

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, August 19, 2014**

The regular meeting of the Downtown Development Authority was held on Tuesday, August 19, 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
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent:

Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Reed Berger, Redevelopment Manager
Mr. Charles Bryant, 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 8:03 a.m.

2. Roll Call

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

3. Approval of Minutes – July 15, 2014

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the Regular Meeting of July 15, 2014. The motion carried unanimously (4-0).

4. Public Comments

There were no public comments.

Additional Item: Discussion of Orange Avenue Construction Project –
Ron McLemore, Public Works Director

Mr. McLemore introduced Ryan Conrad, the Construction Manager for the project. Mr. Conrad stated the project was divided into two work zones: Nova Road to the FEC railroad area and then from the railroad area to Downtown. Mr. Conrad said the traffic has been shifted to the south side of the road so utilities can be installed first on the northern side of the road. Mr. Conrad stated a wider berth has been made available to the contractor due to safety concerns. Mr. Conrad stated each geographic section was to be closed 90 days. Mr. Conrad stated inconvenience to the public will always be there in a project of this size. Mr. Conrad stated Thad Construction, the contractor, has spoken with the business owners regarding the project.

Mr. Abraham asked how the traffic will be handled from U. S. 1 to Beach Street.

Mr. Conrad stated the work will be done west from U. S. 1 to Beach and the underground work will be starting very soon. Mr. Conrad stated traffic will be maintained in both directions.

Ms. White asked was the plan to do the north two lanes first and then shift the traffic.

Mr. Conrad stated once a section was completed on the north side, traffic will shift and the southern side of the street will be completed. Mr. Conrad stated from the railroad to Beach Street, two-way traffic will be maintained. Mr. Conrad stated the only full closure of the road will be from the railroad back. Mr. Conrad stated the three phases of the project are:

- Phase A – completing work on the left side of the road
- Phase B - full closure of the road from FEC back
- Phase C – the surface can be driven on and sidewalks will be completed during this phase

Mr. Conrad stated each phase of the project will take 90 days to complete and access will be maintained to all businesses during the project.

Mr. Abraham asked if traffic will ever be totally interrupted at the intersection of Orange Avenue and Beach Street.

Mr. Conrad stated there will be certain items, such as during the installation of new traffic signals, that will require a full closure of the intersection but it will only be closed at night, usually from 7:00 p.m. to 7:00 a.m.

John Nicholson, 413 N. Grandview, asked if the intersection will be closed on a Friday or Saturday night and asked if the closing will be coordinated with the Daytona Cubs baseball game schedule.

Mr. Conrad stated normally the night work schedule was from Sunday night through Thursday night. Mr. Conrad stated he would coordinate the closings with the Daytona Cubs.

Ms. Cook stated the intersection at Orange and Beach was confusing and asked if a sign was located prior to the intersection when going south to let traffic know a right-hand turn can be made onto Orange.

Mr. Conrad stated he would look into that concern today and discuss it with the contractor.

Ms. Kozinski asked for the status of opening Federal Alley and stated she thought it was to be opened during construction of Orange Avenue to help alleviate parking and traffic concerns.

Mr. McLemore stated staff was reviewing opening Federal Alley but feels there are safety concerns that would be violated in order to make the opening work. Mr. McLemore stated to open Federal Alley may cause a conflict between pedestrian and auto traffic and noted the alley was used by many people for walking.

Ms. Cook asked the differences between the two alleys.

Mr. McLemore stated Federal Alley was designed to be a place for people and the other alley was not designed for pedestrian traffic. Mr. McLemore stated the City would be liable if it does not take certain precautions since the area was designed for pedestrian traffic.

Ms. Cook asked when the 90 days will start for the first phase of Orange Avenue.

Mr. Conrad stated the 90 days started 1-1/2 weeks ago.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which is included on Page 10 of the packet.

Ms. White asked if sponsorships have been received for Riverfront Fridays.

Mr. Jeffries stated no. He stated he has received certain commitments and stated the Board may need to review the events in a couple of months to determine what to do in 2015.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the budget transfers, as presented in the staff report. The motion carried unanimously (4-0).

6. Merchant Co-op Program

Mr. Jeffries presented the staff report on the 2015 Merchant Co-op Program which was included on Page 14 of the packet.

Ms. Kozinski asked how many merchants are confirmed for the in-room concierge book.

Mr. Jeffries stated he has confirmed eleven ½ spaces and last year he only had four. Mr. Jeffries stated he was trying to get Angell & Phelps to participate and would also like to have several full-service restaurants participate.

Ms. Cook stated she was concerned about payments not being made in full since the city was in collections with some merchants for previous advertising.

Mr. Jeffries stated billings for Roar Motorcycles and Mediterranean Experience were sent to collections and both merchants are out of business.

Mr. Abraham asked if the commitments are with established merchants.

Ms. Kozinski asked if the merchants have asked for the 6 month payment option.

Mr. Jeffries stated yes.

Ms. White stated she felt the six month payment plan was fine.

a. **Program Guidelines**

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to offer ½ space in the in-room concierge book for \$500 annually using the advertising specs prepared by Gold & Associates and to authorize the payments to be made in two payments with ½ due at the time of printing (October) and the other ½ due 6 months later (April), in accordance with the staff report included in the packet. The motion carried unanimously (4-0).

b. **2015 In-Concierge Book**

Mr. Jeffries stated the request was to authorize the expenditure from the FY2014-15 budget to See Coastal Media in the amount of \$16,907 for advertising.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to authorize the expense of \$16,907 to See Coastal Media from the FY2014-15 budget in accordance with the staff report included in the packet. The motion carried unanimously (4-0).

c. **Daytona Cubs Advertising Trade**

Mr. Jeffries stated the Daytona Cubs will place a ½ page black and white ad for the Riverfront Shops in their game-day program for 70 home games. In turn, the DDA will advertise the Daytona Cubs in two spaces in the in-room concierge book and will place a feature ad on the DDA website.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to authorize the advertising trade with the Daytona Cubs as presented in the staff report. The motion carried unanimously (4-0).

7. **FY 2013-14 Riverfront Shops Events**

Mr. Jeffries stated last year, Bullseye Direct Marketing approached the DDA with a proposal for staging a series of events in the downtown and requested funding in the amount of \$23,450. Mr. Jeffries stated the budget was \$18,000 for events and \$8,000 was committed to the Halifax Art Show. The DDA approved \$10,000 toward advertising and committed to requesting additional funding from the CRA for permit fees and additional advertising. Mr. Jeffries stated an event fee agreement was approved with the City and the CRA approved paying the Downtown event fees. Mr. Jeffries stated in July, the DDA approved an

additional \$5,000 for advertising for the events. Mr. Jeffries stated the remaining \$3,750 was requested and that funds are now available. The total Downtown event advertising support from the DDA would be \$18,750 in FY2013/14.

Ms. Kozinski stated during the last event, not one radio advertisement mentioned the Riverfront Shops and the poster did not mention the DDA.

Mr. Abraham stated this needs to be reinforced to Bullseye Direct Marketing.

Mr. Jeffries stated he was addressing this with Bullseye Direct Marketing. Mr. Jeffries stated Gold & Associates has prepared a template for print advertising. Mr. Jeffries stated it was in Bullseye's contract that all advertising was to complement the Riverfront Shops brand and their advertising was to be sent to him for review.

Mr. Abraham stated the Board could make it a condition of funding to use the Gold template.

Ms. White stated the DDA authorized \$2,500 for radio advertising for the Island Festival and asked if payment could be withheld if the DDA and Riverfront Shops are not mentioned.

Ms. Cook stated she was involved in co-op every day with her business and she does not get a check from any vendor until she receives a completion report which was a script for the radio advertising which has been notarized by the radio station. Ms. Cook stated billboard advertising also requires a notarized statement from Lamar. Ms. Cook stated it can take up to 3 months to receive funding. Ms. Cook stated if her television, radio, and billboard advertising are not pre-approved, she does not receive the money. Ms. Cook stated Black Crow or whoever was doing the advertising could prepare a completion report for the DDA so payment could then be authorized.

Mr. Abraham stated we have to be more forceful about our standards and should require that radio and TV advertising follow the template.

Ms. Kozinski asked if pre-approval can be required.

Mr. Abraham stated something should be put in writing to Bullseye Direct Marketing so they have guidance and Bullseye Direct Marketing in turn can present their advertising to the DDA for pre-approval. Mr. Abraham stated he feels guidelines should be approved by the DDA and Mr. Jeffries should be given the authority to show what has to happen in order for Bullseye Direct Marketing to receive funding.

Mr. Jeffries stated he will inform Bullseye Direct Marketing that the DDA has authorized expenditures and will outline the DDA's expectations. Mr. Jeffries

stated he will inform them that in order to receive funding, print materials must be done in template as prepared by Gold & Associates and radio advertising will mention Riverfront Shops and note that DDA was the sponsor.

Ms. White suggested including a time-frame for materials to be presented to Mr. Jeffries for approval prior to an event, such as 45 days.

Mr. Jeffries stated in September, the DDA will take action on the series of events for the next fiscal year.

Mr. Abraham stated it should be clear that the contract will expire at some point and guidelines must be met in order to consider renewal.

Mr. Jagger stated it was a three year contract and there was a 90 day cancellation clause.

Ms. Cook stated it needs to be reiterated that pre-approval of advertising was expected and if Riverfront Shops and DDA are not mentioned, payment will not be made.

Ms. White left the meeting at 9:30 a.m.

Mr. Abraham stated at some point, he would like the DDA to adopt a written policy about print advertising and outline criteria about what has to be met before payment was made.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to authorize the expenditure of \$3,750 for additional advertising support Downtown events presented by Bullseye Direct Marketing. The motion carried unanimously (3-0).

8. DDA Mission & Goals

Mr. Jeffries stated the revised Mission Statement & Goals was included in the packet.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the revised Mission & Goals Statement, in accordance with the staff report included in the packet. The motion carried unanimously (3-0).

Mr. Jeffries stated the first Budget Hearing will be held on September 3 at 6:00 p.m. The DDA's regular meeting will be held at 4:00 p.m. on September 17 and the second Budget Hearing will be held on September 17 at 6:00 p.m.

9. **Board Comments**

There were no Board comments.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:40 a.m.



Robert Abraham, Chairman



Becky Groom, Recording Secretary