



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham  
*Chairman*  
Kelly White  
*Commissioner*  
Sheryl A. Cook  
Joseph H. Hopkins  
Tammy M. Kozinski

## AGENDA

Tuesday, August 19, 2014 8:00 a.m.  
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: July 15, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Merchant Co-op Program**
  - a. **Program Guidelines**
  - b. **2015 In-Concierge Book**
  - c. **Daytona Cubs Advertising Trade**
7. **FY 2013/14 Riverfront Shops Events**
8. **DDA Mission & Goals**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, July 15, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, July 15, 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

**Board Members Absent:**

Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Robert Jagger, Deputy City Attorney  
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 - June 24, 2014**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 24, 2014. The motion carried 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 10 of the packet. Mr. Jeffries stated deficits are projected in some accounts and he is curtailing spending.

Ms. Cook asked if the merchants will be billed this fiscal year for the Merchant Co-op products.

Mr. Jeffries said yes.

6. **Farmers' Market Update**

Mr. Jeffries stated an update from Noeleen Foster, Farmers' Market Manager, is included in the packet on Page 13.

Ms. Foster stated one of the large vendors, Produce One, has returned during the last two weeks and is using 4 spaces. Ms. Foster stated the recent heavy rains have had a dramatic event on vendors. Ms. Foster stated she feels the EBT will help the market but the initial outlay is substantial. Ms. Foster stated she had an article that outlined some of the Board's concerns regarding EBT. Mr. Abraham asked that Mr. Jeffries provide copies of the article to the Board.

Ms. Foster stated customers are visiting from hotels as a result of information that is provided about the market on the rack cards. Ms. Foster stated that overall attendance is up.

Ms. Cook expressed concern about the number of major wholesalers and how that will be reflected in the annual report to the CRA.

Ms. Kozinski stated with Produce One returning, we are still down 12 spots and asked if it is possible to get another wholesaler.

Mr. Hopkins asked if we have lost vendors to other markets, such as Ormond Beach and Port Orange.

Ms. Foster stated one vendor left to open at the Flagler market.

Mr. Hopkins asked if there is an opportunity to reach out to the vendors at other markets to encourage them to participate in our market.

Ms. Foster stated she has approached other vendors and encouraged them to participate in our market.

Mr. Hopkins asked if other markets offer EBT.

Ms. Foster stated Flagler does but they are not operated through the city. Ms. Foster stated in order to offer EBT, a staff person would have to be added to operate the equipment and that would be an additional expense.

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

Mr. Jeffries presented the revised Mission & Goals based on comments made by the Board at the last meeting and is included on Page 15 of the packet.

Mr. Hopkins made a motion to accept the changes as outlined in the Mission & Goals, seconded by Ms. Cook.

Mr. Abraham stated he feels the Mission Statement should reflect that the area engages in business.

Mr. Hopkins stated the Mission Statement should include wording to encourage shopping.

Keith Gold, Gold & Associates, stated he would work with Mr. Jeffries to edit the wording to reflect the comments by the Board.

Mr. Hopkins and Ms. Cook withdrew the motion so the document could be returned to staff for revisions.

Mr. Abraham asked that the Mission & Goals be revised and presented to the Board at next month's meeting.

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

Mr. Jeffries stated the quarterly update is included in the packet on Page 17.

Mr. Gold stated the report reflects that all of the numbers are up, including the newsletter. Mr. Gold stated the newsletter should highlight special events. Mr. Gold stated he would send some suggestions to Mr. Jeffries for items to update the newsletter. Mr. Gold stated the newsletter should be shorter and include specials from the merchants.

Mr. Hopkins stated he feels there is a disconnect with the merchants and asked how we can get the merchants to promote specials in the newsletter in order to attract business.

Mr. Gold suggested that Gold & Associates could set aside 2 to 3 days where they would meet with all of the businesses to talk about marketing and encourage them to participate in what the city is doing.

Mr. Hopkins stated he feels that is an excellent idea.

Ms. Kozinski stated restaurant owners do not attend the merchant's meetings and also feels meeting with them individually is a good idea.

Pamela Rudd, Selby Realty, stated it would be good to get the merchants to commit to a standard offer that could be promoted all year.

Mr. Jeffries stated the details of the marketing plan will be presented at the September meeting. He stated proposed changes to the discount card will be discussed at the next meeting as well.

**Break:** There was a break in the meeting at 9:12 a.m.; the meeting reconvened at 9:20 a.m.

9. **Downtown Event Support Criteria**

Mr. Jeffries stated the criteria which was previously approved by the Board is included in the packet on Page 20. Mr. Jeffries stated the proposed revisions relate to event support.

Mr. Jeffries stated based on the criteria, a Riverfront Shops sponsored event would have to be free and open to the public but an event held on Manatee Island could be a paid event where an admission fee is charged.

Mr. Abraham stated events can be free but there could be a paid component, such as an event being held in the park with a paid event being held in the News-Journal Center and stated the policy needs to reflect such an event.

Ms. Cook stated Page 23 indicates under the caption Riverfront Shops of Daytona Beach Sponsored, "The event is open to the public and free of charge."

Mr. Abraham stated that item should incorporate a statement that there may be a paid component.

Mr. Jeffries stated he would add a map that will define the areas, such as Manatee Island.

Mr. Jeffries stated the criteria on Page 25 will be revised to reflect how the event will be consistent with the goals of the Downtown study.

Ms. Kozinski stated Page 22, Item 6, talks about the evaluation and asked if the promoter is already required to do an evaluation of the event.

Mr. Jeffries stated a written report has not been completed and a form will be developed for the event promoter to complete after the event.

Ms. Cook stated if the DDA is providing funding, the Board needs to know how the event went.

Ms. Kozinski stated she would like to review the form once it is developed.

Mr. Jeffries stated he will prepare the form and distribute it to the Board.

Pamela Rudd, Selby Realty, asked about the seed money that is provided to promoters for events that are approved and asked what the accountability is for those funds. Ms. Rudd asked if events that are non-sponsored by the DDA could be promoted without statements that they are not supported by the DDA since the statement that an event is non-sponsored may be a deterrent for participation. Ms. Rudd asked for those who receive seed money, when does it go away; and those that do not receive the seed money, what can be done for those events to get additional support.

Ms. Kozinski stated there is no seed money.

Ms. Rudd stated there is the waiving of fees and those events receive additional benefits.

Mr. Abraham stated in order to receive benefits; an event would have to be a sponsored event as determined by the DDA. Mr. Abraham stated the DDA does not give money directly to anyone. He stated the DDA pays city fees for sponsored events and the DDA pays for advertising. Mr. Abraham stated the DDA does provide financial support to the Halifax Art Festival through a prize for the event and the money does not go to the event organizer. Mr. Abraham stated all of these items are accounted for internally.

Ms. Rudd stated when the Friends of the Bandshell receive support; a report has to be generated to indicate how their own money was spent in order to be accountable for receiving the extra support from the city. Ms. Rudd asked if the DDA would be following the same guidelines and would differentiate between an event being supported and non-supported.

Mr. Abraham stated the Friends of the Bandshell is a different situation because the money is going to another organization. He stated the DDA is not giving the funds to someone else and the funds are tracked internally.

Ms. Rudd stated the funds were not given to the Friends of the Bandshell. She stated invoices are received and approved for payment by the city.

Mr. Jeffries stated the Friends of the Bandshell must submit an invoice that shows they did advertising and the city reimburses them. Mr. Jeffries stated the Main Street CRA is supporting the fireworks.

Mr. Hopkins stated there is not a mechanism to determine if a sponsored event meets the criteria that is outlined.

Ms. Kozinski stated she would like an evaluation completed in writing after the event.

Mr. Abraham stated feedback from the merchants is valuable in determining the success of an event.

Mr. Abraham stated if a proposal is presented for an event that meets all of the criteria; the DDA is not obligated to support the event.

Mr. Jeffries stated Page 23 of the criteria outlines the right to reject any and all proposals.

Mr. Jeffries stated the project budget is to be submitted as part of the proposal and all advertising is subject to DDA approval for all sponsored events.

Mr. Jeffries stated he will develop an evaluation form that will include information, such as attendance and information gathered at the Riverfront marketing booth.

Mr. Hopkins stated the newsletter reflected an event as not being sponsored by the DDA. Mr. Hopkins stated that is an issue for him and does not feel we need to segregate between DDA sponsored and non-sponsored events.

Mr. Jeffries stated to the customers, it is not advertised as non-sponsored. Mr. Jeffries stated the non-sponsored event was noted in the email that was sent to the merchants since he had received questions from merchants about an event that was being held on the north block in which they were not involved. Mr. Jeffries stated he was trying to clarify that it was not a DDA sponsored event since merchants were questioning why the DDA had not coordinated an event with them.

Ms. Kozinski stated one of the merchants on the north block stated the radio promo stated the event was sponsored by the City of Daytona Beach.

Ms. Rudd said the ads did say it was sponsored by the City of Daytona Beach; and when she was told to retract that, she did. She apologized and stated no ill harm was intended.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the criteria subject to the comments made by the Board. The motion carried unanimously (4-0).

Mr. Jeffries stated examples of graphics are included in the packet beginning on Page 28.

Mr. Gold stated there should be a standard format with the event details being changed for each event. Mr. Gold stated each promoter could provide information that could be incorporated into the standard format.

Mr. Abraham stated he agreed with Mr. Gold's comments. He stated he feels the Riverfront Shops graphic is important and should be consistent information so there is a consistent message.

Ms. Kozinski stated consistent information is important.

Mr. Hopkins stated the template is perfect and generates consistency.

Ms. Kozinski asked if we will make sure radio ads mention Riverfront Shops.

Mr. Jeffries said yes and he has had Gold prepare scripts for radio advertising.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to adopt the graphics as prepared by Gold & Associates for consistent promoting of events. The motion carried unanimously (4-0).

**Additional Item:** Downtown Daytona Nights

Mr. Jeffries presented a request from Pamela Rudd, Selby Realty, for financial support of the Downtown Daytona Nights event with an initial event day of July 11 and additional dates in August and September. The request is hereto and attached and made part of the record. Mr. Jeffries stated there is no funding available for this event. Mr. Jeffries stated if this event could be tied to Riverfront Fridays, there could be savings to the event producer.

Ms. Rudd stated the application is for 2015 fiscal year dates. Ms. Rudd stated there are events scheduled for this year for which she has already obtained permits but the request is for support for all benefits scheduled for fiscal year 2015.

Mr. Abraham asked when event funding will be considered by the DDA.

Mr. Jeffries stated he would like to present the requests for funding at the September meeting.

Mr. Abraham stated this request will be considered at the September meeting.

Ms. Rudd stated events will be held on August 1 and September 12 of this year and there are no outside sponsors.

Mr. Abraham suggested the requested events be integrated with Riverfront Fridays.

Mr. Jeffries stated he will work on that.

Ms. Rudd stated there are two events already permitted for this year and asked if those events could receive additional advertising.

Mr. Jeffries stated the events will be listed on Facebook and will be listed on the City's calendar. He stated the events will also be included on the next e-blast.

**10. Board Comments**

There were no Board comments.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:38 a.m.

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Robert Abraham, Chairman

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Becky Groom  
Recording Secretary



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
 DAYTONA BEACH, FLORIDA 32115-2451  
 PHONE (386) 671-8180  
 Fax (386) 671-8187

### MEMORANDUM

DATE: August 15, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through August 15, 2014.

### BUDGET STATUS

#### General Activities

Line Item	Appropriation	Spent to Date As of 8/15/14	Balance	Projection
Contract Services	\$ 1,000	\$ 868.39	\$ 131.61	1,042.07
Supplies	\$ 2,500	\$ 894.76	\$ 1,605.24	1,517.76
Care and Subsistence	\$ 400	\$ 391.12	\$ 8.88	533.08
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00	420.00
Technical Services	\$ 1,700	\$ 1,345.44	\$ 354.56	1,672.44
Professional Services	\$ 38,400	\$ 35,200.00	\$ 3,200.00	38,400.00
Co-op Marketing	\$ 18,150	\$ 15,634.60	\$ 2,515.40	16,773.47
Downtown Marketing	\$ 30,000	\$ 10,580.60	\$ 19,419.40	11,555.60
Downtown Events	\$ 23,000	\$ 23,057.15	\$ (57.15)	29,557.15
Downtown Holidays	\$ -	\$ -	\$ -	-
<b>Total</b>	<b>\$ 115,715</b>	<b>\$ 88,392.06</b>	<b>\$ 27,322.94</b>	<b>\$ 101,472</b>

**Notes:**

Note: Appropriations reflect budget transfers approved at the March 25, 2014 and June 24, 2014 meetings.

### Farmers' Market Activities

Revenues	Projection	Received to Date As of 8/15/14		Balance	Projection
Vendor Revenue	\$ 35,750	\$ 27,076.00	\$ 8,674.00		30,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00		-
Total	<b>\$ 36,950</b>	<b>\$ 27,076.00</b>	<b>\$ 9,874.00</b>		<b>\$ 30,000.00</b>

  

Expenses	Appropriation	Spent to Date As of 8/15/14		Balance	Projection
Market Manager	\$ 16,000	\$ 14,887.42	\$ 1,112.58		15,164.90
Supplies	\$ 750	\$ 519.50	\$ 230.50		771.76
Liability Insurance	\$ 1,265	\$ 1,102.28	\$ 162.72		1,102.28
City Fees	\$ 1,500	\$ 1,500.00	\$ -		1,500.00
Marketing	\$ 14,435	\$ 12,935.50	\$ 1,499.50		13,040.50
Market Events	\$ 2,000	\$ -	\$ 2,000.00		-
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00		-
Total	<b>\$ 36,950</b>	<b>\$ 30,944.70</b>	<b>\$ 6,005.30</b>		<b>\$ 31,579.44</b>

  

<b>Profit/Loss</b>	<b>\$ (3,868.70)</b>	<b>\$ (1,579.44)</b>
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### Farmers' Market Revenue Comparison

	2011/12		2012/13		2013/14		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	\$ 2,728	58	11.8%
November			\$ 2,516	54	\$ 2,946	63	17.1%
December			\$ 2,619	55	\$ 2,854	62	9.0%
January	\$ 2,420	55	\$ 2,680	58	\$ 2,678	59	-0.1%
February	\$ 2,464	56	\$ 2,604	57	\$ 2,396	53	-8.0%
March	\$ 2,552	58	\$ 2,754	58	\$ 2,679	57	-2.7%
April	\$ 2,585	59	\$ 2,883	63	\$ 2,586	58	-10.3%
May	\$ 2,424	55	\$ 2,840	62	\$ 2,646	59	-6.8%
June	\$ 2,312	49	\$ 2,839	59	\$ 2,179	48	-23.2%
July	\$ 2,224	53	\$ 2,263	46	\$ 1,946	49	-14.0%
August	\$ 2,229	52	\$ 2,353	48			
September	\$ 2,394	56	\$ 2,299	47			
Total	<b>\$ 21,604</b>		<b>\$ 31,090</b>		<b>\$ 25,638</b>		<b>-2.7%</b>

## Downtown Events

Revenues	Projection	Received to Date As of 8/15/14		Balance	Projection
Vendor Revenue	\$ 1,600	\$ 210.00		\$ 1,390.00	510.00
Sponsorships	\$ 8,750	\$ -		\$ 8,750.00	-
Total	<b>\$ 10,350</b>	<b>\$ 210.00</b>		<b>\$ 10,140.00</b>	<b>\$ 510.00</b>

  

Expenses	Appropriation	Spent to Date As of 8/15/14		Balance	Projection
Event Manager	\$ 3,150	\$ 756.00		\$ 2,394.00	2,700.00
Professional Services	\$ 750	\$ 1,320.00		\$ (570.00)	1,320.00
Event Music	\$ 4,200	\$ 650.00		\$ 3,550.00	1,250.00
Equipment	\$ 2,000	\$ -		\$ 2,000.00	-
Supplies	\$ 250	\$ 162.40		\$ 87.60	162.40
Total	<b>\$ 10,350</b>	<b>\$ 2,888.40</b>		<b>\$ 7,461.60</b>	<b>\$ 5,432.40</b>

  

<b>Profit/Loss</b>	<b>\$ (2,678.40)</b>	<b>\$ (4,922.40)</b>
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**Notes:**

Note: Appropriations reflect budget transfers approved at the March 25, 2014 meeting.

## OVERALL 2013/14 REVENUE / EXPENSE PROJECTION

**REVENUE:**

Taxes	98,726
Merchant Co-op	5,500
Farmers' Market	30,000
Downtown Event	510
<b>Total</b>	<b>\$ 134,736</b>

**EXPENSES:**

General	101,472
Farmers' Market	31,579
Downtown Events	5,432
	<b>\$ 138,483</b>
	<b>\$ (3,747)</b>

## **REQUESTED BUDGET TRANSFERS**

Staff is requesting the following budget transfers to ensure certain accounts have sufficient funds for projected expenses through the end of the year.

### General Activities

- Move \$100 from Printing / Supplies to Contract Services
- Move \$125 from Professional Memberships to Care and Subsistence
- Move \$7,000 from Downtown Marketing to Downtown Events

### Farmers' Market

- Move \$100 from Liability Insurance to Market Supplies

### Downtown Events

- Move \$600 from Equipment to Professional Services



# AGENDA ITEM: 6

## THE CITY OF DAYTONA BEACH

### REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

## MEMORANDUM

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DATE: August 15, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2015 In-Room Concierge Book Funding

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For the past few months, Deb Smith, See Coastal Media, Inc. has been working with staff to identify merchant participants in the In-Room Concierge Book. The response from the merchants has been more positive than last year. As of August 14, ten merchant have committed to participating in the book. There are several merchants still pending with their decision to participate. Based on the response, staff is recommending a four page buy in the In-Room Concierge Book for 2015. See Coastal Media, Inc. has submitted a proposal of \$16,907 for the four pages.

### Revenue:

	Confirmed	Pending
Merchant Participation:	\$8,475	\$2,500
Farmers' Market:	\$1,000	
Daytona Cubs Trade:	\$1,975	
Total:	\$11,450	

**Expense** (In Room Concierge Book): \$16,907

The Daytona Cubs are proposing a trade of advertising value with the DDA, similar to the request for the last two years. The Cubs would place a ½ Page black & white Riverfront Shops of Daytona Beach ad in the game-day program. The Cubs have 70 scheduled home games during a season with an average attendance of 2,500. The game attendance includes fans with similar demographics that are targeted for the Riverfront Shops of Daytona Beach and the Cubs are listed as an attraction for Downtown.

In return the DDA would advertise the Daytona Cubs in the following materials:

- 2 Spaces in In-Room Concierge Book
- Feature Ad on the DDA website

The DDA has \$21,500 budgeted in the Merchant Co-op line item for Fiscal Year 2014/15.

To receive the positive response and participation in the In-Room Concierge Book from the merchants, staff is requesting the following changes to the Merchant Co-op Program:

- Offer ½ space in the In-Room Concierge book for \$500 (Annual). The space is required to use the advertising specs prepared by Gold & Associates.
- Permit the payment to be made in two payments. ½ is due at printing (October) and the other ½ is due 6 months later (April)



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### MEMORANDUM

---

DATE: August 15, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA Mission & Goals

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The following is the revised DDA Mission and Goals prepared by Gold & Associates with additional changes base on the discussion at the June and July DDA meetings.

#### **MISSION STATEMENT** *(Updated)*

##### *Version Presented at July Meeting*

The Daytona Beach Downtown Development Authority (DDA) taxing authority supports activities to market, brand and promote Downtown Daytona Beach [as a place to live, work and play](#) and ~~Downtown businesses~~.

##### *Revised Version Prepared by GOLD*

The Daytona Beach Downtown Development Authority (DDA) taxing authority supports activities to market, brand, and promote Downtown Daytona Beach as an excellent place to live, work, play, visit, and do business.

#### **GOALS** *(Updated)*

##### LIFESTYLE

1. Continue to brand ~~the~~ Downtown [Daytona Beach](#) area as ~~the Riverfront Shops of Daytona Beach~~—a unique, historic and exciting place to live, work and play.;
2. Support alliances with non-profit organizations through effective marketing.

##### SHOPPING, DINING AND ENTERTAINMENT

1. [Continue to brand Downtown Daytona Beach retail area as the Riverfront Shops of Daytona - unique, historic and exciting place to shop and dine.](#)

- 1.2. Market the Riverfront Shops with the most effective, research-based online, offline and social media tools to make prudent use of the available budget.
- 2.3. Support appropriate special events that attract customers to the Downtown [Daytona Beach area](#) to enjoy shopping, dining and entertainment at the Riverfront Shops.
4. Maintain and grow the Riverfront Shops website using appropriate and impactful online, offline and social media.
5. Continue to promote the Riverfront Shops with special events and cultural activities that complement and enhance the Downtown experience.