

**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

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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**

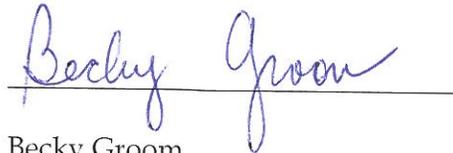
Ms. White stated the poinsettias and holiday decorations look great.

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