

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, April 22, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, April 22, 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 8:08 a.m.)
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. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:07 a.m.

2. Roll Call

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

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

Board Action:

Ms. White made a motion to approve the minutes of the March 25, 2014 regular meeting. 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 which is included on Page 7 of the packet.

Ms. White stated a good job has been done in replacing the vendors at the Farmers' Market that left earlier in the year.

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

Keith Gold, Gold & Associates, presented the report which is included on Page 10 of the packet.

Ms. Cook asked about the maintenance of the website. She noted that Beach Street Impressions and the Harley museum are still listed on the website and the businesses have closed.

Mr. Jeffries stated he would check the site and make the corrections.

Ms. Kozinski stated Windy City has closed and should also be removed.

7. **Front Porch Friday Event Update**

a. **Name Change to Riverfront Fridays**

Mr. Jeffries asked the Board to ratify the decision to change the name of the event to Riverfront Fridays.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to change the name from Front Porch Friday to Riverfront Fridays. The motion carried unanimously (5-0).

Mr. Gold presented four logos for the Riverfront Fridays event.

Mr. Jeffries stated Gold & Associates is prepared to make the changes to the logo on the website and print materials. He stated the e-newsletter would be sent out on Wednesday with the announcement of the new logo.

Ms. Kozinski stated she preferred "c" and "a" would be her second choice.

Mr. Hopkins stated he would prefer a combination of "a" and "c."

Ms. White stated she preferred "c."

Ms. Cook stated she preferred "c" with "a" lettering.

Mr. Abraham stated he preferred "c" and would like the lettering changed.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve logo "c" as presented by Gold & Associates with more legible lettering. The motion was approved unanimously (5-0).

8. **Farmers' Market Advertising**

a. **Crabby Joe's Table Ad**

Mr. Jeffries presented a report from Michael Bennett of Jennifer Enterprises about a potential advertising opportunity. Mr. Jeffries stated there is no available funding for this proposal and noted that Mr. Bennett is willing to delay billing until next fiscal year.

Michael Bennett, Jennifer Enterprises, stated he is working with Crabby Joe's to produce a table top ad for their business and would like to include advertising for the Farmers' Market and downtown Daytona Beach. Mr. Bennett stated he has talked with Mr. Chuck Smith of Angell & Phelps about advertising on the table tops. He stated the table tops are changed every two years; and if the Board is interested in participating, he would defer payment until next fiscal year.

Mr. Hopkins stated he feels this request is a policy issue that needs to be addressed. He stated Gold & Associates directs the Board in marketing and questioned if it is appropriate to market with a restaurant outside of Daytona Beach.

Mr. Abraham stated he has the same concerns as those of Mr. Hopkins. He stated he sees the value of this type of advertising but does not want to make a quick decision.

Ms. White stated she agrees and feels this is a policy decision. She asked if this would be done as a co-op with a downtown merchant as was done with Zappi's on the billboard advertising.

Mr. Gold stated this is the time of the year when the strategic marketing plan is reviewed and he suggested this opportunity as well as other ideas be reviewed.

Mr. Jeffries stated the plan could be presented at the May board meeting so budget decisions can be made in June.

Ms. Kozinski asked Mr. Bennett if he works with any other Daytona restaurants.

Mr. Bennett stated he is talking with a restaurant in Ormond Beach and advertises at a restaurant in St. Augustine. He stated the Daytona Flea & Farmers' Market has been on the ad at Crabby Joe's for the last two years.

Mr. Abraham asked when the two-year cycle would begin.

Mr. Bennett stated the new table tops would be installed in August.

Ms. Cook asked if time could be scheduled at next month's meeting or perhaps a workshop to discuss this item and invite Chuck Smith and other major vendors to attend to discuss advertising ideas with Mr. Gold and the Board.

Ms. Kozinski stated reaching outside of downtown in terms of advertising makes sense.

Mr. Gold stated a strategic planning session could be conducted as part of the merchant's meeting and the Board members could be invited to attend.

Mr. Abraham stated it makes sense to have the discussion as part of the merchant's meeting.

Mr. Jeffries stated he will work with Mr. Gold to set a time to meet with the merchants and Board members.

Stefanie Mason-Teague stated merchants need help with marketing and feels a workshop with Mr. Gold would be helpful.

Mr. Abraham asked Mr. Bennett's timeline for ad placement.

Mr. Bennett stated when the spots are sold, the ad will be prepared.

9. **Board Comments**

Ms. Kozinski asked about the banners that were prepared for the motorcycle events and noted they were not installed this year.

Mr. Jeffries stated others had taken the spots.

Ms. Kozinski asked if the "bike parking only" signs could remain through Sunday during motorcycle events.

Mr. Jeffries stated the Downtown-Ballough Road Redevelopment Board discussed tree replacement in the downtown and agreed that the palm trees should be replaced now and shade trees will be planted when the Riverfront Master Plan is implemented.

Ms. Kozinski asked if Federal Alley could be opened now that Windy City has closed.

Mr. Jeffries stated he will discuss that item with the Redevelopment Board at their meeting in May and then discuss it with the DDA at their May meeting.

Ms. Mason-Teague stated she agrees with Ms. Kozinski about the parking.

Mr. Abraham asked that a report be provided to the Board at the May meeting regarding Federal Alley.

Ms. White asked Mr. Jagger if the DDA is considered a Business Improvement District.

Mr. Jagger stated no and the Florida equivalent is a CDD which the Board is not. He also stated the Board is limited to a one mill tax assessment.

Ken English, Daytona Beach Marketing, stated he does not believe video production is being utilized to promote the area. He stated he could create a video that could be used on the website and stated he feels the website lacks content. Mr. English stated the downtown area needs to be more aggressively promoted.

Ms. White stated that Mr. English has created a lot of videos that are on Youtube.

Mr. Jeffries stated there is a Youtube video channel for the Riverfront Shops.

Mr. Abraham asked Mr. Jeffries and Mr. Gold to let the Board know if there are video opportunities from which the area may benefit.

Ms. Foster asked when the wayfinding signage would be completed.

Mr. Jeffries stated he did not have a date.

Ms. Kozinski asked if someone would talk to a representative of the Daytona Cubs to have the parking attendants for the Daytona Cubs moved to the corner of Magnolia and Orange.

Mr. Jeffries stated he would talk with the Cubs.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:35.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary