

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, December 17, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, December 17, 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
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. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:05 a.m.

2. Roll Call

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

3. Approval of Minutes: November 26, 2013 Regular Meeting

Board Action:

Ms. Cook made a motion to approve the minutes of the November 26, 2013 regular meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presents the Monthly Financial Report which was included in the packet.

Mr. Jeffries stated that \$500 from Mediterranean Express and \$1,500 from Roar Motorcycles is still outstanding. Mr. Jeffries stated that he has asked Mr. Jagger to draft a letter which will be sent by certified mail to the two businesses since they have not responded to Mr. Jeffries' requests for payment.

Ms. Kozinski asked if Mediterranean Express is still looking to receive a grant from the City.

Mr. Jeffries stated that he has not heard anything further about their grant request.

Mr. Jeffries stated that he has heard that Mediterranean Express may not be open much longer.

6. **Riverfront Shops of Daytona Beach Campaign**

Mr. Jeffries stated that there are currently 4,030 likes for the Riverfront Shops on Facebook and the on-line advertising will continue. Mr. Jeffries stated the newsletter was sent out in November and the next issue will be sent out the second week in January.

Mr. Abraham asked Mr. Jeffries if he has received feedback from the merchants about business activity during the shopping season.

Mr. Jeffries stated that each time he has visited the merchants, the shops seem busy.

Ms. Kozinski stated her business has been busy and the business next to hers, Yours Truly, has also been busy.

Mr. Jeffries stated that he received an email from Yours Truly stating that her Black Friday was very busy.

Mr. Jeffries stated that he received inquiries from the merchants about participating in Small Business Saturday. Mr. Jeffries stated that the merchants must participate on their own since that is a program set by American Express.

Mr. Abraham asked if there is an indication as to how the Riverfront Shops campaign is doing.

Mr. Jeffries stated that at the January meeting, Gold & Associates will report on the goals. Mr. Jeffries stated that included in the packet on Page 10 is a draft of the goals and objectives. Mr. Jeffries stated that he has asked Gold & Associates to include television advertising in the goals.

Mr. Jeffries stated that Gold & Associates will report on the brand awareness. Mr. Jeffries stated that initially, a list of 30,000 email addresses was purchased

which was the start of the e-newsletter. Mr. Jeffries stated a brand survey will be sent to the email addresses on that list to help determine brand awareness.

Mr. Abraham stated it is good to have data but asked what the feeling is on the street.

Mr. Jeffries stated the last merchant meeting was interesting and noted that several of the merchants were frustrated. Mr. Jeffries stated he is repeatedly asked what is being done to advertise to residents in Ormond Beach and Port Orange. Mr. Jeffries stated that he informed the merchants that on-line and television advertising is continuing but some merchants are not aware of what is being done.

Ms. Kozinski stated that she does not believe merchants are reading the minutes, their emails, or the Gibbs report and continually complain about parking. Ms. Kozinski stated that some merchants want everything done for them.

Mr. Abraham stated that we may need to do a better job of relaying to the merchants that they must have a good business plan and execute that plan and point out that the DDA can only promote the area, not individual businesses.

Ms. Cook stated that her business has been located in downtown Daytona Beach since 1947. Ms. Cook stated that when she is asked about her business, she states it is located in the Riverfront Shops of Daytona Beach. Ms. Cook stated that she does not hear a lot of other business owners doing that.

Ms. White stated that she has heard two other business owners identify themselves as being on the riverfront in downtown.

Ms. Kozinski stated that a customer asked her why the downtown is not advertising as "shop local, shop small" as Ormond Beach is doing for their downtown area. Ms. Kozinski stated this is something we may want to think about doing.

Mr. Jeffries stated the billboards that the DDA is promoting along with Zappi's will go up this week.

a. **January/February Brighthouse Advertising**

Mr. Jeffries stated that included in the packet is a request for advertising on Brighthouse Cable during the months of January and February, leading up to Valentine's Day.

Ms. Kozinski asked how many households receive Brighthouse.

Mr. Jeffries stated this advertising will run in the Volusia/Flagler market.

Board Action:

Ms. White made a motion to approve \$1,200 for three weeks of advertising to promote the Riverfront Shops of Daytona during January and February. Ms. Cook seconded the motion and it carried unanimously (5-0).

b. **Resort Map Advertising**

Mr. Jeffries stated this is a request to approve \$655 for the annual advertising on the Daytona Beach Region Resort Map. Mr. Jeffries stated this will include the advertising on 40,000 maps.

Board Action:

Ms. Kozinski made a motion to approve \$655 for advertising on the Daytona Beach Region Resort Map. Ms. White seconded the motion and it carried unanimously (5-0).

7. **Bike Week Activities in Downtown**

Mr. Jeffries stated that included in the packet on Pages 12 and 13 is a memorandum and letter requesting designated motorcycle parking spaces for Bike Week.

Mr. Abraham asked how the booth will be manned on north Beach.

Mr. Jeffries stated we will have to get volunteers to man the booth. Mr. Jeffries stated that in the past he has coordinated this with Kevin Killian, but he is no longer there and George Mirabal will be coordinating the event this year.

Ms. Cook stated the Harley store is no longer on Beach Street and asked if they will be coordinating it.

Mr. Jeffries stated that Brian Holt coordinated the event for Harley and it was his understanding that he will coordinate the event for Harley in the Riverfront Park.

Mr. Hopkins stated that he attended the Bike Week Task Force meeting and Harley has indicated they will be moving their event more toward Daytona International Speedway. Mr. Hopkins stated there will still be the Riverfront venue but only four stores on Beach Street applied for licenses for activities during Bike Week. Mr. Hopkins stated no activities are proposed for the Harley store.

Ms. Cook stated the four motorcycle businesses on Beach Street are closer to Main Street and asked if Harley will be at the speedway.

Mr. Hopkins stated it was indicated in the meeting that Harley will be at Daytona International Speedway.

Board Action:

Mr. Hopkins made a motion to approve sending the letter that is included in the packet on Page 13 regarding motorcycle parking to the City of Daytona Beach. Ms. Cook seconded the motion and it carried unanimously (5-0).

8. DDA Representative on Redevelopment Board

Mr. Jeffries stated that Bob Abraham is currently the ex-officio member of the Downtown-Balough Road Redevelopment Board. Mr. Jeffries stated this appointment is for a two-year term. Mr. Jeffries stated the City Commission will be making Board appointments in January and the DDA needs to make a recommendation to the City Commission regarding this appointment.

Ms. Kozinski stated that she would like Mr. Abraham to continue to serve as the ex-officio member to the Downtown-Balough Road Redevelopment Board. The Board agreed by consensus.

Mr. Jeffries stated there will be changes on the Downtown-Balough Redevelopment Board since Al Smith, the current Chair, has reached his maximum amount of term limits.

Ms. Cook asked how long Scott Weidman has been on the Downtown-Balough Road Redevelopment Board.

Mr. Jeffries stated he believes his term will be up next year.

Mr. Abraham asked how long an individual must be off the Board before they can be reappointed.

Mr. Jeffries stated a year and he has been attempting to contact Harold Goodemote to see if he is interested in being reappointed.

Mr. Jeffries stated an application was received from Jack White for appointment to the Downtown-Balough Road Redevelopment Board.

9. Board Comments

Ms. Cook presented a thank you note from Jeanne Tooley for her retirement gift. Chair Abraham read the note for the record.

Mr. Jeffries stated that Jeanne Tolley has volunteered to help coordination of Front Porch Fridays.

Ms. Kozinski asked if any others have volunteered to help with Front Porch Fridays.

Mr. Jeffries stated no.

Ms. Kozinski stated that she is frustrated that none of the merchants want to help to draw customers to their businesses.

Ms. Cook asked what is going on in the north parking lot and asked if there is a date that it will be finished behind Jessup's on International Speedway Blvd. Ms. Cook stated that as a merchant she would not be happy if that work was being done adjacent to her business at Christmas time.

Mr. Jeffries stated he did not know the exact completion date.

Chair Abraham asked what is scheduled for the January meeting.

Mr. Jeffries stated the Public Works Director will be speaking to the DDA in January and will be speaking to the Downtown-Balough Road Redevelopment Board in February. Mr. Jeffries stated that Gold & Associates will also attend the January meeting of the DDA. Mr. Jeffries stated the merchant co-op policy will be presented. Mr. Jeffries stated that he has been having conversations with Daytona State College about jointly coordinating functions at the News-Journal Center and that will be discussed at the January DDA meeting.

Mr. Hopkins stated Bike Week is March 7 to March 16, 2014.

Ms. White asked if Ms. Tolley will continue to volunteer.

Mr. Jeffries said yes.

Ms. White stated she questions the goal of the merchant meetings and thought maybe quarterly meetings would be better.

Ms. Kozinski stated quarterly meetings would be better with a focused agenda.

Ms. White stated the meetings sometimes bring negative energy. Ms. White stated the downtown area is better than it was two years ago. Ms. White stated that she represents 25 tenants and she questions the purpose of the merchant meetings and stated that perhaps they do not have to be held every month.

Chair Abraham stated Ms. White's comments are good.

Ms. White suggested having the merchants themselves talk about best practices. Ms. White stated attorneys located in Downtown could talk about personnel

issues and insurance agents could talk about liability insurance. Ms. White stated that basically the downtown is a small business incubator.

Chair Abraham suggested having someone from Daytona State College talk to the merchants about business planning.

Mr. Jeffries stated that Ned Harper could talk about marketing.

Chair Abraham stated we can draw people to the downtown, but if they do not like what they see, they are not going to return.

Ms. White stated Bob Gibbs can provide positive criticism to the merchants on business appearance.

Ms. Cook stated that both she and Ms. Kozinski made changes to their businesses after Bob Gibbs visited them.

Mr. Jeffries stated he has talked with representatives in New Smyrna Beach about Canal Street and perhaps one of the merchants along Canal Street could talk with the merchants association about what has been successful in New Smyrna Beach.

Ms. Kozinski stated we need to talk to the merchants about cross-promoting each other.

Mr. Jagger stated that the Board's bylaws require a Chair and Vice Chair be elected each year.

Board Action:

Ms. Cook made a motion to appoint Robert Abraham as Chair. Ms. Kozinski seconded the motion and it carried unanimously (5-0).

Board Action:

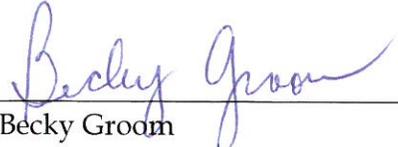
Ms. Kozinski made a motion to appoint Cheryl Cook as Vice Chair. Mr. Hopkins seconded the motion and it carried unanimously (5-0).

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:08 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary