

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, August 22, 2013

The regular meeting of the Downtown Development Authority was held Tuesday, August 22, 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. Jeanne Tolley, Redevelopment Technician
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: July 23, 2013

Ms. Cook stated there should be a correction on Page 8 of 16. She stated the minutes should read that Mr. Jeffries stated Cook Jewelers and Angell & Phelps have updated the exteriors of their buildings", "not will be updating". Ms. Cook stated there was a typo on Page 3 of 16 in the first paragraph under the Farmers' Market Update. The sentence should read she had been in contact, not bee in contact.

Board Action

Ms. White made a motion to approve the minutes of July 23, 2013 as corrected. Ms. Kozinski seconded the motion and it was approved unanimously (5-0).

4. **DDA Monthly Financial Report**

Mr. Jeffries presented the budget status report and stated through August 16, 2013, the Farmers' Market had collected \$27,209. He stated there had been a decline in collections during the summer, which was expected. Mr. Jeffries stated approximately \$31,000 was the amount expected to be collected, which was above what was projected.

Ms. Cook stated she thought with two large vendors leaving the Market the revenue projection may be down.

Mr. Jeffries stated Ms. Foster found a replacement for the produce vendor and they would be using multiple spaces.

Ms. Kozinski stated Rocco indicated he will be returning to the Farmers' Market.

Mr. Jeffries stated certified letters were sent to the merchants who had outstanding accounts due the City for the merchant co-op marketing. He stated one paid in full and the other had contacted Mr. Jeffries to make a partial payment this month and the balance next month.

5. **Farmers' Market Wholesale Vendors**

Mr. Jeffries presented a report from Ms. Foster about additional vendors. He stated she obtained one replacement vendor for produce and currently there were 28 in the Market.

Ms. Foster stated Rocco, with Margherita Farms, may return to the Market.

Mr. Abraham asked how the revenue stream will be affected by the change in the vendors during the coming fiscal year.

Ms. Foster stated the revenue remained steady.

Mr. Jeffries stated the revenue dropped in July and August, which was consistent with the revenue last year.

Mr. Abraham asked if Ms. Foster expected the revenue to increase during the strong season.

Ms. Foster stated she had a lot of people asking to sell at the Market. She stated an individual had contacted her for the second time about selling Bison starting in the fall. She stated there was also interest by a winery to sell in the Market so there was more of a variety of items for sale.

Mr. Abraham asked if the projected revenue in the 2013-14 budget of \$35,750 is realistic.

Ms. Foster stated she thought so.

Ms. Foster stated she had been approached to start a jam session on Saturdays for the Blues Society. She stated it had also been suggested to have master gardeners offer classes on Saturdays.

Mr. Abraham asked if they were utilizing all of the space leased from the City for the Farmers' Market and, if the market expanded, if additional space would need to be leased.

Mr. Jeffries stated the Market was still within the license area. He stated some of the vendors parked their cars in the Market area so if the Market was expanded, the first step would be to relocate those cars.

Ms. Foster stated many of the vendors liked the convenience of being able to park their cars at the selling site and she would like to keep it that way.

Mr. Jagger stated the license agreement extended to Magnolia Avenue and down to the driveway at center field.

Mr. Jeffries stated there was room to grow.

Ms. White stated the revenue projection for next year was \$35,750, and the current year revenue projection was \$28,800.

Mr. Jeffries stated there were two revenue streams, and the one that had not been activated was the booth revenue, which was \$1,200. He stated the stumbling block for the booth revenue was getting volunteers to man the booth for times when Ms. Foster was collecting booth rent and/or meeting with vendors and was away from the booth.

Ms. White asked if there was a plan to raise rates.

Mr. Jeffries stated no.

Ms. Cook asked about the contact made from the winery and asked if alcohol sales were permitted.

Mr. Jagger stated he would check the agreement to determine if it could be permitted.

Mr. Abraham stated if the vendor had a license, they could sell bottles of wine under their license.

6. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries stated currently there were 3,100 Facebook likes. He stated two newsletters were sent out monthly. The first highlighted merchant information and the second highlighted Front Porch Friday.

Mr. Jeffries stated the television commercials would air in September and October to promote the Halifax Art Show.

Mr. Jeffries stated Gold & Associates had prepared a report on how they will promote events on television and radio. He stated he hoped to come back at the September meeting with 3 year contracts with promoters for specific events.

Ms. Kozinski asked for the status of the women's motorcycle ride.

Mr. Jeffries stated he talked with them and they were willing to hold the event with the CRA paying the permit fees but they need to obtain liability insurance for the event, which they were unwilling to do.

Ms. Jennifer Pallai, Gold & Associates, stated the report was included in the Board packet with web stats on the back of the report.

Mr. Jeffries stated there were between 2,000 to 3,000 hits monthly on the web page.

Ms. White stated she was contacted by Eileen from the News Journal and she wanted to start running stores about Downtown. She asked the information be provided to her.

Mr. Jeffries stated a letter would be written from the DDA to outline what they were doing Downtown.

Mr. Jeffries stated he was preparing a report on the events to be held in Downtown, what can be funded, and a comparison of those events to what was offered in New Smyrna Beach and DeLand.

Mr. Abraham asked Mr. Jeffries to review the proposed budget.

Mr. Jeffries stated Contract Services covered the expenses for the secretary to take the minutes of the meeting.

Mr. Jeffries stated Professional Services covered the work done by Gold & Associates, including the e-newsletter, the Facebook page, web site updates, press releases, scripts, graphic work, media buys for events and the Farmers' Market.

Mr. Jeffries stated Technical Services covered the monthly fee for the I-contact for the newsletter, the annual cost for the domain name, and the annual cost for the host web site.

Mr. Jeffries stated the Office Supplies account included printing for the map pads, posters in the directories, and palm cards.

Mr. Jeffries stated Care and Subsistence included the cost for the refreshments at the Board meetings.

Mr. Jeffries stated Professional Members covered the cost of the Florida Redevelopment Association fee for the DDA and fees to the Department of State.

Mr. Jeffries stated Downtown Marketing covered the cost of television advertising and the monthly cost for Google and Facebook advertising.

Mr. Jeffries stated Downtown Events included the additional media buys for events, which will include a lot of radio advertising.

Mr. Jeffries stated Downtown Holidays account covered the holiday decorations which the DDA now owned but there was still a cost for storage and installation each year. He stated he was looking at buying additional decorations.

Mr. Jeffries stated the Co-Op marketing was the cost for the rack cards and the cost for advertising in the in-room hotel book. He stated the costs were offset by revenue from the merchants.

Mr. Jeffries stated the budget included a payment to the CRA. He stated the DDA collected 1 mill of taxable value and any additional revenue must be transferred to the CRA, per State law. Mr. Jeffries stated through an agreement with the CRA, the money was then returned to the DDA.

Mr. Jeffries stated the first budget hearing will be held on September 4 at 6:00 p.m. The next regular meeting of the DDA will be held on September 18 at 5:00 p.m. and the budget hearing will follow at 6:00 p.m.

Mr. Jeffries provided an update on projects. He stated the CRA approved funding for the lighting improvements in the parking lot between Orange Avenue and Magnolia Avenue and the one between Myrtle Lane and ISB.

Mr. Jeffries stated the proposal from Dickens & Associates for the cost of pedestrian lighting should be complete soon. The style of lighting will be similar to what was used on ISB at Bethune-Cookman.

Mr. Jeffries stated there was a manufacturer's defect on the up lights in the palm trees so the existing ones will be refurbished. He stated the manufacturer was willing to do some of the work under the warranty.

Mr. Jeffries stated a proposal was being prepared for the arch lights with a cost between \$150,000 to \$200,000.

Mr. Jeffries stated the palm trees will be replaced along Beach Street since they had become too dangerous for trimming. Public Works recommended they be removed and replaced with another type of tree.

Mr. Jeffries stated the report was being finalized on the directional signage program.

Ms. Kozinski stated when driving down Beach Street and making a right onto Magnolia Avenue, there was a saying there was parking behind the buildings but the signage did not show there was parking on the center block. She stated the sign for parking only pointed to the south block.

Mr. Jeffries stated he would look into the signage Ms. Kozinski mentioned.

Mr. Jeffries stated he had come up with a reasonable improvement cost that would double the power at the City Island. He stated Public Works will place new panels in the islands and the work will be done in 3 to 5 weeks.

Mr. Jeffries stated he will be meeting with the merchants in the south block to discuss parking meters.

Mr. Jeffries stated Federal Alley was on hold by Public Works.

Ms. Kozinski asked why it was put on hold.

Mr. Jeffries stated Public Works thought there were safety concerns if Federal Alley was opened to traffic.

Ms. Cook stated any parking lot had pedestrian/vehicle traffic.

Mr. Abraham asked what could be done about Public Works' recommendation and asked if they had the last word.

Ms. White stated they were traffic people so there was merit to their suggestion.

Mr. Abraham asked Mr. Jagger if the alley can be opened for vehicular traffic.

Ms. Kozinski stated the alley had been open in the past.

Mr. Abraham asked who can override Public Works.

Mr. Jagger suggested someone from Public Works attend a meeting to explain their decision.

Mr. Abraham stated the City Commission would probably not want to override their decision due to liability issues.

Ms. White stated the Board needed more information as to why Public Works came to this decision.

Mr. Abraham asked that someone from Public Works explain the decision.

Mr. John Nicholson, 413 N. Grandview Avenue, stated a similar situation existed on Auditorium Blvd. He stated rubberized bumps were placed on the road so the area could be delineated for pedestrian traffic.

Ms. Cook asked if anything other than the City Island electrical will be done this year and asked about the street lighting.

Mr. Jeffries stated the lighting project had gone out for bid and only one vendor responded and he thought the project will be started in September.

7. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated when projects were being completed, such as replacing trash cans, that consideration be given to donating the removed items to Percy Williamson so they can be used in park areas.

Mr. Jeffries stated any time City items must be disposed of in accordance with City disposal policies.

8. Board Comments

Ms. Cook asked about the calendar and asked if the first event will be the October 26 Beerfest.

Mr. Jeffries stated the Beerfest was tied in with the Front Porch Friday and the October Front Porch Friday will be more than one day. He stated it will be a weekend long event which will include a car event.

Mr. Jeffries stated there will be an event on Manatee Island on Labor Day.

Ms. Kozinski asked if the Art of the Auto event will be held.

Mr. Jeffries stated the promoter will not do the event this year. He stated he was talking with other promoters about replacement events.

Mr. Abraham stated there will be an event on Manatee Island on August 31 held by the Shriners for screening of children with orthopedic problems. He asked if the City was involved in the event.

Mr. Jeffries stated it may be the event being conducted by the County called Viva Volusia. He stated the event was on the calendar but he was not aware of the special screening.

Mr. Abraham asked that information be distributed on the event.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:15 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary