with a plan to do that. He suggested that perhaps Mr. Gold could provide some input on marketing to vendors.

Mr. Gold stated that he could put together a plan for marketing to vendors.

Ms. Foster stated that the market has operated since 1978 and there has not been much competition; she stated that now many cities want to have Farmers' Markets.

Ms. White stated that she thinks it is important to have a relationship with the Volusia County Agricultural Center since they work closely with the farmers. Ms. White stated that she would provide contact information for the Ag Center to Ms. Foster

Mr. Jeffries stated that Mr. Gold and Jennifer Pallai are present from Gold & Associates and they have distributed an update. Gold & Associates continues to update the Facebook posts and the e-newsletter was distributed on June 24 and July 22, pro bono. A television commercial will be airing in June and July.

Mr. Gold stated that there are Department of Agriculture grants that he would look into for the Farmers' Market. Mr. Gold stated that lists can be purchased of farmers in specific regions and information could be placed in catalogues that farmers receive.

Mr. Gold stated that a lot of pro bono work is being done by Gold & Associates, and this year it has totaled almost \$40,000. Mr. Gold stated that the e-blasts are completed by Gold & Associates and that is not part of the contract. Mr. Gold stated that Mr. Hopkins' radio station has been very generous to Gold & Associates.

**6. Discussion: FY 2013/14 Downtown Event Support**

Mr. Jeffries stated that between \$18,000 to \$20,000 is budgeted each year for events and that funding is used to offset permit fees. Mr. Jeffries stated that a proposal has been developed by Gold & Associates to reallocate those funds to market events. The proposal is outlined on Page 29 of the packet. The proposal states that events currently are listed on the home page and specific event pages should be created for the events. Mr. Jeffries stated that all events held in the downtown are listed on the calendar of events, and the calendar is on the Facebook page and the website. The events are also listed in the e-newsletter. Mr. Jeffries stated that printed material is created to promote the downtown, such as palm cards, mailers, directory posters, and brochures. Mr. Jeffries stated that events are also promoted through television, radio, and newspaper advertising.

Mr. Jeffries stated that monthly events are held in the downtown, such as Front Porch Fridays and Cinematique. Signature events are an Oktoberfest event that is being planned, the Halifax Art Show, and the holiday events that include the wine walk, the board parade, and Home for the Holidays. Mr. Jeffries stated that the signature event for February will be the wine and chocolate walk and in April the

Art of the Auto will be held. Mr. Jeffries stated that the \$18,000 budgeted would be divided to market the signature events that are scheduled for downtown.

Mr. Jeffries stated that he is not certain if the Art of the Auto event will be held so he has talked with other promoters about putting together a substitute event.

Al Smith, Chair of the Downtown/Balough Road Redevelopment Board, stated that a car show is scheduled for October 26 and a Beerfest is also planned for that day. Mr. Smith stated that the Humane Society has scheduled an event at the bandshell and he is encouraging them to relocate the event to downtown. Mr. Smith stated that we should consider closing the street on that Saturday to make it a larger event. Mr. Smith noted that this will be the weekend before the Art Festival.

Mr. Smith stated if the car show is not held in April, he will approach others about holding a similar event.

Mr. Abraham asked Mr. Jeffries if the funds are reallocated to marketing, will the city provide any support for the permit fees which the DDA used to offset.

Mr. Jeffries stated the promoters could make a request to the city. Mr. Jeffries stated that previously, the CRA did provide funding support.

Ms. White asked if the funding for the Friends of the Bandshell are from the general fund or the CRA.

Mr. Jeffries stated that it is jointly funded. Mr. Jeffries stated that the Main Street CRA pays for the fireworks.

Mr. Jeffries stated that Gold's proposal suggests additional radio spots for promoting events, special landing pages, an event-specific e-newsletter, and a social media ad campaign.

Mr. Gold stated that to this point his firm has worked on branding of downtown. He stated that he feels radio and tv promotions will be very valuable. Mr. Gold stated that he has met with promoters of events in the past, such as the Halifax Art Show, and helped them create advertising; and he stated that he would be willing to do that for other events.

Ms. White asked if Gold would do the creative design work for events.

Mr. Gold stated that they will do that if they are asked to do it and currently do that.

Mr. Jeffries stated that some of these events have already created their own logo.

Ms. White stated that she has talked with the promoter of the Art of the Auto and he is more interested in bringing people together and not advertising.

Mr. Gold stated that the media spin will help drive people to them. Mr. Gold stated that a group from Ocala may be interested in holding a car show here. Mr. Gold stated that he would arrange a meeting with that promoter if the DDA is interested.

Mr. Abraham stated that would give us another option.

Mr. Jeffries stated that the DDA had talked about entering into long-term contracts with the promoters. Mr. Jeffries stated that he will attempt to finalize the agreements for Oktoberfest and the Art Show and bring those to the DDA at their August meeting.

Mr. Jeffries stated that he will talk with Al Brewer about the Art of the Auto event.

Ms. Cook stated that she read in the newspaper that permit fees will be reassessed for the City of Daytona Beach. Ms. Cook stated that in the past, the DDA asked the city to co-sponsor events. She asked if the promoters will pay for permits and receive extra advertising.

Mr. Smith stated that there are hard costs to the City, such as a \$500 fee for alcohol sales. He said there are other costs for Fire and Police. He stated that he feels the streets are safer when events are held than when there are no events being held. He said he does not see the need for the Fire fee when there is a fire station at the end of Beach Street.

Ms. Cook stated that it costs a lot to put on events, based on the city's costs; however, there are events going on in New Smyrna all the time.

Ms. Foster stated that she helped organize Art on Flagler when it started in new Smyrna and there were no costs for the city for the events.

Recess: 9:15 a.m.  
Reconvene: 9:23 a.m.

7. **Discussion: Downtown Strategic Priorities**

Mr. Jeffries stated this was discussed at the joint workshop with the Downtown/Balough Road Redevelopment Board. There are 5 existing priorities outlined in the packet on Page 31.

Mr. Jeffries stated that Stavro's will be renovated with new awnings and painting. He stated the Avocado Kitchen and Jessup's will be updating their look. Mr. Jeffries stated that Cook Jewelers and Angel & Phelps will be updating the exteriors of their buildings.

Mr. Jeffries stated that the public market feasibility study is completed and he is interested in receiving input from the board on that topic.

Mr. Jeffries stated that the proposed priorities are:

- A. Redevelopment Plans and Codes:
  - 1. Update the Redevelopment Plan
  - 2. Amend the City Comprehensive Plan
  - 3. Amending the Zoning Map for downtown
  - 4. Adopt Downtown Design Standards
- B. Retail Business Recruitment
  - 1. Launch Riverfront Shops business recruitment web site
  - 2. Attract new retail and restaurant businesses with available incentives
- C. Marketing and promotion
  - 1. Continue Riverfront Shops marketing campaign for retail area and downtown
  - 2. Support events that draw customers to Riverfront Shops
- D. Targeted Development Sites
- E. Riverfront Master Plan Implementation
  - 1. Construct improvements to Beach Street streetscape (Orange Avenue to Bay Street)
  - 2. Prepare feasibility study for the Riverfront Park esplanade area
- F. Downtown improvements
  - 1. Improve rear public parking lot lighting
  - 2. Repaint arches and street directories
  - 3. Improve pedestrian lighting on Beach Street (Orange Avenue to Bay Street)
  - 4. Improve City Island electrical service for Farmers' Market
  - 5. Replace trash receptacles on Beach Street
  - 6. Install palm tree grates on Beach Street

7. Install parking meters on Beach Street (Orange Avenue to Magnolia Avenue)
8. Implement directional sign program in downtown
9. Implement plans for Federal Alley to be one way vehicle traffic into rear parking lot
10. Provide additional rear public parking in Riverfront Shops retail district.
11. Improve ISB streetscapes in Riverfront Shops retail district
12. Improve side street streetscapes in Riverfront Shops retail district

Mr. Jeffries stated that the Redevelopment Board asked that a time line be placed with the items and that will be presented to the Redevelopment Board at their August meeting.

Ms. Kozinski asked for the status of the electrical upgrades for the Farmers' Market and Beach Street.

Mr. Jeffries stated that he hopes to receive a report next week but it will not include the Farmers' Market.

Ms. White stated that she looks forward to seeing development at the car lot sites.

Mr. Jeffries stated that the Board needs to decide what type of development they would like to see there so visuals can be presented to potential developers.

Ms. Kozinski stated that she did not want to see the car lot sites developed into student housing.

Ms. Cook asked the status of parking for the middle lot.

Mr. Jeffries stated he had nothing new to report.

Ms. Cook asked about the status of the way finding signs.

Mr. Jeffries stated that a workshop was held and the design should be finalized within the month. Mr. Jeffries stated that during the next fiscal year, funds can be allocated to implement the plan to direct people to parking lots. He stated the plan will be implemented in the Main Street area as well.

Ms. Kozinski asked for the status of opening Federal.

Mr. Jeffries stated that the analysis has not been completed by the engineers.

Mr. Jeffries stated that the priorities will be presented to the City Commission and CRA. Mr. Jeffries stated that the City Commission has asked for the goals of all of the Boards and what they are working on.

Ms. Cook asked about the dumpster at the rear parking lots. She stated that furniture has been there for 3 weeks.

Mr. Jeffries stated that the merchants should contact Waste Pro for removal of large items. He stated Waste Pro should notice the items and call it in to their management so it can be removed.

Ms. Cook stated that the Streets Team was working in the rear lot and they did not get a lot done.

Ms. Kozinski stated that garbage cans get scattered on the street and they do not get placed back on the curb after they have been emptied.

Mr. Jeffries stated that Public Works is to provide a report on consolidating the trash dumpsters in the downtown.

Mr. Abraham asked that Mr. Jeffries provide a status report next month.

8. **Public Comments**

There were no public comments.

9. **Board Comments**

Mr. Hopkins stated that the DDA is taking a great approach in promoting events. He stated the DDA's role is becoming one of a steward of downtown.

Ms. White stated the DDA budget used to be double what it is currently and we now have very little to work with. Ms White acknowledged that Mr. Jeffries has been very helpful in seeing that the kiosks are updated and that the e-blasts go out. She stated it has been important to see that the Farmers' Market booth is manned. She is pleased to see that details are being taken care of.

Mr. Abraham introduced his grandson, Robert, to the group.

Mr. Abraham stated that he will be out of town on the 4<sup>th</sup> Tuesday in August and asked if the meeting could be rescheduled. The meeting has been scheduled for August 22.

Mr. Jeffries stated that the September meeting to meet with the City Commission will be September 4 at 6:00 p.m. The regular meeting in September will be September 18 at 5:00 p.m. prior to the City Commission budget meeting.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:00 a.m.

  
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Robert Abraham, Chairman

  
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Becky Groom  
Recording Secretary