



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Wednesday, October 22, 2013 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: September 22, 2013**
4. **FY2012/13 Financial Report**
5. **Merchant Co-op Update**
 - a. **Merchant Co-op Participation Policy**
 - b. **Lamar Outdoor Advertising**
6. **Discussion: Safe Harbor Project for Homeless**
7. **Discussion: Merchant Participation**
8. **Public Comments**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, September 18, 2013**

The regular meeting of the Downtown Development Authority was held Wednesday, September 18, 2013, at 4:00 p.m. in Conference Room 149B of 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 (arrived at 4:40 p.m.)
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 4:08 p.m.

2. Roll Call

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

3. Approval of Minutes: August 22, 2013 Regular meeting

Board Action:

Mr. Hopkins made a motion to approve the minutes of the August 22, 2013 regular meeting. Ms. White seconded the motion and it was approved unanimously (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries stated that Page 10 of the packet outlines the budget status. Mr. Jeffries stated that \$159,450 was appropriated and to date \$121,423.45 has been spent. Mr. Jeffries stated that there is \$38,000 remaining and a lot of that was allocated for co-op marketing. Mr. Jeffries stated that not as much was spent on marketing as was anticipated.

Mr. Jeffries stated that \$28,309 has been collected from the Farmers' Market and there has been \$28,641 in expenses. Mr. Jeffries stated that the only remaining expense will be for two weeks of salary for the Market Manager.

Mr. Jeffries stated that Ms. Foster has a new produce vendor that will be starting at the market next week that will be using 6 spaces.

Ms. Cook asked Mr. Gross if he was aware of the discussion that was held at the last meeting about alcohol sales at the Farmers' Market.

Mr. Jeffries stated that we do not have an answer on that issue.

Mr. Jeffries talked about co-op marketing and noted that material is not included in the packet. Mr. Jeffries stated that certified letters were sent to merchants that had outstanding balances due the City for co-op marketing. Mr. Jeffries stated that Harlequin Antiques is making payments of \$175 toward their outstanding balance. Mr. Jeffries stated that McKay's and Windy City each owe \$500 and noted that both businesses are operated by the same individuals. Mr. Jeffries stated that he has not received a response from Mediterranean Experience who owes \$500. Mr. Jeffries stated that Nicoli's Beach Street is making payments. Roar Motorcycles has stated they will pay the \$1,950 owed after Bike Week and Zahn's Flowers has indicated they will pay after the holidays. Mr. Jeffries asked the Board if they would like to send any of the outstanding debts to collection.

Mr. Abraham asked if any of the debts would be considered a dead end.

Mr. Jeffries stated that he feels Mediterranean Experience would be since he is not getting a response.

Ms. White said if they are not making payments, why wouldn't they be sent to collection and asked if there is a cost associated with sending the debt to collection.

Mr. Jeffries stated that there is a 19% fee if the debt is collected.

Mr. Jeffries stated that the person that signed up for the advertising at Mediterranean Experience might not have had the authority to agree to the expense but he did sign representing the company.

Ms. Cook asked if we had signed contracts with the businesses.

Mr. Jeffries stated that we have signed merchant participation forms.

Ms. Cook stated that some of the businesses did respond after the certified letters were received by the merchants so that was an inexpensive process. She expressed concern about there not being a response from a company that owns

two businesses in the downtown. Ms. Cook stated that this process has been going on for a year.

Mr. Abraham asked when the business owners received the certified letters.

Mr. Jeffries stated they were received two weeks before the last meeting.

Mr. Abraham asked if we have received sign receipts.

Mr. Jeffries said yes so no one has contacted him to dispute the charge.

Ms. White stated that she feels we should be firm. She stated that the message needs to be sent that the business representative agreed to the expense and the money is owed to the city.

Mr. Gross asked if the vendors are listed on the DDA website and asked if they could be removed.

Mr. Jeffries stated that the bill is for printed materials which have been distributed but they could be removed from the on-line advertising.

Mr. Abraham asked if we had a policy to address non-payment.

Mr. Gross stated that it would be best to have a policy in place.

Ms. Cook stated that the total is \$5,200 which could be used for another event.

Mr. Abraham stated that we should do something and collections is the next step. He stated that for that amount of money, it would be hard to incur legal costs.

Ms. Cook asked if the City has a collections department.

Mr. Jeffries stated that the city must notify someone three times about an outstanding debt and after the third time if the debt is not paid, it is sent to collections.

Mr. Gross stated that he is not familiar with the collections process and is not sure if the debt is sold which would make a difference in the amount the city may receive.

Mr. Abraham asked if we do not collect, do we still own the debt.

Ms. White stated that we need to find out what the policy is.

Ms. Cook stated that she feels we should send one more certified letter to all who owe and include a note that the debt will be turned over to collections.

Mr. Gross stated that he would review the collections contract and see if a more stern letter could be generated from the attorney's office.

Ms. Kozinski arrived at 4:40 p.m.

Mr. Abraham stated that he feels that would be more effective.

Mr. Gross stated that if a letter is drafted by the attorney's office, it could include a statement that if the debt is not paid, the merchant will be ineligible for benefits otherwise provided by the DDA and asked for confirmation from the Board that that is what they would like included.

Ms. White stated that she did not want a policy created that caused more administrative labor and this should not create more work for staff or the DDA.

Ms. Kozinski asked if the website could be updated to remove merchants' names.

Mr. Jeffries stated they would be removed from the website for the item they paid for which would be the feature listing. He stated that listing the business is free to everyone.

Mr. Hopkins stated that we need to look at the way we conduct business. He stated if merchants would be required to pre-pay, we would not have collection issues. Mr. Hopkins stated that he is concerned about creating animosity between the merchants and the DDA. Mr. Hopkins stated that the DDA's business model is coming back to haunt us and that should be corrected.

Mr. Abraham stated that that would mean we would not do the co-op advertising except for those who pay in advance.

Mr. Hopkins stated yes and the materials should not go to print until we have the check in hand.

Mr. Abraham stated that we should not be in the business of extending credit and said there is concern about placing the ads and then someone goes out of business. Mr. Abraham stated that he feels there is a consensus to adopt that as a point of policy to not extend credit.

Mr. Hopkins asked if there are other areas of our business model that should be reviewed.

Mr. Abraham stated that he is not sure the Board is prepared to review other matters at this time.

Ms. White stated that this seems to be on the only part of the process that is failing.

Ms. Cook stated that we are putting on the Beer Fest and asked where it was started. Wasn't it started at McKay's? Ms. Cook stated they try to do other events to help their businesses and yet they don't respond to the city.

Mr. Abraham stated that he did not feel the Board is prepared to adopt a more comprehensive policy and stated that more time should be spent developing a policy to address someone who does not pay.

Ms. White stated that the issue is that the merchant did not pay and the Board should deal with that issue.

Mr. Abraham stated that the issue now is do we want to adopt a policy to not extend credit in the future.

Board Action:

Ms. White made a motion to adopt a policy of not extending credit in the future. Mr. Hopkins seconded the motion and it carried unanimously (5-0).

Mr. Abraham stated that one of the reasons the credit was extended was because of the deadlines for the publications. Mr. Abraham stated that if the city had not paid upfront for the printing, the deadlines would not have been met. Mr. Abraham stated that we will have to start earlier in the future to know who is participating and determine who has paid before a document goes to print.

Mr. Abraham stated that the Board discussed having the attorney's office prepare a final notice regarding the delinquencies.

Mr. Jeffries stated he will work with Mr. Gross on that and provide the letter at the October meeting. Mr. Jeffries stated that he will work with the attorney's office to draft additional policies that may be needed for the Board.

Board Action:

Ms. Kozinski stated that a collection letter should be prepared by the City Attorney and mailed to merchants regarding delinquency noting that it is the final notice before legal action is taken. Ms. White seconded the motion and it carried unanimously (5-0).

5. Gold & Associates Contract

Mr. Jeffries stated that included in the packet on Page 12 is the written proposal and Scope of Services Agreement from Gold & Associates. Mr. Gold distributed a revised Scope of Services to the Board. Mr. Jeffries stated that \$38,400 is budgeted which equals \$3,200 per month.

Mr. Jeffries stated that we are completing the first year of the implementation of the Riverfront Shops campaign. Mr. Jeffries stated that what has been accomplished in the last year is consistent branding and messaging that carries across all television advertising and printed materials. Mr. Jeffries stated that during the last year a comprehensive website has been launched which is accessed 3,000 to 4,000 times per month. Mr. Jeffries stated that the Facebook page now has over 3,000 likes. Mr. Jeffries stated that palm cards have been prepared that provide information on upcoming events. Mr. Jeffries stated that directory posters, hotel books, rack cards, and newspaper advertising have all been published. Mr. Jeffries stated that newsletters are distributed timely to the merchants.

Mr. Abraham stated that the change in the Scope of Services proposal as compared to the one that was distributed with the packet is that the 4 hours allocated for Social Media Posting will be pro bono.

Keith Gold, Gold & Associates, stated that once a quarter his firm will look at the analytics in more detail than what has been done previously. Mr. Gold noted that the new website which was completed by Gold & Associates generated more visitors in the first month than had been in the history of the previous site. Mr. Gold stated that the in-room concierge materials are in 6,000 hotel rooms and are seen by hundreds of thousands of people each year. Mr. Gold stated that Mr. Jeffries asked that the proposed Scope of Services match what his firm is doing. Mr. Gold stated that for every dollar that his firm receives, \$1 dollar on top of that is provided in pro bono work.

Ms. White stated that the Board will be considering later in the meeting a change to how it supports events. Ms. White asked if Gold & Associates will be creating advertising for those events and asked if there will be additional products costs with the proposed Scope of Services.

Mr. Gold stated that he wanted to make as many dollars as possible to go toward media purchases and the production will have to come out of that budget. Mr. Gold stated that his creative time would be contributed to it.

Ms. White stated that a lot of good groundwork has been made and thanked Mr. Gold for his leadership.

Mr. Abraham stated that it his understanding that a lot of the dollars spent supporting events will go directly to media outlets and not to create the production.

Board Action:

Mr. Hopkins made a motion to accept the proposal from Gold & Associates as amended. Ms. White seconded the motion and it carried unanimously (4-0).

6. **Riverfront Shops of Daytona Beach Campaign - FY2013/14**

Mr. Jeffries stated that included in the packet is the flow chart prepared by Gold & Associates that outlines proposed funding for projects for next year.

Mr. Jeffries stated that there are 3,410 likes on the Facebook page. The on-line advertising will continue as well as the e-newsletter, which will be sent out before Front Porch Friday. Mr. Jeffries stated that included in the packet is a proposal for funding for television commercials to be aired three weeks prior to the Halifax Art Show and 4 to 5 weeks during the holiday period.

a. **1st Quarter FY2013/14 Bright House Advertising**

This is a request for a total expenditure of \$3,600 to Bright House Cable which will include \$1,200 for three weeks of advertising in October to promote the Riverfront Shops of Daytona Beach and the Halifax Art Show and \$2,400 for four weeks of advertising in late November and early December to promote Downtown holiday events. Mr. Jeffries stated there will be \$1,100 in production costs related to producing the new commercials with specific tags that mention the Halifax Art Show and holiday events.

Board Action:

Ms. White made a motion to approve the expenditure of \$3,600 to Bright House Cable for advertising which will include \$1,200 for three weeks of advertising in October to promote the Riverfront Shops of Daytona Beach and the Halifax Art Show and \$2,400 for four weeks of advertising in late November and early December to promote Downtown holiday events and to approve the \$1,100 in production costs related to producing the new commercials. Ms. Cook seconded the motion and it carried unanimously (5-0).

b. **Beach Channel Advertising**

Mr. Jeffries stated this is a request to approve \$1,800 for 12 months of advertising to promote the Riverfront Shops of Daytona Beach to tourists in selected area hotels.

Board Action:

Ms. Kozinski made a motion to approve \$1,800 for 12 months of advertising on the Beach Channel to promote Riverfront Shops of Daytona Beach. Ms. White seconded the motion and it carried unanimously (5-0).

c. **Online & Social Media Advertising**

Mr. Jeffries stated that this is a request to authorize \$4,500 for the annual budget of ad-word clicks on Goggle search engine to drive customers to the Riverfront Shops website.

Ms. Kozinski asked if the Google search is geared more toward the Daytona Beach area.

Mr. Jeffries stated that Gold has set it so that searches are geared toward a more geographic region.

Al Smith, Chairman of the Downtown/Balough Road Redevelopment Area Board, questioned \$8,000 for Facebook advertising and asked how that expense is measured.

Mr. Jeffries stated that the demographics that are linked to the Facebook page are similar to the demographics that are key for downtown. Mr. Jeffries stated that \$5,000 was spent last year and he did not know if all of the \$8,000 will be used this year.

Mr. Smith stated that he had 6,400 people visit the Oyster Fest web page and he spent about \$300 for the webpage. He stated that he thinks \$8,000 for Facebook is a big number.

Mr. Abraham asked where the \$8,000 would go.

Mr. Jeffries stated that it will go to Facebook. He stated the Facebook page will have the ad for the Riverfront Shops which will connect someone to the website.

Ms. Cook noted that the request for the Facebook advertising amounts to \$350 a week.

Ms. White asked if we are trying to promote events through the Riverfront Shops Facebook page instead of having separate Facebook pages for each event and the rationale for the requested increase.

Mr. Jeffries stated the increase is to have more sponsoring of posts and the intent is to boost the social media presence.

Mr. Abraham asked if the Facebook charge is a flat fee.

Mr. Jeffries stated that we are billed monthly based on the number of click throughs.

Ms. Cook stated that it seemed like a large amount.

Mr. Jeffries stated that \$2,000 could be authorized for the first quarter since this is an important quarter due to the events that are scheduled and then Gold could report back after that time.

Mr. Hopkins made a motion to allocate \$4,000 for Facebook advertising for the first quarter. There was no second to the motion.

Ms. Kozinski asked which site is the best value.

Mr. Jeffries stated that he feels Google is the best for the money and is the best value in terms of referrals. Mr. Jeffries stated that many people find the Riverfront Shops webpage through accessing the City of Daytona Beach webpage.

Board Action:

Mr. Hopkins made a motion to approve a \$4,500 budget for Google advertising and \$4,000 for Facebook. Ms. Cook seconded the motion and it carried unanimously (5-0).

d. iContact Email Service Fee

Mr. Jeffries stated that this is the annual cost to maintain the service for the monthly newsletter. The total amount is \$1,310 annually.

Board Action:

Mr. Hopkins made a motion to approve \$1,310 for the annual iContact to maintain the customer email list for sending out e-newsletters. Ms. Kozinski seconded the motion and it carried unanimously (5-0).

e. Print Materials

Mr. Jeffries stated that this is a request to approve \$1,150 in annual costs related to printed materials, such as kiosk event posters, 4x6 event palm cards, and Riverfront Shop business cards.

Board Action:

Ms. White made a motion to approve \$1,150 in annual costs related to printed materials, such as kiosk event posters, 4x6 event palm cards, and Riverfront Shop business cards. Ms. Cook seconded the motion and it carried unanimously (5-0).

Addendum A-1 – Farmers’ Market Advertising: WNDB – 1150 AM

Mr. Jeffries provided an addendum to the agenda for the request for Farmers' Market Advertising on WNDB. Mr. Jeffries stated that during the next 52 weeks, the hosts of WNDB's Daytona Morning News will encourage listeners to tune in to WNDB on Friday Mornings for the "Weekend Update" with Al Smith. The annual cost for this advertising is \$3,995.

Board Action:

Ms. White made a motion to approve the annual advertising on WNDB in the amount of \$3,995. Ms. Cook seconded the motion and it carried unanimously (5-0).

7. Proposed FY2013/14 Downtown Events

Mr. Jeffries stated that included in the packet is a proposal from Bulls Eye Marketing for events for the next fiscal year. Mr. Jeffries stated that he is looking for Board approval on two items. Mr. Gross has been working on the contract with Bulls Eye and that will be presented at the next meeting. Mr. Jeffries would like approval of the funding for support of the Halifax Art Show.

Mr. Jeffries stated that Bulls Eye is proposing a series of events. In February, there will be a Wine and Chocolate Walk; March will be the Riverfront Music Festival; in May will be the cruise in car show; in June a Parrothead festival; in September the Riverfront food and wine festival; in October will be the dream cruise, which will be starting in October, 2013; and then the holiday season. Mr. Jeffries stated that the support from Bulls Eye on Front Porch Fridays will continue through the end of the year.

Mr. Jeffries stated that he handed out a page to the Board outlining the events. He stated the Board would make a request to the CRA to offset permitting costs. Mr. Jeffries stated that the Board could also make a request to the CRA for additional advertising support. Mr. Jeffries stated the total request would be for \$3,400. Mr. Jeffries stated that he is looking for feedback from the Board on Bulls Eye's proposal and he will follow up at the next meeting with a specific contract. Mr. Jeffries stated that the Board had discussed a three year contract so there is commitment to the events and the contract will be structured in that way.

Ms. White asked what is planned for Home for the Holidays for this December.

Mr. Jeffries stated that the individual that coordinated the event last year has informed the city that he will not conduct the event this year. Mr. Jeffries stated that he has talked with Kelly at Bulls Eye to see what can be planned. Mr. Jeffries stated that he has included \$1,000 for the cost for performers for this year.

Ms. White stated that basically we will be dealing with Bulls Eye on all of our events.

Mr. Jeffries stated yes except for the Halifax Art Show. Mr. Jeffries stated that the merchants will have to step up if Front Porch Fridays are to be continued.

Mr. Smith stated that he did the holiday wine walk and the numbers were half of those who participated in the wine and chocolate walk. Mr. Smith stated that there are a lot of other events at that time of year.

Ms. Kozinski stated that she does not know of any merchant that received a benefit from the holiday event last year.

Debbie from Bulls Eye Marketing stated that she has talked about putting a tree with lighting in Riverfront Park and having a stage there as well.

Mr. Jeffries stated that we would support the Front Porch Friday in November and the tree would be funded through the CRA. Mr. Jeffries stated the boat parade is also held during this time period.

Mr. Jeffries stated the request from the DDA is for \$10,000 for advertising and a request of \$34,000 from the CRA.

Ms. Kozinski asked if the DDA paid anything to support the boat parade.

Mr. Jeffries stated that support is provided that day.

Ms. Cook asked if Mr. Jeffries thought the CRA will support the \$34,000 request.

Mr. Jeffries stated that the budget meeting is being held this evening and this item is included in a marketing line in the CRA budget.

Board Action:

Ms. White made a motion to approve the funding for the downtown events including the \$8,500 for the Halifax Art Festival. Ms. Cook seconded the motion and it carried unanimously (5-0).

Ms. Kozinski asked if the Oyster Festival and Halifax Art Show are not on the listing of events since they are not proposed by Bulls Eye.

Mr. Jeffries stated that costs are included for the film festival.

Ms. White left the meeting at 5:52 p.m.

8. Merchant Co-op Update

- a. **In-room Concierge Book**
- b. **Daytona Cubs Advertising Trade Agreement**

Mr. Jeffries stated that 4 merchants have agreed to participate in the in-room concierge book. Mr. Jeffries stated that a section will be included about the Farmers' Market. Mr. Jeffries stated that he has received a proposal from the Daytona Cubs to continue the trade agreement, which provides for the Daytona Cubs to place a ½ page ad in the in-room concierge book and a ½ page ad for the Riverfront Shops is placed in the Daytona Cubs program for the entire year. Mr. Jeffries stated the cost is \$7,715 and the action by the board is to ratify what has been done.

Mr. Jeffries stated that four merchants have agreed to participate in the in-room concierge book so the actual impact to the DDA budget is about \$1,700.

Board Action:

Mr. Hopkins made a motion to approve the budget expenditure for Sea Magazine and the trade agreement with the Daytona Cubs. Ms. Cook seconded the motion and it carried unanimously (4-0; Ms. White left the meeting).

c. **Lamar Outdoor Advertising**

Ariel Beckner from Lamar Advertising stated this is a request for billboard advertising from Ormond Beach to Port Orange. She stated that advertising would be placed on billboards on International Speedway during Race Week to direct visitors to downtown. Ms. Beckner stated that there is a guarantee of 190,000 impressions weekly up to 210,000.

Ms. Kozinski asked why there is an ethnicity breakdown.

Ms. Beckner stated that that is a general demographic that is made available in advertising.

Mr. Jeffries stated this would be a partnership with Paul Zappitelli of Zappi's to split the cost of the billboard advertising and the Riverfront Shops would be included in the advertising as well as the Farmers' Market. Mr. Jeffries stated that if the Board authorizes the request, the billboard advertising will start October 1, unless the Board delays the request until November 1 in order to have an opportunity to see the ad.

Mr. Abraham stated the bill boards will change every three months.

Mr. Hopkins stated that he had a stigmatism with the DDA aligning with a specific merchant. Mr. Hopkins stated that he feels the Board should be doing what it can for all of the merchants and did not want to set a precedent.

Mr. Abraham stated that Mr. Hopkins' point is a good one and we should not align ourselves with any one.

Ms. Kozinski stated this was discussed at the merchant's meeting and there was discussion about doing a topper at a lower cost.

Ms. Cook stated that she sees Mr. Hopkins' point but she also sees the other side. She stated this is a new idea. She stated that the DDA budget cannot afford billboards. She stated that for the \$1,950 expenditure it would be a lot of exposure for the Farmers' Market and downtown. Ms. Cook stated that she is concerned that the Board cannot see the first visual of the billboard diagram.

Mr. Abraham asked if the decision can be delayed until November 1.

Mr. Jeffries stated that he believes the cost would just shift until November 1.

Ms. Cooks stated that she believes the spots that are suggested have not been sold and usually it is a 3 month minimum for advertising on a billboard.

Mr. Abraham stated that he is concerned that the Board does not have the graphic to review.

Mr. Hopkins stated that he did not have a problem with Zappi's but he said the Board is establishing a policy of working directly with a merchant. Mr. Hopkins said if this is a policy that the Board is going to adopt it needs to be available to other merchants.

Mr. Abraham stated that he agrees. Mr. Abraham asked if there is something that the Board could do for a lesser period of time and make the offer to other merchants.

Mr. Gross stated that he has talked with Mr. Jeffries about developing a policy and stated that perhaps a policy should be developed to address the Board's concerns.

Mr. Abraham stated that the Board provides the concierge book and merchants participate; however, that is open to all.

Mr. Jeffries stated the proposal would be more of a partnership between the DDA and Zappi's.

Mr. Jeffries stated that he could email the graphics to the Board prior to it being posted on the billboard. He stated that Lamar will not create the graphics until the DDA commits to the contract.

Mr. Hopkins stated that fundamentally he supports the request but the Board Attorney has stated we may have a policy issue.

Mr. Abraham stated that the Board needs to have a policy to outline how we will make the same offer available to other merchants.

Debbie from Bulls Eye stated that if the Board viewed the request from a digital billboard standpoint, the message could rotate for whoever wanted to participate. She stated the money could be collected up front and that way no particular merchant is favored. She stated that the Board may be opening Pandora's Box if you support one merchant and not make the offer to others.

Ms. Cook stated that Lamar approached the Board and perhaps they could go out to other vendors to have them sell the remainder of the billboards.

Mr. Gross stated that perhaps sponsorships could be sold for events.

Ms. Kozinski stated that she would be concerned about Lamar selling the other half and would need assurance that it would be sold only to another Downtown merchant. She stated if another merchant did not purchase the other half, she would be concerned about what may be placed on the other half of the billboard.

Mr. Jeffries stated that the proposal came from Paul Zappitelli who is interested in doing the program for 6 months. Mr. Jeffries stated the proposal is to buy 2 and get the third free.

Mr. Abraham stated that he is willing to approve the program if a policy is developed to make the program available to the other merchants for a six-month period.

Ms. Cook asked if Lamar would consider a 3 month period.

Mr. Jeffries stated that the pricing would increase.

Ms. Kozinski made a motion to approve the request from Lamar and Paul Zappitelli and that a policy be developed so this is not an exclusive arrangement. Ms. Cook seconded the motion.

Ms. Cook asked Mr. Gross what the policy may include.

Mr. Gross stated that he and Mr. Jeffries talked about not allowing any advertising from vendors that would not be suitable for family viewing and would not promote smoking or alcohol. Mr. Gross stated that he

referred to a page from the code that addresses banner advertising. Mr. Gross stated that it would have to be a business located in the DDA and would have to be family friendly.

Mr. Hopkins stated that the DDA will have to make a commitment in the budget so there is sufficient money to support this venture. Mr. Hopkins stated that he would like to see the policy.

Mr. Abraham stated there is a motion on the floor to approve the request from Zappi's and to have the policy developed.

Ms. Cook withdrew her second to the motion on the floor so the motion died for lack of a second.

Board Action:

Ms. Cook made a motion that a policy be adopted prior to the DDA entering into a contract. Mr. Hopkins seconded the motion and it carried unanimously (4-0; Ms. White left the meeting).

9. Discussion: Merchant Participation

Mr. Jeffries stated that the DDA needs to address getting the merchants to buy into the marketing campaign. Mr. Jeffries stated that he sends out an email asking the merchants for their news and he only gets 2 or 3 responses. Mr. Jeffries stated this has been an ongoing issue. He said there has been better participation at the merchants meetings. Mr. Jeffries stated perhaps a committee could be developed to coordinate Front Porch Fridays. Mr. Jeffries stated that merchant participation needs to be addressed.

Ms. Kozinski stated that perhaps a corps group could be put together to help promote downtown but expressed frustration over the lack of interest by the merchants.

Debbie from Bulls Eye stated that Bulls Eye would be happy to support the merchants but the merchants want Bulls Eye to do everything.

Mr. Jeffries stated the discussion will be continued at next month's meeting.

Mr. Abraham stated that when the city and the DDA were supporting the DBPA it was not easy.

Ms. Cook stated that there are not a lot of retailers in the downtown and she is not comfortable in having her business open on Saturday since there are not a lot of other businesses open.

Ms. Kozinski stated that she was discouraged at the last merchant's meeting and stated she was the only one who attended representing the food and beverage industry.

Mr. Jeffries stated the first step will be to get the restaurants involved. He said he will send out the information for Front Porch Friday and see what response he receives.

10. Public Comments

There were no public comments.

11. Board Comments

There were no Board comments.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 6:58 p.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: October 17, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2012/13 Financial Report

The following is the DDA financial report with expenditures through September 31, 2013 for Fiscal Year 2012/13.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 9/30/13	Balance
Contract Services	\$ 1,000	\$ 1,059.72	\$ (59.72)
Supplies	\$ 1,500	\$ 1,330.58	\$ 169.42
Care and Subsistence	\$ 400	\$ 371.80	\$ 28.20
Professional Memberships	\$ 600	\$ 420.00	\$ 180.00
Technical Services	\$ 1,500	\$ 1,299.91	\$ 200.09
Professional Services	\$ 45,600	\$ 45,600.00	\$ -
Co-op Marketing	\$ 50,000	\$ 26,346.36	\$ 23,653.64
Downtown Marketing	\$ 30,100	\$ 20,767.59	\$ 9,332.41
Downtown Events	\$ 20,000	\$ 16,117.00	\$ 3,883.00
Downtown Holidays	\$ 8,750	\$ 8,540.00	\$ 210.00
Total	\$ 159,450	\$ 121,852.96	\$ 37,597.04

Note: Appropriations reflect budget transfers approved at the December 18, 2012 meeting.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 9/30/13		Balance
Vendor Revenue	\$ 28,800	\$ 30,439.00		\$ (1,639.00)
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 30,000	\$ 30,439.00		\$ (439.00)

Expenses	Appropriation	Spent to Date As of 9/30/13		Balance
Market Manager	\$ 14,200	\$ 15,894.98		\$ (1,694.98)
Supplies	\$ 3,100	\$ 2,851.52		\$ 248.48
Liability Insurance	\$ 1,265	\$ 1,101.25		\$ 163.75
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 8,935	\$ 8,641.25		\$ 293.75
Market Events	\$ 500	\$ 238.00		\$ 262.00
Booth Merchandise	\$ 500	\$ -		\$ 500.00
Total	\$ 30,000	\$ 30,227.00		\$ (227.00)

Profit/Loss	\$ -	\$ 212.00		
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Note: Appropriations reflect budget transfers approved at the June 25, 2013 meeting.

Farmers' Market Revenue Comparison

	2011/12		2012/13		% Increase
	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	
November			\$ 2,516	54	
December			\$ 2,619	55	
January	\$ 2,420	55	\$ 2,680	58	10.7%
February	\$ 2,464	56	\$ 2,604	57	5.7%
March	\$ 2,552	58	\$ 2,769	58	8.5%
April	\$ 2,585	59	\$ 2,827	60	9.4%
May	\$ 2,424	55	\$ 2,840	62	17.2%
June	\$ 2,312	49	\$ 2,839	59	22.8%
July	\$ 2,224	53	\$ 2,207	46	-0.8%
August	\$ 2,229	52	\$ 2,353	48	5.6%
September	\$ 2,394	56	\$ 2,342	49	-2.2%
Total	\$ 21,604		\$ 31,036		8.5%



AGENDA ITEM: 5

THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: October 18, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Lamar Outdoor Advertising Funding

Staff is requesting a reconsideration of the request to partner with PAULZAP, Inc to jointly advertise on rotating billboards in the trade area for Daytona Beach. An outline of the merchant participation policy will be presented at the meeting for the DDA to consider.

Paul Zappitelli, Zappi's Italian Garden Restaurant, is requesting a partnership with the DDA to fund three local, rotating billboards for six months. The billboards are 10.5' x 22.75' and will be located in Ormond Beach and Port Orange. The advertising will rotate to different billboards each month. See the attached map with the location of the boards.

The advertising will feature Zappi's Italian Restaurant, Riverfront Shops of Daytona Beach and Farmers' Market.

Funding Sources:

- PAULZAP, inc: \$3,900
- DDA – Riverfront Shops: \$1,950
- DDA – Farmers' Market: \$1,950

Total cost for six months: \$7,800

The DDA has \$28,500 budgeted in the Merchant Co-op line item and \$14,435 budgeted in the Farmers' Market Advertising line item for Fiscal Year 2013/14.



Zappi's Italian Garden

Map #1





Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	1	40973	347823	Poster / Retro	1.684 mi.	East	10' 6" x 22' 9"	60709	YES
Location: N/S MASON AVE, .2 MI E/O NOVA RD-W/B									
	2	40997	347835	Poster / Retro	1.4027 mi.	East	10' 6" x 22' 9"	44733	YES
Location: S/S MASON AVE 200' E/O LENORA-W/B									
	3	40996	347834	Poster / Retro	1.4027 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE 200' E/O LENORA-E/B									
	4	40863	347760	Poster / Retro	4.2533 mi.	North	10' 6" x 22' 9"	86055	YES
Location: W/S N. US1, 230' N/O SEVILLE-S/B									
	5	40864	347761	Poster / Retro	4.2533 mi.	North	10' 6" x 22' 9"	88787	YES
Location: W/S N US 1, 230 N/O SEVILLE-S/B									
	6	40853	347754	Poster / Retro	6.5331 mi.	West	10' 6" x 22' 9"	45481	YES
Location: N/S US 92, 2.5 MILES W/O I-95-E/B									
	7	40843	347744	Poster / Retro	4.2533 mi.	South	10' 6" x 22' 9"	64200	YES
Location: W/S N. US1, 230' N/O SEVILLE-N/B									
	8	40845	347746	Poster / Retro	2.7395 mi.	South	10' 6" x 22' 9"	47381	NO
Location: W/S N. NOVA RD, .1 MI. S/O 10TH ST-N/B									
	9	40846	347747	Poster / Retro	2.7395 mi.	South	10' 6" x 22' 9"	47381	NO
Location: W/S N NOVA RD, .1 MI S/O 10TH ST-N/B									
	10	40847	347748	Poster / Retro	2.7395 mi.	North	10' 6" x 22' 9"	64303	NO
Location: W/S N NOVA RD, .1 MI S/O 10TH ST-S/B									
	11	40848	347749	Poster / Retro	2.7395 mi.	North	10' 6" x 22' 9"	64303	NO
Location: W/S N NOVA RD, .1 MI S/O 10TH ST-S/B									
	12	40960	347814	Poster / Retro	3.2341 mi.	East	10' 6" x 22' 9"	38356	YES
Location: S/S MASON AVE & BILL FRANCE-W/B									
	13	40961	347815	Poster / Retro	3.2341 mi.	West	10' 6" x 22' 9"	52055	YES
Location: S/S MASON AVE & BILL FRANCE-E/B									
	14	40957	347811	Poster / Retro	1.3033 mi.	East	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE & SWIFT ST-W/B									



Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	15	40958	347812	Poster / Retro	1.3033 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE & SWIFT ST-E/B									
	16	40956	347810	Poster / Retro	1.5754 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE, .1 MI W/O EDWARDS-E/B									
	17	40950	347809	Poster / Retro	1.684 mi.	West	10' 6" x 22' 9"	44733	YES
Location: N/S MASON AVE, .2 MI E/O NOVA RD-E/B									
	18	40842	347743	Poster / Retro	4.2533 mi.	South	10' 6" x 22' 9"	65566	YES
Location: W/S N. US1, 230' N/O SEVILLE-N/B									
	19	40824	347729	Poster / Retro	3.8886 mi.	South	10' 6" x 22' 9"	39778	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-N/B									
	20	40825	347730	Poster / Retro	3.8886 mi.	South	10' 6" x 22' 9"	39778	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-N/B									
	21	40826	347731	Poster / Retro	3.8886 mi.	North	10' 6" x 22' 9"	53985	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-S/B									
	22	40827	347732	Poster / Retro	3.8886 mi.	North	10' 6" x 22' 9"	53985	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-S/B									
	23	40763	347716	Poster / Retro	7.6031 mi.	North	10' 6" x 22' 9"	62200	YES
Location: E/S S US 1 N/O JCT S NOVA RD-S/B									
	24	40764	347717	Poster / Retro	7.6031 mi.	North	10' 6" x 22' 9"	62200	YES
Location: E/S S US 1 N/O JCT S NOVA RD S/B									
	25	40765	347718	Poster / Retro	7.6031 mi.	South	10' 6" x 22' 9"	80859	YES
Location: E/S S US 1 N/O JCT S NOVA RD									
	26	40766	347719	Poster / Retro	7.6031 mi.	South	10' 6" x 22' 9"	82103	YES
Location: E/S S US 1 N/O JCT S NOVA RD N/B									
	27	40767	347720	Poster / Retro	1.5754 mi.	East	10' 6" x 22' 9"	31502	NO
Location: S/S MASON AVE, .1 MI W/O EDWARDS-W/B									
	28	40712	347704	Poster / Retro	1.4996 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE 200' E/O FOREST-E/B									



Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	29	40711	347703	Poster / Retro	1.4996 mi.	East	10' 6" x 22' 9"	44733	YES
Location: S/S MASON AVE 200' E/O FOREST-W/B									
	30	40749	347711	Poster / Retro	4.1123 mi.	North	10' 6" x 22' 9"	56485	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-S/B									
	31	40750	347712	Poster / Retro	4.1123 mi.	South	10' 6" x 22' 9"	76658	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-N/B									
	32	40591	347681	Poster / Retro	2.5095 mi.	South	10' 6" x 22' 9"	42924	NO
Location: E/S CLYDE MORRIS 650' S/O MASON AVE N/B									
	33	40592	347682	Poster / Retro	2.5095 mi.	North	10' 6" x 22' 9"	31629	NO
Location: E/S CLYDE MORRIS BLVD 650' S/O MASON S/B									
	34	40664	347695	Poster / Retro	4.1123 mi.	North	10' 6" x 22' 9"	56485	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-S/B									
	35	40665	347696	Poster / Retro	4.1123 mi.	South	10' 6" x 22' 9"	76658	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-N/B									
	36	40156	0	Poster / Retro	8.1435 mi.	South	10' 6" x 22' 9"	Pending Audit	NO
Location: US-1 ROSE BAY S/O PORT ORANGE									
	37	40160	347624	Poster / Retro	8.2552 mi.	North	10' 6" x 22' 9"	42685	NO
Location: E/S S US 1, 3/10 MILE S/O ROSE BAY BRDG									
	38	40157	347621	Poster / Retro	8.201 mi.	North	10' 6" x 22' 9"	42685	NO
Location: E/S S US 1 1/10 MI S/O ROSE BAY BRDG-S/B									
	39	40159	347623	Poster / Retro	8.2332 mi.	North	10' 6" x 22' 9"	44464	NO
Location: E/S S US 1, 2/10 MILE S/O ROSE BAY BRDG									
	40	40158	347622	Poster / Retro	8.201 mi.	North	10' 6" x 22' 9"	44464	NO
Location: E/S S US 1 1/10 MI S/O ROSE BAY BRDG-S/B									
	41	40161	347625	Poster / Retro	8.2552 mi.	North	10' 6" x 22' 9"	42685	NO
Location: E/S S US 1, 4/10 MILE S/O ROSE BAY BRDG									
	42	40165	347626	Poster / Retro	8.8 mi.	South	10' 6" x 22' 9"	57803	NO
Location: E/S US-1 & SPRUCE CREEK BRIDGE N/B									

*Impression values based on: 18+

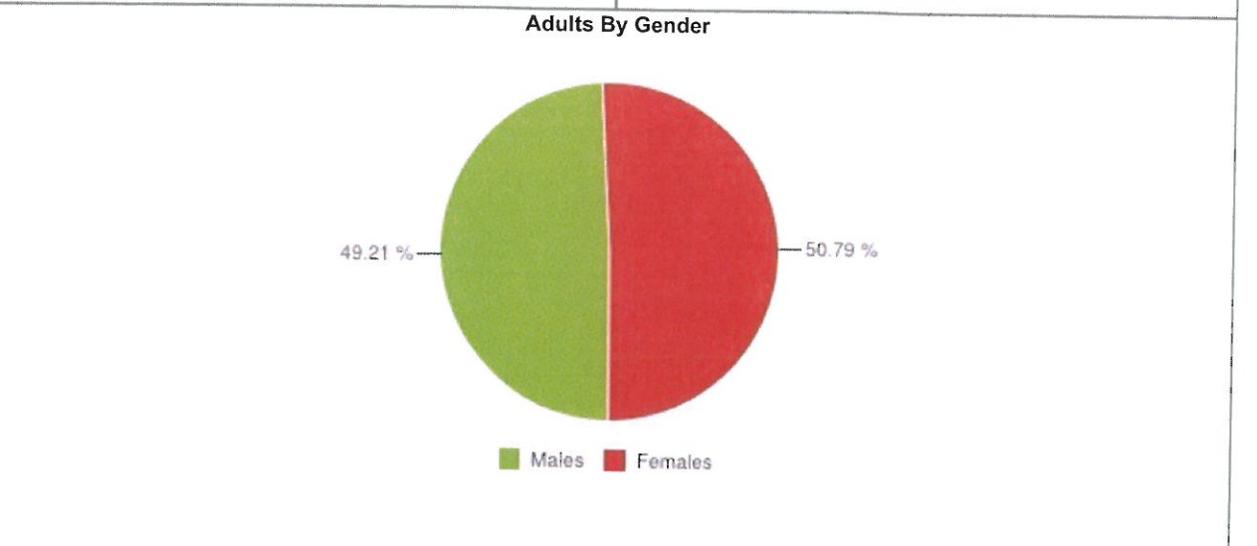
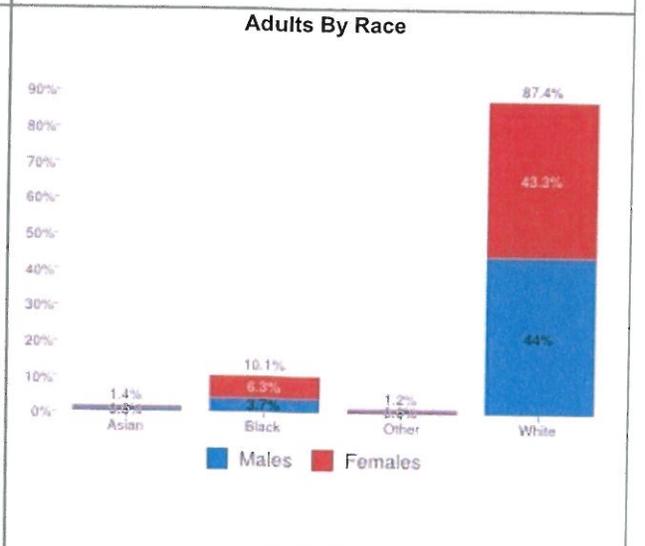
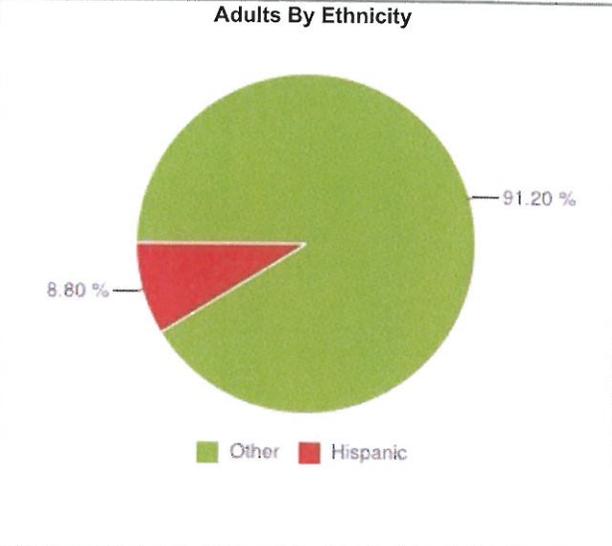
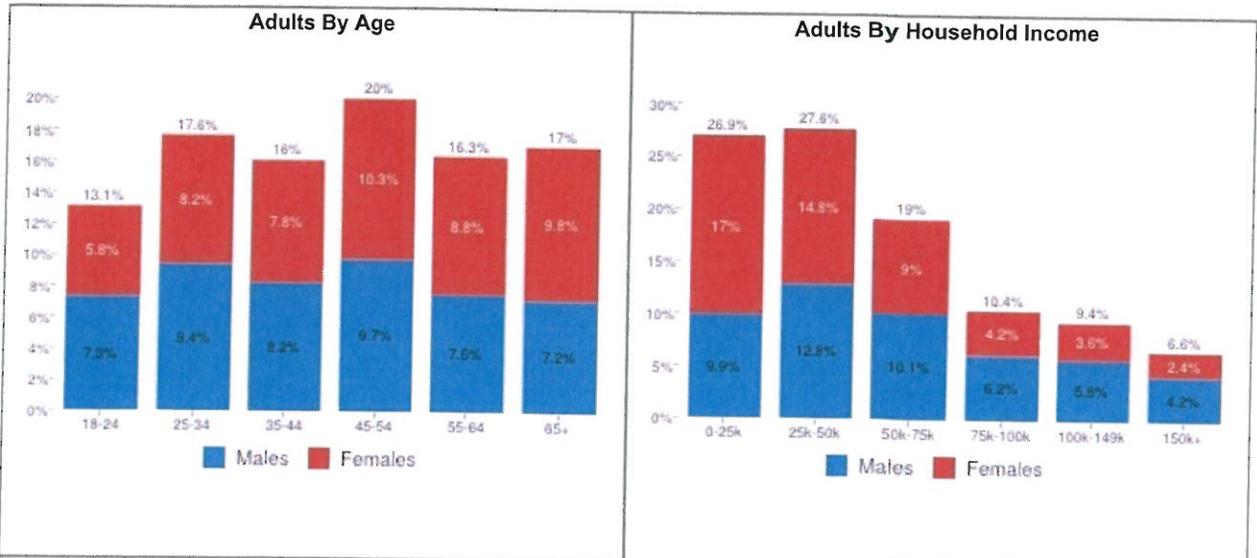


Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	43	40063	347615	Poster / Retro	1.4552 mi.	East	10' 6" x 22' 9"	60709	YES
Location: N/S MASON AVE & CENTER ST-W/B									
	44	60000	0	Poster / Retro	8.1268 mi.	South	10' 6" x 22' 9"	Pending Audit	NO
Location: US 1 S/O HARBOR OAKS									
	45	40005	30446758	Poster / Digital	4.2975 mi.	South	10' 0" x 21' 0"	59667	YES
Location: W/S NOVA RD & GOLF AVE NORTHBOUND-N/B									
	46	12001	30568518	Poster / Retro	4.2975 mi.	North	10' 6" x 22' 9"	76658	NO
Location: N/S NOVA & GOLF AVE S/B									
	47	12013	0	Poster / Retro	1.1723 mi.	South	10' 6" x 22' 9"	Pending Audit	YES
Location: W/S US1 2200' S/O MASON AVE									
Total Weekly Impressions: 2481370									



Zappi's Italian Garden



These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.

SAFE HARBOR TRANSITIONAL SHELTER AND SERVICE CENTER

Pinellas County/St. Petersburg 2008

- 400+ homeless people every night in tent city downtown, on steps of City Hall
- Struggling downtown area, sidewalks sprayed daily with disinfectant, open fires safety hazard
- National news stories when tents destroyed by police
- Sheriff's jail budget slashed by 100 million

Pinellas County/St. Petersburg 2011

- Pinellas Safe Harbor opens in 60 days, run by Sheriff's Department
- Consultant: nationally known expert Robert Marbut, designed Haven for Hope in San Antonio
- Temporary, transitional shelter and service center
- 16 of 24 municipalities contribute financially, grant funding diverted, food service centralized
- HOMELESS POPULATION IN CITY CORE REDUCED BY OVER 80% WITHIN SIX MONTHS

Pinellas County/ St. Petersburg/ **Pinellas Safe Harbor** 2013

- Cost per person \$13 per day versus over \$100 per person in Pinellas County Jail
- 4000 people each year, 400 per night, average length of stay 47 days
- Case Manager assigned within 24 hours to assist with referrals, assistance
- On site job training, classes, interviews
- Holistic approach addresses underlying causes of homelessness
- Less than 10% of guests from out of metro area so is not a "magnet"
- 18% are Veterans
- About 25% transition to other permanent housing within 60 days
- Downtown experiences economic rebirth: world class museums, restaurants, new shops, national conventions

Volusia County 2013

- 2000 unsheltered individuals every night
- Less than 100 available beds for one night at a time, turning out people at dawn
- Day shelter opened for 7 people, three hours a day; others in parks, library, other public places
- 50 homeless people in Volusia County have been arrested over 6,167 times at a cost of over 12 million dollars
- Short jail stays most expensive, least effective way to deal with homeless individuals
- EVAC to ER most expensive way to deliver medical services
- Current efforts at assisting homeless are focused on families and children leaving GAP IN SERVICE FOR HOMELESS INDIVIDUALS
- No centralized service center, no coordination among providers of services

Volusia Safe Harbor 2014

- Centralized, temporary shelter and service center open 365/24/7
- Case management and services in one central location for intake and diversion
- Community wide partnerships for medical care, food service, retraining
- Improved capacity in existing providers
- Economic revitalization realized

SAFE HARBOR TRANSITIONAL SHELTER AND SERVICE CENTER

Volusia Safe Harbor proposes to be a 25,000 square foot facility in the center of the county, near the jail, communications and emergency center. In a joint effort between the county and municipalities, working together with social service providers, a new model for centralized homeless services will save taxpayer money, assist economic revitalization efforts, improve public safety and provide effective assistance to unsheltered adults throughout Volusia County.

The primary purpose of Volusia Safe Harbor is jail diversion. Instead of arresting people who are committing minor offenses like trespass or alcohol possession, law enforcement will offer a courtesy ride to a shelter open 365/24/7. Any adult individual may come voluntarily and stay for a night or many months. It is a transitional facility and day center. Other people may arrive with voluntary transport by outreach teams who go into homeless encampments and offer rides to the shelter. People can come and go, but no rides out are provided and there is a curfew. It will accept people who are under the influence, but there will be a separate area outside for people unwilling or unable to refrain from substance abuse. Only violent acts result in permanent expulsion.

Volusia Safe Harbor is not intended for permanent living, but rather, is a transitional shelter. It provides a bridge from homelessness into existing permanent housing elsewhere. It is a temporary portal where basic needs are met in a safe but Spartan environment for 250 people.

As guests enter the facility through the single entry point, they go through a security screen. Law enforcement performs the security function either through officers or private security. Knives and weapons are kept in a locker. Personal belongings are put in trailer storage outside and guests are allowed access twice a day. Identification cards are issued, and a package of toiletries, shower shoes, cup and plate are provided. Guests are given a 12 gallon plastic storage tub for belongings they want to keep with them. School-like lockers with padlocks are provided for important papers. Medications must be checked in with staff.

Inside there will be four large quadrants, each with separate group bathrooms and showers. At night, mats are placed on the floor. In the daytime, the mats are stacked up and the area becomes a day room. In the center of the facility will be office and classroom space, a library and computer room, clothing closet, medical room, laundry machines, exercise room and other common facilities.

Food service will be brought in. There will be one hot meal a day. Faith based organizations which currently perform this function throughout the county will be redirected and encouraged to relocate these efforts to this centralized location. Halifax Urban Ministries is discussing a partnership with Safe Harbor.

Within 24 hours of arrival, guests are assigned a case manager who performs an intake assessment. Referrals are made for veterans or other benefits, substance abuse treatment, medical referrals, or other needs. The case managers will be employees of community partners like Haven Recovery Center, or other entities that are currently providing direct services to this population.

Community providers come on site to provide classes, job retraining or interviews and other services. Medical and dental clinics, haircuts, life skills classes are envisioned with on site visits from local colleges, hospitals and other providers. These activities during the day are designed occupy time with productive activity intended to assist guests to transition into self-sufficiency.