

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, February 25, 2014

The regular meeting of the Downtown Development Authority was held Tuesday, February 25, 2014, at 8:00 a.m. in Conference Room 116 at 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

Board Members Absent

Ms. Kelly White

Staff Members Present

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 8:13 a.m.

2. Roll Call

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

3. Approval of Minutes: January 28, 2014 Regular Meeting

Ms. Cook asked that the minutes be corrected on Page 8. Ms. Cook stated the dumpsters were being emptied and asked that the minutes be changed to reflect that she stated that she was waiting for the area around the dumpsters to be cleaned from debris left by outsiders.

Board Action:

Ms. Kozinski made a motion to approve the minutes of the January 28, 2014 regular meeting as corrected. Mr. Hopkins 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 12 of the Board packet.

Chair Abraham stated current revenue is about \$24,000 below projection and there is a short time to make up the revenue.

6. **Riverfront Shops of Daytona Beach**

a. **Bright House Advertising**

Mr. Jeffries presented the report which is included on Page 14 of the packet.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve \$6,000 for advertising on Bright House Cable to promote the Riverfront Shops of Daytona Beach and specific events for the remainder of the year. The motion was approved unanimously (4-0).

7. **Farmers' Market**

Noeleen Foster, Market Manager, stated the recent severe weather is reflected in the collections from the Market and noted there was a complete wash-out on February 8. Ms. Foster noted February is not busy since people stay home to avoid heavy traffic in the City.

Ms. Foster stated per the agreement, she is permitted to only have 10% craft sales and she would hate to refuse someone to sell at the market due to the restriction. She asked the Board to consider changing that restriction and stated that she recommends that the 10% restriction be increased.

Mr. Abraham asked if the 10% restriction is a contract limitation.

Mr. Jagger said yes.

Mr. Abraham stated to change the percentage would require City Commission approval and that could be requested if it is the desire of the DDA.

Mr. Jagger stated the restriction is 10% craft sales and no more than 20% including plant sales, and a change is subject to the City Manager's approval. Mr. Jagger stated the agreement expires on September 30, 2017.

Mr. Jeffries stated the first draft of the license agreement was for 30% craft and plant sales, but was changed to 10% at the request of the City Commission.

Mr. Abraham asked Ms. Foster to notify the Board if she receives requests for craft sales at the Farmers' Market and the Board will consider making the request to the City Manager.

Ms. Foster stated she is again trying to pursue accepting EBT at the Farmers' Market. Ms. Foster stated once it is operational, the customer will have to buy credits at the Management Tent. Ms. Foster stated she will work with the City's Finance Department to get this set up.

Mr. Hopkins stated that he thought there was an issue that to accept EBT there would have to be a staff person designated to issue the credits.

Ms. Foster stated that is correct.

Mr. Hopkins asked if there would be an increase in sales if EBT is accepted.

Ms. Foster stated that a large number of residents in the Downtown area qualify for EBT. Ms. Foster stated the produce sold at the Farmers' Market is less expensive than what is sold at the grocery store. She stated it would be difficult to measure, but believes it would increase.

Mr. Jeffries stated accepting EBT is part of the performance objectives in the license agreement. Mr. Jeffries stated the DDA fulfilled its obligation to meet that performance objective by submitting a Federal grant, but the grant was not awarded to the DDA. Mr. Jeffries stated the City does accept credit cards. Mr. Jeffries stated an additional person would have to be hired to work in the management booth. Mr. Jeffries stated the operating policy for receiving payments by credit card would have to be established with the City's Finance Department for the Farmers' Market to accept EBT.

Mr. Abraham stated that a cost benefit analysis may have to be done and asked that staff continue to work on this issue.

Mr. Jeffries stated the DDA approved print advertising with the News-Journal in Go-386 last month. Mr. Jeffries stated the News-Journal has stated they may be willing to sponsor the Farmers' Market. Mr. Jeffries stated the News-Journal would want to sell newspapers at the Farmers' Market. Mr. Jeffries stated that person could be staged at the information booth and would provide consistent coverage to the booth. Mr. Jeffries stated he did not want to pursue this if there are concerns by the DDA.

Ms. Cook stated she would not find this offensive.

Ms. Foster stated she feels it would be positive to have someone in the booth and this would be helpful.

Mr. Hopkins suggested that it be further pursued.

Ms. Foster asked about providing hats or something to identify the streets crew that works at the Market.

Mr. Hopkins suggested a vest be provided so the workers would stand out.

8. Front Porch Friday Request for Administrative Assistance

Mr. Jeffries stated that a letter from Stephanie Mason-Teague regarding this item is included as Page 19 of the packet.

Ms. Mason-Teague stated the responsibility has been placed on the merchants to put the Front Porch Friday events together. Ms. Mason-Teague stated her out of pocket expense for Cinematique for showing the movies in the park, including licensing, rentals, insurance and staffing is about \$1,000 and that does not include the rental of the park. Ms. Mason-Teague stated that she is asking for a commitment to help in the marketing of Front Porch Friday. Ms. Mason-Teague stated that she suggests the official start time be 4:00 p.m. and people want music, food, shopping and liquor. Ms. Mason-Teague stated Ms. Foster has offered to help. Ms. Mason-Teague stated she is asking the DDA to approve the purchase of 10 to 12 tents for use in the park to include food and craft vendors each Front Porch Friday. Ms. Mason-Teague stated she has talked with Al Smith about providing live music during the events.

Ms. Mason-Teague stated when a monthly event is held, there are expenses, and she cannot process those through Cinematique. Ms. Mason-Teague stated that she would like to request that the Front Porch Friday Festival be added to the DDA similar to how the Farmers' Market is operated.

Chair Abraham asked if this is a worthwhile project to continue and asked if the DDA is willing to take on the burden of this event. Chair Abraham stated the DDA would expect it to be revenue/expense neutral. Chair Abraham asked what would be the administrative burden of handling this event.

Mr. Jeffries stated he has been trying to do everything he can to support the event.

Chair Abraham asked if it is a worthwhile event.

Ms. Kozinski stated she thinks it is and feels the movies are a draw.

Ms. Cook stated that when the event was expanded to all day, it lost some of its draw, but the movie is a good idea. Ms. Cook asked if the event is proposed to be held on Magnolia to Orange.

Ms. Mason-Teague stated she plans to hold it from Magnolia to the Kress Building.

Ms. Mason-Teague stated she cannot force merchants to participate and felt that caused a lot of frustration. She stated there will be a Riverfront Shops informational booth where information will be distributed on merchant and restaurant specials.

Ms. Cook asked who will be the vendors.

Ms. Mason-Teague stated she is working with Ms. Foster to place craft vendors at the Front Porch Friday events. Ms. Mason-Teague stated the cost will be the same as those for the Farmers' Market rentals.

Mr. Jeffries stated that Page 18 of the packet reflects the cost for support of this event.

Ms. Cook asked if the tents are purchased, where will they be stored.

Mr. Jeffries stated he is working with staff to have them placed in a City storage site that is currently used for the Farmers' Market tables.

Mr. Jeffries stated if the desire is to continue this event, there are two issues to resolve - handling of the funds and administrative support. Mr. Jeffries stated that Ms. Mason-Teague has had conversations with Ms. Foster about assisting with the event on Fridays and this would be an amendment to Ms. Foster's contract with the DDA.

Ms. Foster stated the Salvation Army would be setting up and taking down the event and they have been very reliable.

Ms. Mason-Teague stated the alcohol distribution permit is very important and stated the cost each month would be limiting for her business. Ms. Mason-Teague asked the DDA to cover the \$250 permit fee for alcohol. Ms. Mason-Teague suggested inviting local wineries and craft breweries to participate and set up a vendor tent.

Mr. Jeffries stated there would be increased insurance cost if the permit is paid for by the DDA.

Mr. Abraham asked how much of an administrative burden this will be for Mr. Jeffries.

Mr. Jeffries stated he currently works with the merchants and Jeanne Tolley is volunteering. Mr. Jeffries stated there will be additional responsibility for monitoring the expenses for the DDA. Mr. Jeffries stated it is proposed that Ms. Foster be the contact person for the event.

Mr. Hopkins stated he is in support of taking this on and will give us an opportunity to show what the area has to offer beyond the Farmers' Market. Mr. Hopkins stated what is proposed is a more encouraging scope of consolidating the event and feels the Board should support it.

Public Comments:

Doug Kosarek, 211 E. International Speedway Blvd., stated he wanted to applaud the Board for taking on this project. Mr. Kosarek stated he participated in the City's visioning process and utilizing the riverfront was talked about extensively. Mr. Kosarek stated there is a serious lack of branding on this event and suggested the name should be Riverfront Friday Festival. Mr. Kosarek stated the message needs to be consistent with everything that is being done in the Downtown.

Chair Abraham stated he agrees with Mr. Kosarek's and Mr. Hopkins' comments. Chair Abraham stated he views this as a new event.

Ms. Kozinski stated she agrees with the name change.

Chair Abraham stated there is a consensus to move forward. Chair Abraham stated we need a more detailed budget and the alcohol permit issue needs to be resolved.

Mr. Hopkins suggested drafting an agreement similar to the one in place with the Farmers' Market for this event and have it approved by the City Commission.

Mr. Jeffries stated he has had conversation with Bulls Eye and Cultural Services about developing an agreement for events.

Chair Abraham stated that makes sense to him and the DDA would maintain control over the event if an agreement is in place.

Mr. Jeffries stated a request will have to be made to the City Commission to amend the budget to include the costs for the Front Porch Friday events and the amendment to Ms. Foster's contract. Mr. Jeffries stated a special meeting of the DDA may be necessary in order to keep the Front Porch Friday event continuing.

9. Board Comments

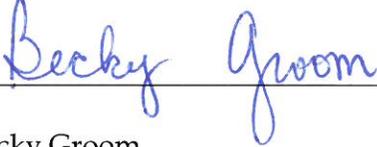
There were no Board comments.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:50 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary