

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, March 25, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, March 25, 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
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. Helen Riger, Cultural Services
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:08 a.m.

2. Roll Call

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

3. Approval of Minutes: February 25, 2014 Regular Meeting

Board Action:

Mr. Hopkins made a motion to approve the minutes of the February 25, 2014 regular meeting. Ms. Cook 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 presented the Monthly Financial Report which is included on Page 9 of the packet.

6. **Revised Fiscal Year 2013/14 Budget**

Mr. Jeffries presented the revised budget which is included on Page 11 of the packet. He stated that what is proposed is a follow up to the discussion held at the February 25, 2014 meeting regarding the DDA support of the Front Porch Friday Festival. He stated that he proposes transferring \$9,600 from Merchant Co-op Revenue to Co-op Marketing to cover expenses for the Front Porch Friday Festival.

Ms. White asked if the name of the Front Porch Friday event will be changed.

Mr. Jeffries stated if the name is changed, changes will need to be made to the website and the logo which would result in an additional cost for Gold & Associates to make the changes.

Ms. Foster stated that perhaps the date of Front Porch Friday should be changed to the third Friday of the month so it does not conflict with DeLand's event.

Ms. Kozinski stated the name should be changed to delete Festival since many consider a festival will include games and rides.

Stephanie Mason-Teague, Cinematique Theater, stated the 4th Friday of the month was selected for Front Porch Friday Festival so it would not conflict with the events in New Smyrna Beach and Port Orange. Ms. Mason-Teague stated Riverfront Park is already rented for the remainder of the year for the 4th Friday of the month and stated she did not feel it may be available on other dates. Ms. Mason-Teague stated that she feels the event should continue on the fourth Friday.

Ms. Kozinski stated that she previously worked on the Riverfront Market and suggested that logo and Facebook page could be used for the Friday Festival. Ms. Kozinski stated Gold & Associates designed the logo. Ms. Kozinski stated to use the logo for the Front Porch Friday Festival would only require a word change.

Ms. Foster stated she has seven vendors committed for this Friday's event. Ms. Foster asked if vendors will be permitted to sell food.

Ms. Mason-Teague stated she feels the vendors should sell unique items and nothing that is mass-produced.

Ms. Kozinski stated food vendors would draw away from people visiting the area restaurants.

Ms. White stated it would be ideal to have an experience that would affect both sides of Beach Street.

Mr. Jeffries stated he would like the budget transfer to include an additional \$750 for Gold & Associates to change the logo for the Front Porch Friday event.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the budget transfer of \$10,350 that includes the \$750 for Gold & Associates to develop a new name for the Front Porch Friday Festival. The motion was approved unanimously (5-0).

7. Event Management Contract - Noeleen Foster

Mr. Jeffries presented a proposed contract with Noeleen Foster to manage the Front Porch Friday event included in the board packet on Page 12.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the contract for management of the Front Porch Friday Event with Noeleen Foster. The motion was approved unanimously (5-0).

8. Funding Approval: Front Porch Friday Event Expenses

Mr. Jeffries presented a proposed program guideline and event expenses for Front Porch Friday event included in the board packet on Page 17.

Ms. White asked if tents are purchased, where are they proposed to be stored.

Mr. Jeffries stated they will be placed in the storage area adjacent to the Farmers' Market.

Ms. White stated there is an expense associated with providing equipment to vendors and suggested charging a fee to a vendor that requests the use of a tent.

Ms. White asked who would be setting up the tents.

Mr. Jeffries stated the Streets Team from the Salvation Army will set up the tents and noted there is a contract arrangement between the Streets Team and the CRA for their support of events.

Ms. Mason-Teague stated materials should include the wording that tents should be white or a light color; and if the vendor does not have a tent, one can be rented from the city.

Ms. White stated there may be opportunities for sponsorship of the event and suggests those opportunities should be considered.

Mr. Jeffries stated he has talked with a representative from Fiat about sponsorship and there may be other opportunities available.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook to adopt the budget of \$10,350 for the Front Porch Friday Festival. The motion carried unanimously 5-0.

Mr. Jeffries asked that the Board consider the guidelines as presented on Page 17 of the packet.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the guidelines as presented. The motion carried unanimously (5-0).

9. **Downtown Event Agreement with City**

Mr. Jeffries presented a report on permit costs for the DDA supported events, a copy of which is hereto attached and made part of the record, and reviewed the costs with the Board.

Helen Riger, Cultural Services, stated the Friends of the Bandshell proposed an agreement. Ms. Riger stated the agreement includes the City paying the fees as well as a reduced rental fee. Ms. Riger stated the City has an alcohol beverage license which was included in the agreement for use at the bandshell.

Mr. Jeffries asked the Board to designate a Board member to negotiate with the City for preparation of an agreement for the Front Porch Friday Festival including fees.

Al Smith stated he was never informed that fees were going to be increased. Mr. Smith stated he feels funds should go to support events, not fees.

Ms. Kozinski offered to meet with staff about the agreement for the Front Porch Friday Festival.

Mr. Jagger stated the final contract will be presented to the DDA for review prior to being presented to the City Commission.

10. Board Comments

Ms. White asked about the status of the directory and rack card.

Mr. Jeffries stated the rack card would be two pages and Gold & Associates has prepared a draft.

Ms. White stated she has seen the joint billboard with Zappi's and it looks very nice.

Ms. Kozinski asked if the location of the Art of the Automobile event has changed.

Kelly Koliopolus stated the Art of the Automobile event would be held in the area from Orange Avenue to Bay. Ms. Koliopolus stated she was talking with representatives from Jeep and Harley to have displays included from their businesses as well.

Ms. White stated Bike Florida would be going through the downtown today and the event includes 600 bikes.

Mr. Jeffries stated the next merchants meeting would be in April. Mr. Jeffries stated the meetings will be held quarterly and the April meeting will include a discussion of marketing which will be conducted by Ned Harper.

Ms. Foster asked if the broken tents that are stored at the Farmers' Market could be disposed.

Mr. Jagger stated the rules for disposal of city property should be followed and he would look into the disposal for Ms. Foster.

Ms. Foster stated she has learned of a grant for the SNAP equipment and would bring that information back to the Board.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:43 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary