



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

Tuesday, December 17, 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: November 26, 2013**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Riverfront Shops of Daytona Beach Campaign**
 - a. **January/February Brighthouse Advertising**
 - b. **Resort Map Advertising**
7. **Bike Week Activities in Downtown**
8. **DDA Representative on Redevelopment Board**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, November 26, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, November 26, 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
Ms. Sheryl Cook
Ms. Tammy Kozinski (arrived at 8:23 a.m.)
Ms. Kelly White

Board Members Absent

Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
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: October 22, 2013 Regular Meeting

Board Action:

Ms. White made a motion to approve the minutes of the October 22, 2013 regular meeting. Ms. Cook seconded the motion and it was approved unanimously (3-0).

4. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated there is a children's playground next to the public library on City Island. He stated that he supports

a playground being built in Midtown next to the Dickerson Center. He stated that if the area is to be tourist-friendly, there must be things for children to do. He stated there should be a partnership with Volusia County and the Recreation Department to develop an area where parents could drop off their children in a supervised setting while the parents go shopping or have dinner in a downtown restaurant. He stated that he feels a supervised park would be an asset to the Downtown.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report with the expenditures to date.

6. **Farmers' Market Annual Report**

Mr. Jeffries presented the draft Annual Report to The City of Daytona Beach. He stated the report provides the status of the performance goals outlined in the license agreement for the Farmers' Market.

Mr. Abraham asked if there was a way to measure attendance at the Market.

Mr. Jeffries stated it was observational right now.

Mr. Abraham stated Item 2 of the report should include that two vendors are no longer at the market due to their health issues.

John Nicholson, 413 N. Grandview, stated there should be a sandwich board sign along Magnolia to direct people to downtown.

Mr. Abrahamson stated that he thought additional signage was a good idea. Mr. Abraham asked if there could be more permanent signage for the Farmers' Market that noted the hours of operation.

Mr. Jeffries stated that the signage for the Market was part of the Wayfinding Program that the City is working on.

John Nicholson, 413 N. Grandview, stated that one of the banners along Magnolia could be changed to provide information on the Farmers' Market.

Mr. Jeffries presented the memorandum from Ms. Noeleen Foster, Farmers' Market Manager, regarding parking concerns as a result of the Cancer Walk which was held on October 26 and responded to any questions about the memo.

Ms. Kozinski stated that by the time the Farmers' Market opened, there was no parking left for the Farmers' Market. She stated it was extremely disruptive. She

also stated there was an issue during the bike race which was held two weeks later.

Mr. Abraham asked who authorizes the other events on City Island.

Mr. Jeffries stated they are coordinated by Cultural Services Office.

Mr. Abraham stated this should be included in the report to Paul Wetzel and it should be noted that if there is a loss of vendors due to other events, there will be a loss in revenue.

Ms. Cook asked if the other groups pay to hold events at Jackie Robinson Ballpark.

Mr. Jeffries stated that in the new contract with the Daytona Cubs for Jackie Robinson Ballpark, the Cubs are permitted to hold events if they are contained within the ballpark, such as the Chili Cook-off, and they are not required to inform to the City. He stated the cancer walk originated at the ballpark but City streets were used, therefore the City was involved in coordination of this event.

Ms. Cook expressed concern that communication was not taking place between City departments and stated the events were interfering with the livelihood of the vendors at the Farmers' Market.

Mr. Jeffries stated there is an internal process for coordinating events between Cultural Services and other City departments. He stated that he and Ms. Foster are included in the distribution of a calendar that includes scheduled events.

Mr. Abraham stated the DDA did not have input before an event was permitted.

Mr. Jeffries stated that when an application was received, it was routed to him and he discussed it with Ms. Foster to determine if there was an impact to the Farmers' Market.

Ms. White asked if there was designated parking in the contract.

Mr. Jeffries stated the Farmers' Market License Agreement designates an area for the Farmers' Market, but not for designated parking.

Ms. White stated that it should be clear that City Island parking lot was for public parking and if an event was to be held on the island, it should be clear that parking was not be reserved for an event.

Mr. Abraham stated that the City needed to be aware that there was a problem and someone at the City needs to come up with a solution regarding the parking.

Mr. Jagger stated that the DDA could place temporary signage during an event regarding the location of public parking.

Board Action:

Ms. White made a motion to approve submittal of the Annual Farmers' Market Report to the City including the proposed revision regarding the parking concerns during the October events. Ms. Cook seconded the motion and it was approved unanimously (4-0).

7. Discussion: Merchant Participation

Mr. Jeffries stated that he is working with several key merchants regarding the transition of the duties from Bullseye Direct Marketing to merchant volunteers for 2014 Front Porch Fridays.

Mr. Jeffries stated he will present a merchant survey at the December DDA meeting. He stated that participation is down to 40% to 50%.

Ms. Cook asked if all the money has been collected that was due from merchants for advertising for last year.

Mr. Jeffries stated no. He stated that he has been in contact with Zahn's and will be going to pick up their payment. He stated Roar and Mediterranean Express is still outstanding.

Mr. Jeffries stated that the Facebook page is up to 3,810 likes, the Holiday E-newsletter was sent out last week and the television commercials are running for two weeks in November and two weeks in December.

Mr. Jeffries stated that Zappi's paid for the first full month for the billboard advertising and displayed it as only for their business. He stated that Lamar Outdoor Advertising provided a proposed billboard to incorporate the Riverfront Shops which was transmitted to Gold & Associates, who proposed revisions.

John Nicholson, 413 N. Grandview Avenue, stated that he had concerns about the proposed ad reading Riverfront Shops of Daytona and not Riverfront Shops of Daytona Beach.

Ms. Cook asked what would happen if Zappi's places the ad on the billboard and the does not pay.

Mr. Abraham stated that the DDA's contract begins when the Riverfront Shops ad was placed on the billboard.

Mr. Jeffries stated the parking lot was under construction.

Mr. Jeffries stated a sample palm tree grate had been installed in front of McKay's with a flexible pavement material that will expand with the growth of a tree.

Ms. Kozinski asked if Federal Alley can be opened.

Mr. Jeffries stated that he will ask the Public Works Director to attend the January DDA meeting to address his concerns regarding Federal Alley.

8. **Board Comments**

Ms. White stated the poinsettias and holiday decorations look great.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:10 a.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary



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: December 12, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through December 4, 2013

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 12/4/13		Balance
Contract Services	\$ 1,000	\$ 181.80	\$ 818.20	
Supplies	\$ 2,500	\$ 394.69	\$ 2,105.31	
Care and Subsistence	\$ 400	\$ 22.48	\$ 377.52	
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00	
Technical Services	\$ 1,700	\$ 109.00	\$ 1,591.00	
Professional Services	\$ 38,400	\$ 6,400.00	\$ 32,000.00	
Co-op Marketing	\$ 28,500	\$ 7,714.60	\$ 20,785.40	
Downtown Marketing	\$ 30,000	\$ 3,867.61	\$ 26,132.39	
Downtown Events	\$ 18,000	\$ 8,850.00	\$ 9,150.00	
Downtown Holidays	\$ 5,000	\$ 2,307.50	\$ 2,692.50	
Total	\$ 126,065	\$ 30,267.68	\$ 95,797.32	

Farmers' Market Activities

Revenues	Projection	Received to Date As of 12/4/13		Balance
Vendor Revenue	\$ 35,750	\$ 5,625.00		\$ 30,125.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 36,950	\$ 5,625.00		\$ 31,325.00

Expenses	Appropriation	Spent to Date As of 12/4/13		Balance
Market Manager	\$ 16,000	\$ 2,466.00		\$ 13,534.00
Supplies	\$ 750	\$ 37.93		\$ 712.07
Liability Insurance	\$ 1,265	\$ -		\$ 1,265.00
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 14,435	\$ 3,995.00		\$ 10,440.00
Market Events	\$ 2,000	\$ -		\$ 2,000.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 36,950	\$ 7,998.93		\$ 28,951.07

Profit/Loss	\$ -	\$ (2,373.93)		
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Farmers' Market Revenue Comparison

	2011/12		2012/13		2013/14		%
	Revenue	# Spaces	Revenue	# Spaces	Revenue	Spaces	
October			\$ 2,440	53	\$ 2,728	58	11.8%
November			\$ 2,516	54	\$ 2,946	63	17.1%
December			\$ 2,619	55			
January	\$ 2,420	55	\$ 2,680	58			
February	\$ 2,464	56	\$ 2,604	57			
March	\$ 2,552	58	\$ 2,754	58			
April	\$ 2,585	59	\$ 2,883	63			
May	\$ 2,424	55	\$ 2,840	62			
June	\$ 2,312	49	\$ 2,839	59			
July	\$ 2,224	53	\$ 2,263	46			
August	\$ 2,229	52	\$ 2,353	48			
September	\$ 2,394	56	\$ 2,299	47			
Total	\$ 21,604		\$ 31,090		\$ 5,674		14.4%



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MEMORANDUM

DATE: December 12, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Included in the Board packet is a draft list of advertising objectives from Gold & Associates (Gold). This list of objectives will be the basis of Gold's quarterly status reports on the Riverfront Shops of Daytona Beach campaign.

The following advertising efforts require DDA approval.

- Bright House Cable: \$1,200 for about two to three weeks of advertising to promote Riverfront Shops of Daytona Beach during January and February.
- Resort Maps: \$655 for annual advertising on the Daytona Beach region Resort Map.

The DDA has \$30,000 budgeted in the Downtown Marketing line item for Fiscal Year 2013/14. The following items have been approved previously:

SEM / Google Word ads	\$ 4,500	9/12/2013
Facebook Advertising	\$ 6,000	9/12/2013
Brighthouse - Fall TV ads	\$ 1,200	9/12/2013
Beach Channel	\$ 1,800	9/12/2013
Fall TV ads - Production	\$ 1,100	9/12/2013
Brighthouse - Holiday TV ads	\$ 2,400	9/12/2013
	\$ 17,000	

There is \$13,000 available in the Downtown Marketing line item for FY 2013/14.

ADVERTISING OBJECTIVES FOR DAYTONA BEACH DDA

Prepared by GOLD • December 4, 2013

The following shows some of the key marketing communications results achieved by the DDA during the 1st Quarter of 2013-2014 fiscal year.

WEBSITE

- TOTAL HITS — Current _____ ; ___% of increase this quarter; and
- UNIQUE VISITATION — Current _____ ; ___% of increase this quarter.

FACEBOOK PAGE

- FANS/FRIENDS — Current _____ ; ___% of increase this quarter; and
- IMPRESSIONS — Current _____ ; ___% of increase this quarter.

FACEBOOK ADVERTISING

- IMPRESSIONS — Current _____ ; ___% of increase this quarter.

GOOGLE ADWORDS

- CLICKS — Current _____ ; ___% of increase this quarter; and
- IMPRESSIONS — Current _____ ; ___% of increase this quarter.

DATABASE MARKETING

- GROWTH — Current _____ ; ___% of increase this quarter; and
- IMPRESSIONS — A total of _____ constituents were reached _____ times, with an average open rate of ___%.

**ADVERTISING OBJECTIVES
FOR DAYTONA BEACH DDA**

Prepared by GOLD • December 4, 2013

OFFLINE ADVERTISING

Print, TV and radio advertising results are not reported, as they are dependent upon the media company's success in running the buys that the DDA has selected.

SPECIAL EVENT ATTENDANCE

Attendance at _____, _____, _____, and _____ was estimated at _____; _____% increase over the same quarter in 2012.



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MEMORANDUM

DATE: December 13, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Bike Week Activities

Enclosed is a proposed letter requesting parking spaces to be designated for bike parking during 2014 Bike Week. This is the same request that was made for the 2013 Biketoberfest. In addition to the designated parking, the DDA will place an ad in the official Bike Week Guide and place a banner at the corner of ISB and Beach Street to promote Riverfront Shops to the Bike Week participants as a dining destination.



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December 17, 2013

City of Daytona Beach
P.O. Box 2451
Daytona Beach, Fl. 32115-2458

To Whom It May Concern:

The Downtown Development Authority would like to request parking spaces be designated for motorcycles in front of Downtown restaurants during Bike Week. The merchants in the Riverfront Shops of Daytona Beach would like bikers to feel welcomed to the area and to be encouraged to dine in their businesses. The intent is that bikers would be more inclined to visit the restaurants and shops if they were able to park their motorcycles close by.

The following locations are requested to have parking spaces designated for motorcycle parking:

- Stavro's Pizza: 262 S. Beach Street – 2 Spaces
- Ivy Lane Bistro: 246 S. Beach Street – 2 Spaces
- Windy City Bar & Grill: 230 S. Beach Street – 2 Spaces
- McK's Tavern / Sweet Marlays' Coffee: 214-218 S. Beach Street – 3 Spaces
- Zappi's Italian Garden Restaurant: 128 S. Beach Street – 2 Spaces
- Dancing Avocado Kitchen / Scuttlebutts Pub : 110-114 S. Beach Street – 3 Spaces
- Mediterranean Experience: 176 N. Beach Street – 3 Spaces
- Siam Spice: N. Beach Street at Bay – 2 Spaces
- Tia Cori's Tacos: 214 N. Beach – 3 Spaces

Thank you for your consideration of this request. If additional information is needed please contact Jason Jeffries, at 671-8183.

Sincerely,

Robert Abraham, Chairman