

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

The regular meeting of the Downtown Development Authority was held Tuesday, April 23, 2013, at 8:00 a.m. in Conference Room 116, 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. Sheryl Cook

Board Members Absent

Ms. Kelly White

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:00 a.m.

2. Roll Call

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

3. Approval of Minutes: March 26, 2013

Mr. Hopkins made a motion to approve the minutes of March 26, 2013. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report and stated the Farmers' Market had received to date \$15,683 with expenditures of \$15,400. He stated he expected revenues for the year would come in above what was budgeted.

Mr. Jeffries stated everything had been billed to the merchants for the merchant co-op program. He stated the hotel rack cards were sent out last week and the charge for the cards was \$500. He stated the concierge books had been out for several months and two merchants had not paid. Mr. Jeffries stated he had talked to the two merchants personally regarding the payments and a past-due notice had been mailed from the City. He stated that should the bills go to collections, the collection agency would retain 17% of what was collected. Mr. Jeffries stated the two businesses who had not paid were Zahn's Flowers and The Roar.

Ms. Cook asked the amounts owed.

Mr. Jeffries stated Zahns owed \$1,125 and The Roar owed \$1,950 because they paid for two spaces in the book.

Mr. Abraham stated that was money the DDA already spent.

Ms. Cook stated the report reflected an extra amount was spent for supplies and asked the purpose.

Mr. Jeffries stated that expenditure was for an additional tent and barricades.

Mr. Abraham asked if Mr. Jeffries' projection of the increase in revenue was due to the summer activity being higher than last year.

Mr. Jeffries stated he projected \$31,000 would be collected in vendor revenue.

5. Farmers' Market Update

Ms. Foster stated she conducted a survey in conjunction with an Earth Day promotion this past weekend. She stated handicapped parking signs had been installed. Ms. Foster stated the vendors were happy with the advertising.

Ms. Foster stated she would be meeting with a prospective vendor who supplied fresh meat which she felt would be a positive addition to the Market.

Ms. Cook stated she thought there were issues with the electric at the Market and asked if the rent would be increased to cover electric costs should the meat vendor rent a space at the Market.

Ms. Foster stated if the meat vendor required electricity, she would have to delay permitting them to operate due to electric concerns. She stated the electricity was at a critical point.

Mr. Abraham stated the report reflected Market booth sales for the year were projected to be \$1,200 and asked for the status of the sales.

Ms. Foster proposed a volunteer at the booth to handle sales. She stated she could not have merchandise at the booth unattended while she was collecting rents.

Ms. Cook stated the volunteer would have to be someone who could be responsible for the money.

Mr. Hopkins stated the Board had talked about the electric needs for several months and he was concerned it had not been addressed. He stated he would like to see an update from Public Works on correcting the electric issues.

Mr. Hopkins asked for the status of the application for the grant for EBT cards. He asked if the use of EBT cards was mentioned in the survey Ms. Foster recently conducted.

Ms. Foster stated no, EBT was not one of the questions.

Mr. Jeffries stated a proposal for an electrical engineer to design upgrades which included the upgrades on Beach Street had not been approved through administration. He stated Public Works had completed maintenance issues as requested. Mr. Jeffries stated the upgrades which would include a new line to the Market were estimated to cost \$20,000 and if additional outlets were installed it would cost an additional \$10,000. He stated City electrical staff had done all they can do and now an electrical engineer must be hired to complete the additional work. Mr. Jeffries stated proposals had been submitted from electrical engineers but they had not been approved. He stated a \$20,000 project would not require City Commission approval.

Mr. Hopkins stated he thought the Board should establish a timeframe to have the electric in place by the fall when it would be busy again. He expressed concern about not being able to support the vendors.

Ms. Foster asked that additional outlets be included because lead cords were all over the Market. She asked that a recommendation be made to the CRA to make sure there was sufficient electricity at the Market.

Mr. Jeffries stated any expenditure over \$25,000 would have to be approved by the CRA.

Ms. Cook stated Ms. Foster would have to tell the meat co-op representative that the Market would not be able to accommodate him due to the lack of electricity.

Ms. Foster stated the current electric service was interrupted at least once a month then vendors had to close their businesses because there was no electric to operate their businesses.

Mr. Abraham asked how the process could be accelerated.

Mr. Jeffries stated the DDA could submit a letter to the City Manager outlining the benefits to the CRA. He stated vendors who required electric were new to the Market and when the license agreement with the DDA was done the electric issue was not anticipated.

Mr. Abraham stated a formal request could be made to improve the electric service since the vendors were the key to the Market's success.

Mr. Jeffries stated the case would have to be made as to why the vendors requiring electricity were critical to the success of the Market.

Ms. Kozinski stated it was her understanding in looking at the Riverfront Plan that the Farmers' Market was to grow into a public market. She stated public markets had vendors that provided meat, dairy, and fish products all requiring electricity for refrigeration. Ms. Kozinski stated that to have the Market move forward, electricity was needed.

Mr. Hopkins suggested the DDA draft a request letter to Paul Wetzel expressing the urgency of the situation.

Ms. Foster asked the letter not only outline the current needs but the needs required for future expansion as well.

Mr. Abraham stated Ms. Foster's request would be incorporated in to the letter as well.

Mr. John Nicholson, 413 N. Grandview Avenue, stated the visual impact of the improvements should be taken into account so that it was an attractive addition rather than a negative one.

Board Action

Mr. Hopkins made a motion to have a letter sent to Paul Wetzel expressing the urgency of the need for electricity upgrades at the Farmers' Market. Ms. Cook seconded the motion and it was approved unanimously (4-0).

Mr. Abraham asked that Mr. Jeffries draft a letter to the City Manager for his signature.

Ms. Foster stated currently there were no grants available to apply for for the EBT card use. She stated she was working on figures for this item and will submit figures to the Board next month.

Ms. Kozinski stated the New Smyrna Beach Farmers' Market had closed.

Ms. Foster stated she was at the New Smyrna Beach Chamber and was informed it had divided into 3 separate markets and was not successful.

a. **Radio Advertising**

Mr. Jagger read into the record a voting conflict form regarding this item, from Mr. Hopkins.

Mr. Jeffries presented three proposals for advertising for the Farmers' Market for the remainder of the year. The advertising would include the News Journal gang page, GO386 and on line and 13 weeks of advertising in the Hometown News. There would also be advertising in the In-Room concierge book and the Hilton concierge map. Radio advertising would be \$500 for AM radio and \$1,500 for additional radio advertising, which would be selected by Gold & Associates.

Ms. Cook asked if the request was for the new advertising in the Hometown news.

Mr. Jeffries stated yes.

Ms. Cook asked if the rack cards would be continued in addition to the request from the Hilton.

Mr. Jeffries stated yes. He stated the Hilton needed to have their own specially produced map, in order to maintain resort status, which would be provided to each guest upon check in.

Board Action

Ms. Cook made a motion to approve \$1,500 for additional radio advertising. Ms. Kozinski seconded the motion and it was approved (3-1) with Mr. Hopkins abstaining from the vote.

b. **Hilton Concierge Map Advertising**

Board Action

Ms. Cook made a motion to approve the \$700 expenditure for the Hilton Concierge Map. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

c. **Hometown News Advertising**

Board Action

Ms. Kozinski made a motion to approve the expenditure of \$1,365 for advertising in the Hometown News. Ms. Cook seconded the motion and it was approved unanimously (4-0).

6. **Riverfront Shops of Daytona Beach Campaign Update**

Ms. Cook stated that Premo's and Stacy Lipton were still listed on the website and should be removed immediately. She stated the only new business listed is Yours Truly.

Mr. Jeffries stated Curiosity Shop had been listed but Infinite Nutrition may not be. He stated the owner asked to be listed under Health Services since it was a health food store.

Ms. Cook stated the minutes reflected the Cubs were not participating in advertising.

Mr. Jeffries stated they did not participate on the joint television advertising.

Ms. Cook stated the old web site was now linked with the CVB.

Mr. Jeffries stated the Chamber should be linking as well as he had discussed with George Mirabal.

7. **Discussion: Bike Week Activities in Downtown**

Mr. Jeffries stated several merchants would like parking spaces designated for bikes during Bike Week and in order to do that, it must be incorporated into the Bike Week master plan. He stated he would bring the issue up at the next merchants meeting to get consensus from the merchants and report to the DDA Board at the next meeting.

Mr. Jeffries stated one member of the DDA should attend the Chamber Bike Week meetings.

Mr. Hopkins stated he had attended the last meeting.

Ms. Kozinski stated this item was discussed at a previous merchant meeting since merchants on the south end would like more participation in Bike Week.

Mr. Jeffries stated the merchants discussed advertising the Riverfront shops as a dining destination.

Mr. Abraham asked how parking meters will be handled with three motorcycles parking in one space.

Ms. Kozinski stated that was discussed and she had suggested letting motorcycles park for free.

8. Downtown Project Updates

Mr. Jeffries stated the parking lots improvements were out to bid and construction will start in June. He stated there was a proposal from Dickens & Associates to do the electric analysis and design for the City Island upgrade and Beach Street issues, such as changing out the light pads and the up lights in the palm trees. Public Works was making sure all maintenance items were corrected before an electrical engineer was hired to design the project.

Mr. Jeffries stated there was a proposal to consolidate all the trash dumpsters and build enclosures and Public Works was laying out the locations. He stated removal of the dumpsters would increase the number of parking spaces.

Ms. Kozinski asked if the dumpster coordination was being discussed with the Department of Restaurants and Hotels and the Health Department. She stated restaurants were required to have their own facility on pavement.

Mr. Abraham asked about ISB.

Mr. Jeffries stated there may be a public meeting in May or June.

Mr. Jeffries stated the wayfinding meeting was scheduled for Thursday. He stated he had provided a list of destinations to the consultant.

Ms. Kozinski asked if the bollard had been replaced on S. Beach Street.

Mr. Jeffries stated no.

Ms. Cook stated that barricades should be placed in that area.

Mr. Jeffries stated he met with an engineering firm to discuss opening Federal Lane. There was concern about the landscaping in that area.

Mr. Jeffries stated there had been discussion at the City Commission level about implementing pieces of the master plan and had suggested implementing the plaza concept at Magnolia Avenue.

9. Public Comments

There were no public comments.

10. Board Comments

Mr. Hopkins stated there was a representative of Selby Realty in attendance and asked if there had been a trend in leases.

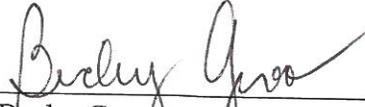
Ms. Pamela Rudd, Selby Realty, 200 E. Granada Blvd., Ormond Beach, stated she received a steady flow of calls and had shown 116 N. Beach Street twice that week and 132 once. She stated she was meeting with a large corporation for 176 N. Beach Street to 180 N. Beach Street. She stated she was working to lease Janice Sayers space on ISB. She stated there was a façade issue on 150 N. Beach Street and condo or residential was being considered for that space.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:25 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary