

**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. **1<sup>st</sup> 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).

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

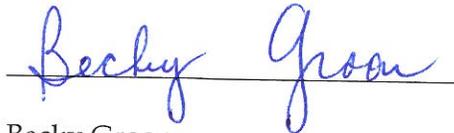
There were no Board comments.

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