

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, May 27, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, May 27, 2014, at 8:00 a.m. in Conference Room 116 of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Capt. James Newcomb, Daytona Beach Police Department
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting - April 22, 2014

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the Regular Meeting of April 22, 2014. The motion carried unanimously (4-0).

b. **Special Meeting – May 13, 2014**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the Special Meeting of May 13, 2014. The motion carried unanimously (4-0).

c. **Workshop – May 22, 2014**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the minutes of the workshop held on May 22, 2014. The motion carried unanimously (4-0).

4. **Public Comments**

Johnnie Ponder, 885 Maley, thanked the Board and staff for conducting the workshop on May 22. Ms. Ponder stated the workshop was very informative. Ms. Ponder stated we are all here to promote the city and should work together.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 12 of the packet.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to accept the Monthly Financial Report. The motion carried unanimously (4-0).

6. **FY 2012/13 DDA CAFER**

Mr. Jeffries presented FY 2012/13 Audit memo which was included on page 17 of the packet.

7. **Discussion: DDA Mission & Goals**

Mr. Jeffries presented the DDA Mission & Goals which were included on page 18 of the packet.

Mr. Abraham stated that the Board has partially accomplished some of the goals. Mr. Abraham stated the role of the DDA will be expanded if the license agreement is adopted and the DDA will be responsible for running events which the DDA will contract out.

Ms. Cook stated many of the items listed under Downtown Lifestyle have been accomplished, such as establishing a brand, developing a website, and cross-promoting with events. Ms. Cook stated that even though these items have been

accomplished, they are still goals and are on-going. She stated the language should be changed to reflect that we continue to promote the goals listed.

Mr. Abraham suggested the language should read that we conduct and support events.

Ms. Cook suggested including the language from the proposed license agreement regarding promotion of events.

Mr. Jeffries stated he will bring the document back to the Board for review with language changes to reflect the Riverfront Shops marketing campaign in Item 5. Mr. Jeffries suggested changing Item 1 to reflect the continuation, maintenance, and further development of that brand.

8. **Discussion: FY2014/15 Proposed Budget**

Mr. Jeffries presented the proposed budget for FY2013/14 which was included on Page 19 of the packet. Mr. Jeffries noted the cost for the holiday decorations is reflected as zero, since the costs for the holiday decorations will be included in the CRA budget next year.

Mr. Abraham asked if the Farmers' Market numbers are realistic.

Mr. Jeffries stated he expects revenue of \$32,000.

Mr. Jeffries stated the final budget will be presented to the Board in June and the Board will adopt the millage rate at that time. He stated the two public hearings at the City Commission will be in September. Mr. Jeffries stated a survey was provided to the merchants at the May 22 Workshop. Mr. Jeffries stated he will present the results of the merchants' survey at the June meeting. He stated the results may have an impact on the proposed budget

Ms. White asked if we are required to have additional insurance for doing events.

Mr. Jagger stated yes but it can be assigned to whoever is coordinating the event.

Ms. Cook asked if we will be able to keep track of the events and what the fees are even though it will be paid by the CRA.

Mr. Jeffries stated those costs will not be in the financial reports but he can provide that information to the Board.

9. **Discussion: FT2014/15 Proposed Event Schedule**

Mr. Jeffries presented the proposed schedule of events from Bullseye Direct Marketing which was included on page 20 of the packet.

Ms. Kozinski asked if all of the events will be near Beach Street.

Mr. Jeffries stated Octoberfest will be in the park; Riverfront Holidays is on City Island since it is tied to the boat parade; the Wine and Chocolate Walk is on Beach Street; the Riverfront Music Festival will be in the park; Art of the Auto will be on Beach Street and the street will be closed; and the Parrot Head festival will be on City Island.

Al Smith stated he would prefer to have more events at City Island but there is concern about conflicts with the Farmers' Market and Daytona Cubs games. Mr. Smith stated it is his understanding that the City Manager wants to move events to Manatee Island to avoid conflicts.

Ms. Kozinski stated that she has talked with other merchants and most do not see an event that is held on the river as a downtown event. She stated merchants do not see events held on Manatee Island as a downtown event.

Mr. Smith stated the parade was held at City Island and he stated he received positive feedback from restaurants that they did very well during that event.

Ms. White stated the events that are held on Beach Street, such as the wine walk, are best for the merchants.

Mr. Smith stated the events are not a substitute for the merchants' marketing plan and it is not the Board's job to place people in their door.

Ms. Kozinski stated we need to continue the dialogue with the merchants.

10. **DDA - City Agreement for Use of Downtown Facilities**

Mr. Abraham stated the agreement has been revised based on the comments made by the Board at their special meeting. Mr. Abraham stated the agreement represents a shift in policy of the DDA where the DDA becomes responsible for events and in return the license fees are reduced. Mr. Abraham stated the agreement provides the ability to delegate responsibility.

Mr. Jagger stated a change was made to the agreement to add the ability to charge an admission fee. Mr. Jagger stated the name of the Parrot Head event can be changed to the proposed "Island Festival" and noted that any name can be changed upon notice to the city.

Mr. Abraham stated the proposed agreement will be presented to the City Commission next week.

Mr. Abraham stated the license area will include part of the park down to the New-Journal Center but noted the wording in the agreement says Manatee Island.

Mr. Jagger stated he would review the sketch of the proposed area and include that in the agreement.

Mr. Al Smith stated the area will include all of Riverfront Park to Fairview.

Ms. Cook stated the area will include the area from the News-Journal Center north.

Ms. Foster asked if the agreement outlined where banners could be placed.

Ms. White suggested including language in the agreement that banners could be placed at ISB and Beach, Fairview and Beach, and Orange Avenue and Beach.

Mr. Jagger asked if there was a consensus of the Board to make the change regarding banners. The Board members agreed.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to present the proposed agreement to the City Commission for adoption with the changes made as indicated regarding banner locations and the defined Manatee Island area. The motion carried unanimously (4-0).

11. 2014 Event Schedule Change

Mr. Jeffries presented an email from Bullseye Direct Marketing, which was included in the packet, advising the Board that the name of the Parrot Head Festival will be changed to Island Festival.

Ms. White asked who will create the poster with the logo for events such as the Island Festival to tie in the Riverfront Shops brand.

Mr. Smith stated he has been creating the posters.

Ms. White asked if that is something that can be sent to Gold & Associates prior to distribution to make sure it is consistent with the Riverfront Shops brand. Ms. White stated she wants the cohesiveness between the events and the overall Riverfront Shops branding to be there.

Mr. Jeffries stated a template was created for the billboard and he will work with Gold & Associates to create one for the event posters.

12. **Board Comments**

Ms. Cook asked for the status of the report from Public Works regarding Federal Alley.

Mr. Jeffries stated a written report will be provided at the June DDA meeting.

Ms. White thanked Mr. Jeffries for all of the work he does for the Board.

Ms. Kozinski stated Federal Alley will become more important with the pending construction of the Orange Avenue bridge project.

Mr. Jeffries stated there is a meeting scheduled regarding the Orange Avenue bridge project and he will provide the date and time to the Board.

13. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:25 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary