

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, January 28, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, January 28, 2014, 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 (arrived at 8:12 a.m.)
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director (arrived at 9:30 a.m.)
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes: December 17, 2013 Regular Meeting

Board Action:

Ms. White made a motion to approve the minutes of the December 17, 2013 regular meeting. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report included on Page 9 of the agenda packet.

Mr. Jeffries noted that the Farmers' Market operating deficit was due to the one-time annual costs for insurance, city fees, and a payment for the annual Weekend Update sponsorship on WNDB radio.

Ms. Kozinski asked if they are to the point to offer merchandise for sale at the Farmers' Market information booth.

Ms. Foster, Market Manager, stated that sales could not take place until someone was hired to man the booth to sell the products.

Ms. Kozinski asked if a volunteer could be used to operate the booth.

Ms. Foster stated not at this time.

Chair Abraham asked Mr. Jeffries if he foresees meeting the revenue projection.

Mr. Jeffries stated the revenue projection, as of January 2014, was around \$34,000.

Chair Abraham stated that about 1/3 of the projected revenue has been collected to date and we are about 1/3 through the fiscal year so it may be a little short.

6. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the Riverfront Shops of Daytona Beach Marketing Campaign Quarterly Report included on page 11 of the agenda packet. He also presented information from an updated report distributed to the Board.

Ms. White stated she did not see the e-newsletter listed in the report and asked about the status of the email list.

Mr. Gold stated that initially, a lot of people opted out of the e-newsletter because they felt they were being spammed. He stated the initial email list was a purchased database of emails and now the list has been refreshed with individuals who signed up at Downtown events and from the website.

Ms. White asked how many people are receiving the e-newsletter.

Mr. Gold stated approximately 4,000 people.

Ms. White stated that the email list status was an important number to track.

Ms. Cook asked if another brand awareness survey should be generated within six months.

Mr. Gold stated yes, but with a new email list unique from the DDA's e-newsletter email list and suggested that one could be purchased from the Convention and Visitors Bureau.

Chair Abraham suggested that the DDA could pursue another awareness survey, but without any additional cost.

Stephanie Mason-Teague, Cinematique Theater, asked if there are parameters to determine how many of the Riverfront Shops Facebook page "likes" turn into actual visitors Downtown.

Mr. Gold stated an on-line study could be completed to determine that information.

Ms. Mason-Teague asked if there are other tools that could be used to draw visitors to the Downtown, such as a coupon. Ms. Mason-Teague stated if the coupons are turned into the business, then it could be tracked that the coupon was received from the Facebook site.

Mr. Gold stated that approval from Facebook is required prior to placing a coupon on the Facebook page; and if prior approval is not requested, Facebook could close the page.

Mr. Gold stated that obtaining information on the demographics of the Facebook page users would be useful.

Mr. Jeffries reminded the Board that the DDA is responsible for promoting the Riverfront Shops and Downtown as a destination but it is up to the merchants to promote their individual business.

Mr. Gold stated a coupon page could be included in the newsletter and the use of the merchant coupons could be tracked.

Ms. White stated she liked the idea of visitors being able to access a page that would have monthly specials.

Chair Abraham asked if there would be a cost associated with generating a coupon page.

Ms. Kozinski stated the difficult part will be getting merchants to participate.

Ms. Foster asked if there is a newsletter that is distributed to college students where the Farmers' Market could be included in the newsletter.

Mr. Gold stated most institutions do not release student emails for distribution of materials but advertising in student newspapers could be purchased.

7. **Farmers' Market - Spring 2014 Print Advertising**

Mr. Jeffries presented the staff memo requesting approval of funding for print advertising for three months (February-April) in the Hometown News and News-Journal. The staff memo was included in the agenda packet on page 14.

Board Action:

Ms. White made a motion to approve the funding for three months of print advertising for the Farmers' Market. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. **Merchant Co-op Program - Hotel Rack Card**

Mr. Jeffries presented the staff memo requesting approval of funding for the annual contract with Brochure Display, Inc. The staff memo was included in the agenda packet on page 15.

Al Smith, Jr., asked for events to be listed on the rack cards.

Mr. Jeffries stated yes.

Ms. Mason-Teague stated that she is in attendance at today's meeting to discuss Front Porch Friday. She stated that Front Porch Friday does not receive any funding and is not promoted. Ms. Mason-Teague stated that Cinematique Theater has pledged \$12,000 to Front Porch Friday to present free movies in the park. She stated her understanding that Front Porch Friday was a signature event to draw people to the downtown.

Chair Abraham stated that Front Porch Fridays was supported by the DDA.

Mr. Jeffries stated Front Porch Fridays was financially supported by the DDA. He stated that DDA provides direct radio advertising for Front Porch Friday and pays for the event permit fees for Riverfront Park. Mr. Jeffries stated there was also indirect support by the DDA through maintenance of a separate page on the website for Front Porch Fridays and mentions of the event in e-newsletter and the Facebook page.

Board Action:

Ms. Cook made a motion to approve the funding for an annual contract with Brochure Displays, Inc for the hotel rack card distribution and printing. Ms. White seconded the motion and it carried 4-1 (Mr. Hopkins voting no).

Mr. Hopkins asked if the Board will have an opportunity to see the card before it goes to print.

Mr. Jeffries stated yes.

Mr. Hopkins stated the co-op advertising on the rack card was taking up a lot of space.

Chair Abraham asked what would be the financial impact to not doing the co-op.

Mr. Jeffries stated \$4,000.

Chair Abraham asked if the Board could have an opportunity to review the design before it goes to print.

Mr. Jeffries stated he could bring it back to the Board.

Ms. White stated that the card needed to be printed and distributed. She stated the card needs to be designed well by Gold & Associates and does not need to come back before the Board.

Ms. Kozinski asked how long the last print lasted.

Mr. Jeffries stated 12 months.

Chair Abraham asked if we have commitments for co-op advertising on the rack cards now.

Mr. Jeffries stated there were four commitments.

Chair Abraham asked if there will be room to list events on the card.

Mr. Jeffries stated it would be possible to add events on the front of the card and included Front Porch Friday as well.

Mr. Hopkins stated that the DDA was affording four businesses the opportunity to advertise and the copy of the card will be substantially decreased by adding the additional information. Mr. Hopkins stated this diminishes the opportunity to promote the entire Downtown.

Ms. Cook stated that Mr. Jeffries was unable to receive commitments from other businesses for the advertising on the rack cards.

Mr. Hopkins stated the print area was limited on the card and was not sure what can be conveyed about Downtown. Mr. Hopkins stated the four merchants' advertisements take up a considerable amount of the copy area on the rack card

that will be on display for a year. Mr. Hopkins stated that Mr. Jeffries has said the card can be changed but he does not believe it will be changed since the merchants are committing to a year.

Chair Abraham stated that he agreed with Mr. Hopkins but there were only four merchants who stepped forward to do the co-op advertising. Chair Abraham stated we have commitments to those 4 merchants for this year but may choose to not do the rack card next year due to the concerns expressed by Mr. Hopkins. Chair Abraham stated he feels it is a good compromise to list the events on the card along with co-op advertising. Chair Abraham stated he did not have a problem highlighting four businesses since they are the ones willing to spend the money to do it and the others had the same opportunity.

Mr. Hopkins stated the previous advertising was a bad experience in that some merchants did not pay. Mr. Hopkins asked if we could possibly have marketed the co-op more with the new policy of advertising being paid for up-front. Mr. Hopkins stated we have a big message of what we have to offer and he does not want to be short-sighted on getting that message out.

Ms. Kozinski asked if merchants have been told they will be listed on the cards.

Mr. Jeffries said no because they have not paid.

9. **Discussion: Downtown Public Works Projects**

Mr. Jeffries gave a PowerPoint presentation, a copy of which is hereto attached and made part of the record, with the status of Downtown Public Works Projects.

Ron McLemore, Public Works Director, stated the City Commission will be reviewing the wayfinding design program and has applied for and received a grant in the amount of \$400,000 for the wayfinding sign installation on State roads in 2015. Mr. McLemore stated City funds could be used for signage on City streets.

Ms. White asked if the City Commission approves the design, could signs be installed in the Downtown area this summer.

Mr. McLemore said yes.

Ms. Cook asked about the width of the drive isle in the parking lot behind Jessup's. Ms. Cook stated the lot is difficult since it is narrow and it is difficult for trucks to make deliveries.

Mr. McLemore stated the drive aisle was narrowed to 24 feet in order to slow traffic.

Ms. Cook stated the lot is difficult for deliveries to businesses.

Mr. McLemore stated deliveries are always a challenge in parking lots and does not know if the problem can be resolved by design. Mr. McLemore stated that perhaps management of the delivery process itself would help.

Ms. Cook stated she waited for five weeks to have the dumpsters emptied behind her business. Ms. Cook stated she finds this appalling. She stated some businesses were doing renovations that generated large trash and other people dropped items off at the dumpsters.

Mr. McLemore stated that it appears that there are people who shouldn't be using those containers and there is not ample pick-up for the trash that is generated by the businesses on that block. Mr. McLemore stated he is concerned about the materials setting there over a period of time and nothing should be there for more than 3 to 4 days.

Ms. White asked when Waste Pro would be providing information on their ideas for this area.

Ms. Kozinski stated the totes behind her business are on the grass but are not placed back on the grass after they are emptied and are sometimes left in traffic lanes.

Ms. White asked if Federal Alley can be opened like Myrtle Lane.

Mr. McLemore stated he has safety concerns about opening Federal Alley due to pedestrian/vehicle conflicts. Mr. McLemore stated having passageways for individuals when rear parking is available is ideal but he has concerns about turning vehicles onto Federal Alley.

Ms. Kozinski stated there is a perception that when there is no parking available on the street, there is no other parking available in Downtown.

Mr. McLemore asked if the Board is willing to give up the pedestrian access and outside dining in the area in order to open Federal Alley.

Ms. Mason-Teague stated that in St. Augustine, barriers and chains are used to separate one-way drives from pedestrians and the same could be done in this area.

Ms. White stated people will pay for convenience.

Mr. Hopkins stated he understands the concern about pedestrian safety but there needs to be something to separate pedestrians from a vehicular lane. Mr. Hopkins stated there needs to be a visual design element as part of the solution. Mr. Hopkins stated he feels Federal Alley access is key. Mr. Hopkins stated there is a mixture of pedestrians and vehicular traffic on Myrtle Lane and does not

believe there has ever been an incident reported at that location. Mr. Hopkins stated he feels this is an opportunity to find a solution for pedestrian and vehicular access. He stated that perhaps Windy City could give up a row of tables.

Ms. Kozinski stated not all of Windy City's outdoor dining would need to be removed.

Mr. McLemore stated he would do some design work on Federal Alley and bring it to the board for discussion.

Mr. McLemore stated there has been some preliminary planning with FDOT for a streetscape plan for ISB from U. S. 1 to the beach. Mr. McLemore stated that once someone crosses over the ISB bridge, there are issues with traffic and aesthetics. Mr. McLemore stated a proposed \$55 million project has been presented to FDOT. Mr. McLemore stated the project includes traffic roundabouts at key locations to help the flow of traffic as well as landscaping and medians. Mr. McLemore stated the project will require a fairly large portion of property acquisition for additional right-of-way. Mr. McLemore stated entranceway features are a large portion of the project. Mr. McLemore stated this should become a real project in 3 to 4 years and will have a huge impact on ISB.

Chair Abraham asked if the project would start on beach side or U. S. 1.

Mr. McLemore stated that has not been determined.

Ms. Kozinski stated the Russian development on the beach side will cause improvements to be made to Seabreeze and asked if both of these projects will be done at the same time.

Mr. McLemore stated he did not think so and feels the ISB project will not be started for 3 to 5 years.

Ms. Kozinski stated if Washingtonian Palms are used on Beach Street, we will have the same problem again in ten years that we have with the existing trees.

Ms. Cook expressed concerns about buildings not being visible due to the trees.

Ms. Kozinski also expressed concern about trees blocking the buildings and not being visible to people driving down the street.

Chair Abraham asked if it is cheaper to replace the trees or hire an outside firm to trim them.

Mr. Jeffries stated that there are safety issues for trimming related to the height of the trees.

Mr. Hopkins stated the useful life of the Washingtonian palms is 20 years and said that perhaps the existing Washingtonian palms should be replaced with Washingtonian palms.

Chair Abraham stated that he liked Mr. Hopkins' suggestion.

10. **Board Comments**

Mr. Jeffries stated that Bullseye Direct Marketing has submitted all of the applications to the City for their Downtown events. Mr. Jeffries stated there is an opportunity for DDA to enter into a long-term agreement for events with the City Commission.

Mr. Smith stated the Riverfront Music Festival is scheduled for March 22. Mr. Smith stated there is a partnership with the music program at Daytona State College to provide music and sound for the event.

Mr. Jeffries stated a certified letter was sent from the City Attorney's Office in December to the two merchants who have not paid their outstanding advertising bills and there has been no response. Mr. Jeffries suggested the accounts be sent to collections. The merchants are Roar Motorcycles in the amount of \$1,900 and Mediterranean Express for \$500. Mr. Jeffries stated Mediterranean Express has closed but the owner is still in town.

Ms. Kozinski stated the owner of Mediterranean Express is talking about opening a business at another location.

Board Action:

A motion was made by Ms. White to send the accounts of Roar Motorcycles and Mediterranean Express to collection per the City's normal collection procedures. Mr. Hopkins seconded the motion and it carried unanimously (5-0).

Ms. White expressed concerns about Front Porch Friday and stated there is no one in charge to coordinate the event. Ms. White suggested having someone in charge of the event who is not a merchant or discontinue the event.

Mr. Jeffries stated that he has contacted the group to meet on Friday about Front Porch Fridays and one of the items to be discussed is to have someone coordinate the event.

Mr. Hopkins stated he attempted to enhance the marketing but there was no clear direction. Mr. Hopkins stated it would be beneficial to have Bullseye Direct Marketing or someone of that caliber coordinate the group. Mr. Hopkins stated there is good intent but the event is not organized.

Chair Abraham stated what he is hearing is that we are committing financial resources to something that is highly dysfunctional.

Mr. Jeffries stated he would like to have the meeting on Friday and will advise the Board of the discussion at the next meeting.

Ms. Kozinski stated many of the storefronts are filled and the area is promoted as a place to dine and shop, but we don't really have many places to shop. Ms. Kozinski stated that a chiropractic office is locating on the ground floor of a vacant storefront, and this area is supposed to be retail. Ms. Kozinski stated there are multiple storefronts that are supposed to be retail and they are not.

Mr. Jeffries stated this is an issue the Redevelopment Board will be discussing this year. Mr. Jeffries stated the final comments are being addressed in the Land Development Code rewrite.

Ms. Cook asked who approved the chiropractic office.

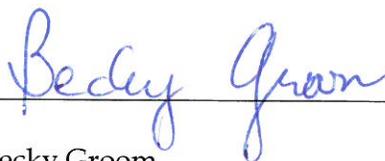
Mr. Jeffries stated they applied for a business license and are advised that the first 50 feet of the building must be retail. Mr. Jeffries stated having the front of the building used for retail and the chiropractic offices at the rear of the building complies with that regulation. Mr. Jeffries stated that often businesses say they will have retail in the front, but then don't.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:50 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary