

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

Tuesday, October 22, 2013

The regular meeting of the Downtown Development Authority was held Tuesday, October 22, 2013, at 8:00 a.m. in Conference Room 116 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
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:04 a.m.

2. Roll Call

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

3. Approval of Minutes: September 18, 2013 Regular meeting

Ms. Cook stated Page 3 of 28 should read that Roar Motorcycles will pay after Biketoberfest not Bike Week. Also, the vote at the bottom of Page 7 of 28 should read 5-0.

Board Action

Mr. Hopkins made a motion to approve the minutes of the September 18, 2013 regular meeting as corrected. Ms. Kozinski seconded the motion and it was approved unanimously (5-0).

Mr. Abraham noted that Ms. Tolley will be retiring in November. He congratulated her on her retirement and stated the Board will miss her.

4. FY2012/13 Financial Report

Mr. Jeffries presented the final budget report for the end of fiscal year 2013. He stated the only outstanding payments to be made would be for processing payments on the City's purchasing card. Mr. Jeffries stated the total expenditures through September 30, 2013, were \$121,852.

Mr. Jeffries presented the budget report showing Farmers' Market revenue of \$30,000.

Mr. Abraham stated there was a profit of \$212 noted for the Farmers' Market prior to collecting the above-stated accounts.

Ms. White asked when Rocco's stopped coming to the Market.

Mr. Jeffries stated August but a representative did make a partial payment to carry them through the summer.

Ms. Kozinski stated Rocco's made a partial payment for a month to make sure their spot at the Market was reserved then ended up not being coming back.

Ms. Cook stated she thought the Market did pretty good for the first year. She commended Ms. Foster, Mr. Jeffries, and Ms. Tolley for their work on the Farmers' Market.

Ms. White and Mr. Abraham agreed.

Ms. Kozinski stated she was at the Market and saw Ms. Foster interacting with the vendors. She stated Ms. Foster had brought live music and performances to the market through WROD and it was a nice place to visit. Ms. Kozinski stated Ms. Foster was always positive and upbeat.

Ms. White stated when she visited the Market, Ms. Foster was always there and the Market was organized.

Mr. Abraham asked Mr. Jeffries to relay the Board's appreciation to Ms Foster.

Mr. Jeffries stated Ms. Foster will attend the next meeting to provide a report to the Board on the Farmers' Market activities.

Mr. Jeffries updated the Board with outstanding payments due the DDA for co-op advertising.

Mr. Abraham asked if the last certified letter had been sent to the vendors.

Mr. Jeffries stated no but it will be sent to Mediterranean Experience only since the others had responded.

5. Merchant Co-op Update

a. Merchant Co-Op Participation Policy

Mr. Jeffries stated the policy was discussed at the September meeting and he was looking for feedback from the Board. It will be scheduled for discussion at the November meeting.

Mr. Jeffries stated the proposed policy will cover the following items:

1. Must be consistent with Redevelopment plans and programs.
2. Targeted businesses outlined in Redevelopment grants program.
3. Ability to reject business participation where the business logo advocates or depicts smoking, drinking, or illegal/immoral activity or which is not suitable for view by children.
4. Participation will be on a first-come, first-served basis, if approved.
5. Payments will be made up-front for participation.

Ms. Kozinski asked if participation will be limited to businesses and not events.

Mr. Jeffries stated the policy will be specific to the hotel rack card and in-room book. He stated an event participation policy was already in place.

Ms. Kozinski stated she had concerns about including drinking.

Ms. Cook noted the Wine Walk involved drinking.

Mr. Jeffries stated the Board was trying to encourage restaurants in the Downtown area and most served alcohol so that was an item that should be looked at.

Ms. Kozinski stated some businesses may have a wine glass as part of their logo.

Mr. Abraham stated he thought they should be more general with the logo or text that did not depict activity consistent with what they were trying to do Downtown. He stated he did not want to take out smoking, drinking, and immoral activity because what was immoral to one person may not be to another.

Ms. White suggested adhering to the targeted business list.

Ms. Kozinski agreed with using the targeted business list as a guide but asked what would happen if a cigar bar wanted to open in Downtown.

Mr. Jeffries stated wine and cigar bars were on the targeted business list.

Mr. Abraham stated the Board would want to retain some control over what was depicted.

Ms. White asked if zoning controlled the types of businesses that could be located in Downtown.

Mr. Jeffries stated the zoning was broader than the targeted business list for the Redevelopment grant programs. He stated there had been concerns about the skateboard shop that opened on Beach Street and noted a skateboard shop was not a targeted business but it was retail which was a permitted use in the zoning district.

Ms. White asked if the skateboard shop wanted to advertise in the Riverfront Shops materials and paid up-front, if they would be prohibited.

Mr. Jeffries stated if the targeted list was adhered to.

Ms. Kozinski stated if the targeted list was followed, the dentist located in Downtown could not advertise with the Riverfront Shops as well as lawyers and real estate agents.

Ms. White stated if a business complied with City regulations and paid up-front, they should be permitted to advertise.

Mr. Jeffries stated all permitted businesses Downtown were listed on the web site and discussion before the Board pertained to additional advertising.

Ms. Kozinski stated if a dentist wanted to pay up-front, he should not be told he cannot advertise.

Mr. Hopkins stated if the concern was about the visual image, such as someone having a cigar or a drink in their hand, it would be easy to regulate. He stated they should embrace anyone who wanted to participate.

Ms. White asked if the advertisements would still be reviewed by Gold & Associates.

Mr. Jeffries stated yes.

Ms. White stated the advertisements should be reviewed so they are well designed and cohesive.

Mr. Abraham stated they should retain control of the graphics and text.

Mr. Jeffries stated Gold & Associates felt the message should be consistent that it was a retail shopping and restaurant district.

Mr. Abraham stated the Board would need to have some discretion on what was presented since there was an image they were trying to project. He stated advertising should be subject to the approval of the graphics and text.

b. **Lamar Outdoor Advertising**

Ms. Ariel Beckner, Lamar Advertising, 475 Fentress Blvd., proposed 3 billboards every 4 weeks in conjunction with a proposal from Zappi's. She stated the advertising could be changed but suggested consistency with the brand. Ms. Beckner stated Lamar will do the artwork for the billboard advertisements but the Board could have their own firm prepare the artwork.

Mr. Abraham asked how the locations would be selected and at what times different locations would be used.

Ms. Beckner stated she drove the area with Ms. Jennifer Zappitelli and selected only those locations which would be directional. She distributed materials to the Board outlining the proposed locations and stated she selected a location on ISB for Bike Week that would direct visitors to the Riverfront Shops. Ms. Beckner stated the site chosen would be the secured locations for Riverfront Shops advertising for six months. She stated a lot of Lamar's inventory was on Nova Road, Mason Avenue, and U. S. 1 and they would target events planned for Downtown.

Ms. Cook asked if the location listed as east side of U. S. 1 and Nova Road was for a site heading into Daytona Beach or heading south.

Ms. Beckner stated it was located in Port Orange headed toward Daytona Beach.

Ms. Beckner stated she had a proposed contract if the Board wanted to review it. She provided the proposed contract to Mr. Jagger.

Ms. Cook asked if the Board would have the same text each month for the entire six months.

Ms. Beckner stated the locations would change every month.

Ms. Cook asked if there will be 3 different messages each month.

Ms. Beckner stated yes, it could be a different message each month.

Ms. Cook asked if they could have a production of 18 different boards.

Ms. Beckner stated every time a new location was selected, a new ad could be placed on the billboard.

Mr. Jeffries stated the message would have to be simple.

Mr. Abraham stated the Board had discussed having a policy in place to allow other merchants to participate rather than working with just one merchant.

Mr. Jeffries stated the policy was not finalized but will be presented at the November meeting for approval.

Ms. Kozinski asked if this was part of the discussion the Board just had regarding advertising.

Mr. Jeffries stated yes.

Mr. Abraham stated it would be part of the regular co-op advertising program and they would not have a separate policy for billboards.

Ms. White asked how this would be messaged.

Mr. Jeffries stated he would see the billboards being similar to those on I-95 going north to the outlet mall in St. Augustine that advertise a specific store on one side of the billboard and the location of the outlet mall listed on the other side.

Ms. Beckner stated she visualized it being Zappi's on one side with their logo and possibly a watermark of the building in the background and read that it was located at the Riverfront Shops and then have the location listed on the other half.

Ms. Beckner stated there was a digital billboard at Nova Road and Golf Blvd. and stated the ad could be placed on the digital board prior to producing the vinyl ad so the Board members would have an opportunity to review it.

Ms. Cook stated a file could be sent to the Board members so they could see it.

Ms. Beckner agreed.

Ms. Kozinski stated Lamar should work with Gold & Associates to make sure they stay branded.

Ms. White stated they had a template for brochures and a format should be created so any retailer could contract with the DDA. She stated she did not know if it was in the contract with Gold, but they needed to retain control.

Mr. Jeffries stated any drafts of the proposed billboards would be forwarded to the Board for comments.

Ms. White stated the draft should be sent to Gold.

Mr. Jeffries stated he did not think it was in their contract but he was sure they would be willing to help. He stated Lamar would prepare the artwork and Gold would review it.

Ms. Cook asked if the watermark for Zappi's would be on the whole board or just half.

Ms. Beckner stated her thought would be to use the Zappi's building as their logo.

Ms. Cook asked if would be on the whole board.

Ms. Beckner stated it would depend on how the picture would align but she thought the Zappi's building would be used as their logo.

Ms. Kozinski stated it will be important to have Gold & Associates to review the proposed advertising.

Board Action

Mr. Hopkins made a motion to approve the \$7,800 expenditure for co-operative advertising. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. Hopkins stated he would like to see Gold & Associates oversee the advertising on the Board's behalf.

Mr. Jeffries stated Zappi's would pay one-half up-front.

6. Discussion: Safe Harbor Project for Homeless

Mr. Jeffries presented information on Safe Harbor, a project for the homeless in St. Petersburg. He stated Judge Belle Schumann attended a merchants meeting and discussed the concept which would be located on the west side of the City near the Volusia County Branch Jail. Mr. Jeffries stated Capt. Newcomb indicated St. Petersburg saw a 90% drop in crime once the program was implemented.

Ms. White stated she met with Judge Schumann on this project and Faith and VCOG supported it. She stated Judge Schumann was trying to get State and Federal support for the project but the City and Volusia County would also need to take a role.

Mr. Jeffries stated Judge Schumann would like a letter of support from the DDA. He stated that Judge Schumann planned to meet with other cities since the problem was more than just Daytona Beach. It was a regional problem. Mr. Jeffries stated it was anticipated the City of Daytona Beach will operate the facility and Volusia County will donate the structure. Mr. Jeffries stated it seemed Volusia County was willing to do the one-time capital construction of a facility but operation would be handled by cities in Volusia County so funding was not the sole responsibility of the City of Daytona Beach.

Mr. Abraham asked who the letter of support from the DDA should be addressed.

Mr. Jeffries stated to both the City of Daytona Beach and Volusia County.

Ms. Kozinski stated the report reflected that 50 homeless people had cost the area \$12,000,000 based on the number of times they had been arrested. She stated a number of homeless people were veterans and perhaps they could get the help they need if the program was implemented. Ms. Kozinski stated that as a business owner in a revitalization zone, the perception was that Downtown was not a safe place to visit. She stated that supporting the program would be a win for everyone.

Mr. Abraham stated they would want to help the homeless and the program would also help the business community. He stated he thought it was great that Judge Schumann had taken on the project and felt the DDA should support it although the Board cannot support it financially.

Mr. Hopkins asked if all of the municipalities would make a contribution to the project.

Mr. Jeffries stated that was his understanding and it was being reviewed by VCOG.

Ms. White stated Daytona Beach's mayor was a member of VCOG and he was trying to push forward a resolution for VCOG to support the project. She stated the resolution reflected it being a County project that will be supported both theoretically and financially by the cities. Ms. White stated she was confused as to who was working on coordination of the project but VCOG suggested they might be able to do that through their staff.

Mr. Hopkins stated he shared the same concerns and noted recently some municipalities had dropped out of VCOG and had not made their contributions. He stated the Sheriff's Department operated the program in Pinellas County but VCOG was not the type of organization that could do that.

Ms. White stated Mr. Hopkins' comments were well stated but noted that if any group needed to support it, it would be the businesses on Beach Street.

Ms. Kozinski stated when Judge Schumann talked with the merchants, it appeared that the Daytona Beach Police Department would take over the project but support was needed from the other cities. She stated representatives from Port Orange stated they did not have a problem with homeless, yet it was just on the news that one of the assistant principals at a school in Port Orange was attacked on school property by a homeless individual.

Ms. Johnnie Ponder stated she was working with a group at the Health Department and she was trying to get Judge Schumann to talk with her group about the program. She asked for a copy of the resolution presented to VCOG. She stated it was an area problem and VOTRAN would have to be involved as well. Ms. Ponder everyone needed to partner together and support Judge Schumann. She stated the Police Department was struggling and expressed concern about who would run the program.

Mr. Abraham stated there appeared to be consensus from the Board to support the program but there were concerns about who will run the program.

Mr. Hopkins stated there needed to be a single person in control of the project. He stated homelessness was a County-wide problem, not just Daytona Beach.

Mr. Abraham stated the letter of support should state it was a County-wide program but he would prefer the Board adopt a resolution.

Mr. Jagger stated a resolution could be prepared based on what information the Board would like included.

Mr. Abraham stated the resolution should state the Board strongly supports the project and the project should be managed by the County in order for the program to be successful since it was a County-wide problem.

Ms. Kozinski stated she understood the County did not want to take on the cost of the project; but looking at the information provided by Pinellas County, the costs were reduced once the program was implemented.

Board Action

Mr. Hopkins made a motion to prepare a resolution for support of the Safe Harbor Program to be fashioned after the Pinellas County program with administration by Volusia County and must have law enforcement oversight. Ms. Cook seconded the motion and it was approved unanimously (5-0).

Mr. Jagger stated he will draft the resolution and present it to Mr. Abraham for his signature.

Mr. Jeffries stated he will draft a cover letter and send the resolution to the cities, Volusia County, and Judge Schumann.

7. Discussion: Merchant Participation

Mr. Jeffries stated he was working to get a corps group of merchants to coordinate Front Porch Fridays. He stated Ms. Tolley volunteered to work with the group on the continuation of the project and Bulls Eye was contracted to coordinate the November and December Front Porch Fridays. Mr. Jeffries stated he would like to have block captains to whom information could be sent and have the block captains distribute it to the remainder of the merchants in their block.

Ms. White stated the consistency that had been created with the merchants was important through the email contacts.

Ms. Kozinski stated Cinematique did not get enough coverage. She stated some of the films that were shown were featured at Sundance and some of the actors were in Daytona Beach last year.

Ms. Cook asked about a calendar of events and noted that if Bulls Eye was taking over the events, it was important for retailers to know what events are upcoming.

Mr. Jeffries stated everything should be out for the fall events so attention will focus on the holidays. He stated a list of the upcoming events was sent to the merchants and reviewed recent events.

Ms. Cook stated she would like to know the schedule of events so she can inform the Police Department when they ask what events were going to be held and she would know when she needed to hire additional Police.

Mr. Jeffries stated the November 22 Front Porch Friday will be the kick-off to the holidays and decorations will go up after the Art Show.

Ms. Tolley stated there was no money for a Christmas tree so she will see if one can be donated.

Ms. Kozinski stated it should be noted that Hanukkah would begin on Thanksgiving.

Ms. Kozinski stated having the schedule of the themes for the entire year for the Front Porch Fridays helped the merchants plan for the events when they knew the theme beforehand.

8. Public Comments

Ms. Johnnie Ponder stated she would like to receive a copy of the resolution so she can share it with her Board.

9. Board Comments

Mr. Hopkins stated he was working on the Greyhound bus station project and a recent rain shower resulted in 6 inches of water inside the building. He stated he talked to City staff about the streetscape project CPH was designing. Mr. Hopkins stated the problem of the flooding was at ISB and Palmetto Avenue and other businesses were facing the same problems. He stated the streetscape project should facilitate the problem because the flooding was a recurring problem.

Ms. Kozinski stated she had a similar problem at the parking lot in back of her business.

Ms. White thanked Jeanne Tolley for her years of service and wished her well in her retirement.

Ms. Cook asked if there were new businesses on the north block.

Mr. Jeffries stated the north block was close to 100% occupied. He stated the Del Mar Café will now be a seafood restaurant and the old Coliseum will be an event center. Mr. Jeffries stated there were only two grandfathered uses Downtown, the Crooks Den Bar and 176 N. Beach Street. He stated that Camille Brown had opened the Kale Café which will serve smoothies. Mr. Jeffries stated there was a new accounting office opening at the former Nevada Bob's location.

Ms. Kozinski stated the skateboard shop was for sale.

Ms. Cook stated the For Rent sign was down at Ivy Lane and the Daytona Diner was closing as of October 31.

Ms. Kozinski asked if the Access Organics site was going to be a pool hall.

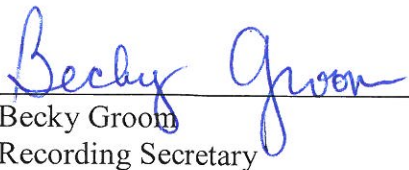
Mr. Jeffries stated a pool hall was not allowed in the zoning district. He stated ScuttleButtS and Access Organics site could be put together and pool tables would be permitted in the front. Mr. Jeffries stated the restaurant requirements would apply, which was that 75% of the customer service area would have to be covered by tables. He stated the Redevelopment Board recently reviewed a similar request for the Del Mar Café and they were approved for only two pool tables at their site.

Mr. Abraham thanked Jeanne Tolley for her years of service to the Board.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:51 a.m.


Robert Abraham, Chairman


Becky Groom
Recording Secretary