

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
WORKSHOP
Thursday, May 22, 2014**

The workshop of the Downtown Development Authority was held Thursday, May 22, 2014, at 8:30 a.m. at the Cinemetique Theater, 242 S. Beach Street, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Mr. Joseph H. Hopkins (arrived at 8:50 a.m.)
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Noeleen Foster, Farmers Market Manager

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:35 a.m.

2. **Riverfront Shops Marketing Campaign**

Mr. Keith Gold, Gold & Associates, presented information on the status of the Riverfront Shops marketing campaign, the PowerPoint presentation is hereto attached and made part of the record.

Ms. Kelley Bales-Koliopulos, Bullseye Direct Marketing, presented information regarding proposed events for the next fiscal year.

Ms. Noeleen Foster presented information on Riverfront Fridays and the Downtown Farmers' Market.

Merchants in attendance made the following comments on Downtown events:

- Make sure the events have content and quality that tie to the Downtown consumer base.
- Provide more events or event content on North block (Burgoyne Properties).
- Include merchant information at an event information booth.

- Consider a night time art event, similar to the Noche Blanco in Rome
- Consider a lighted holiday decoration walk in Riverfront Park
- Consider a sponsoring outdoor symphony in the park
- Consider an art walk every Friday.
- Add art display in Riverfront Park.
- Add a fire water display in the river.
- Add a light display in Riverfront Park.

Merchants in attendance made the following comments on the Riverfront Shops marketing campaign:

- New map pads need to be printed.
- Promote a Riverfront Shops Instagram site.
- Generate more positive press with Downtown press releases.
- Sponsor a Downtown "Selfie" with a Downtown picture campaign.
- Include a Merchant of the Month in the e-newsletter and on the web site.

3. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:55 .m.


Robert Abraham, Chairman


Jason Jeffries
Redevelopment Project Manager