

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, September 17, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, September 17, 2014, at 4:00 p.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Robert Abraham, Chairman  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski  
Ms. Kelly White (arrived at 4:20 p.m.)  
Ms. Sheryl Cook

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob 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 4:13 p.m.

**2. Roll Call**

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

**3. Approval of Minutes: August 19, 2014, Regular Meeting**

**Board Action:**

Ms. Cook made a motion to approve the minutes of the Regular Meeting of August 19, 2014. Ms. Kozinski seconded the motion and it was approved unanimously 4-0 (Ms. White was not in attendance).

**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 11 of the packet. Mr. Jeffries stated the report includes expenses through September 12 at a total of \$99,200. Mr. Jeffries stated there is one outstanding bill for the Food and Wine Walk.

Mr. Jeffries stated that as of September 12, 2014, the revenue for the Farmers' Market is \$27,834. Mr. Jeffries noted the revenue was down 25% for August and believes there will be a similar drop in September. Mr. Jeffries stated the decline in revenue is due to the shortage of wholesale vendors.

Mr. Jeffries stated overall, there will be a deficit of \$7,400 for this year and the final budget numbers will be presented at the October meeting for the 2013/14 Fiscal Year.

Ms. White arrived for the meeting at 4:20 p.m.

Mr. Jeffries stated the DDA made a request to the CRA for event support through payment of fees and related event costs. Mr. Jeffries stated the CRA reimbursed \$12,898 for Riverfront Shops advertising.

Ms. Cook stated there was an article in Sunday's Daytona Beach News-Journal about the conflicts among the Farmers' Markets in New Smyrna Beach and asked if attempts have been made to recruit the vendors to the Daytona Beach Farmers' Market.

Ms. Foster stated there are currently 3 markets in New Smyrna Beach and an attempt is being made to open a fourth. Ms. Foster stated it is not believed there are sufficient customers to support a fourth market. Ms. Foster stated a new Artisan Market has opened in South Daytona and they have only one produce vendor and one baker, whereas the Daytona Beach Farmers' Market has a variety of vendors.

Ms. Cook stated the Daytona Beach Farmers' Market cannot continue to operate with a decline in revenue of 25%.

Ms. Foster stated the City Manager asked her to condense the vendor spaces during the summer months so it takes up less space. Ms. Foster stated when the market is condensed, the same amount of revenue is not collected for rental space; however, the market looks more appealing when the vendors are closer together. Ms. Foster stated reducing the space only impacts a couple of vendors and she was not aware that reducing the space impacted the revenue the way it has.

Mr. Jeffries noted the rental rate is lower for the months of July and August and the number of vendors has dropped in the last few months.

Mr. Abraham stated we should budget for this and not force the vendors to take more space than they need.

Ms. Foster stated last Saturday, there were 27 vendors at the Farmer's Market and the Saturday before, there were 26. She stated during the busy season, the number of vendors is closer to 35.

Ms. Kozinski asked if efforts are being made to recruit another large produce vendor since we have lost two.

Ms. Foster stated she recently got a volunteer to man the tent who is very reliable and stated having someone there may help should the city be successful in the attempt to accept food stamps at the Farmers' Market.

Mr. Hopkins stated with Orange Avenue being closed due to construction and the bridge being closed in the near future, maybe now is the time to redefine the marketing strategy for the Farmers' Market. Mr. Hopkins stated if we are having trouble maintaining vendors, we may have difficulty in maintaining the customers and it will be difficult to get to the market. He said we need to prepare for this.

Mr. Abraham stated enhanced signage is important.

Ms. Kozinski stated more radio advertising may be needed to let everyone know the market is open during the construction projects.

**6. Gold & Associates Annual Service Contract**

Mr. Jeffries stated the annual contract with Gold & Associates is included on Page 14 of the packet. Mr. Jeffries stated the extension for the contract is through June 30, 2015, and there is an option to extend the contract for 2 years. Mr. Jeffries stated at the May, 2015, meeting, the DDA could either enter into the contract with Gold for another 2 years or go out for an RFP. Mr. Jeffries stated the contract price is \$3,200 per month. Mr. Jeffries stated Gold & Associates has been very responsive and noted that yesterday when word was received that the Daytona Cubs would be leaving, Gold & Associates quickly changed the ads prior to the documents going to print.

Keith Gold, Gold & Associates, thanked the Board for the business they have provided to his firm. Mr. Gold stated the number of visitors to the site continues to increase. Mr. Gold stated he has a plan for advertising and promotions for the next year. Mr. Gold stated he will continue to moderate sessions with the merchants. Mr. Gold stated the fees are the same as the fees approved by the DDA for last year.

Mr. Jeffries stated the Scope of Services as presented is for 9 months.

Mr. Jagger stated the proposed Scope of Services will replace the existing Scope of Services that is in place.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the Scope of Services with Gold & Associates through June 30, 2015 at the rate of \$3,200 per month, in accordance with the staff recommendation. The motion carried unanimously (5-0).

7. **InFocus Media Group Website Maintenance Contract**

Mr. Jeffries presented the proposal from InFocus Media Group which is included on Page 17 of the packet. Mr. Jeffries stated the business is located at 200 N. Beach Street. Mr. Jeffries stated he approached InFocus about doing business for the DDA and the CRA. Mr. Jeffries stated InFocus has proposed to do the website maintenance at the rate of \$125 per month, for a total annual fee of \$1,500 plus an additional \$900 for a one-time cost to make the website mobile friendly.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to accept the proposal from InFocus Media Group to perform website maintenance at the monthly rate of \$125 per month for a total annual fee of \$1,500, plus an additional \$900 to make the website mobile friendly, in accordance with the staff recommendation. The motion carried 4-0 (Ms. White note in attendance).

8. **Riverfront Shops of Daytona Beach Campaign - FY2014-15**

Mr. Jeffries stated the staff report and request for funding approvals is included on Page 25 of the packet and the tactical plan is presented on Page 26. Mr. Jeffries stated it is recommended that \$15,000 be requested from the CRA for the Riverfront Shops campaign.

Mr. Gold stated he feels some things need to be freshened up since they have been used for a while. Mr. Gold stated some basic services that are provided by in-house staff include: paying for domain and I-contact services; working with the stakeholders through the newsletter; media advertising, including television advertising for special events and the Beach channel; coordination with the

Daytona Cubs for advertising; advertising in the in-room concierge book and rack brochure; coordination of downloadable maps and maps at the website; and coordination of a special booth at events. Mr. Gold stated 20% of the budget is for event marketing, 10% is for the Farmers' Market, and the rest is used for branding and the Riverfront Shops.

**Public Comments:**

Kelley Koliopulus asked if the rack cards are placed in the I-95 welcome centers.

Mr. Gold stated we are not doing the "Visit Florida" program but Volusia County is.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the following funding requests, as outlined on Page 25 of the packet as recommended by staff, and as follows:

- a. **FT2014/15 Brighthouse Advertising** - \$18,000 for 12 months;
- b. **Beach Channel Advertising** - \$1,800 for 12 months;
- c. **Online and Social Media Advertising** - \$12,600 annual budget;
- d. **iContact Email Service Fee** - \$1,310 annually;
- e. **Print Materials** - \$1,885 annually

The motion was approved unanimously (5-0).

9. **Proposed FY2014/15 Downtown Events**

Mr. Jeffries outlined the staff report which is included on Page 29 of the packet. Mr. Jeffries stated the sponsored event included in the agreement between the City and the DDA is the Halifax Art Show. Mr. Jeffries stated there is also a three-year agreement between the city and BullsEye Direct Marketing to hold a series of events in downtown. Mr. Jeffries stated based on the recommendation prepared by Gold & Associates, there should be \$25,000 dedicated to event advertising for FY2014/15.

Mr. Jeffries stated for any basic event held in the downtown, there are routine items that are provided, such as placing the event on the calendar, mention in the e-newsletter, and Facebook postings. Mr. Jeffries stated when an event is a sponsored event, it is included on the directory posters, the event is listed on the palm cards that are handed out to the merchants, and a media campaign, depending on what the budget will allow. Mr. Jeffries stated the existing sponsored events are: Riverfront Fridays, Halifax Art Show, and the 7 events that BullsEye Marketing will coordinate based on their agreement with the city.

Mr. Jeffries stated there are several new events that are requesting some level of support from the DDA. These events are Daytona Nights which will run February through November on the north block; BullsEye Marketing is proposing a Saturday music event to be held in coordination with Daytona State College which will run in April and May; the Art of the Automobile which will be coordinated by Al Brewer and held on April 11; and Daytona State College would like to do a music festival event on December 4. Mr. Jeffries stated the total amount requested to support all events that are outlined on Page 30 of the packet would be \$37,000; and only \$25,000 is budgeted.

Mr. Abraham stated a decision must be made as to whether these events should be added as sponsored events and if there are funds available to help pay for advertising.

Mr. Abraham stated a special meeting of the DDA may need to be scheduled to discuss this item. Mr. Abraham suggested addressing the request for the Halifax Art Festival since it will be held soon and deal with the other events at another meeting.

Mr. Jeffries stated the DDA has supported the Halifax Art Festival for several years by allocating \$5,000 toward the Best of Show prize.

Pat Abernathy stated Channel 9 has agreed to provide 2 weeks of advertising prior to the Halifax Art Festival.

Mr. Jeffries stated \$2,750 is set aside for advertising for the Halifax Art Festival and \$1,500 as previously the amount set aside for radio advertising.

Mr. Abraham asked the Board if they are comfortable in allocating \$1,500 for advertising.

a. **Halifax Art Festival**

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to provide \$5,000 to the Halifax Art Festival for the Best of Show prize and to allocate \$1,500 for advertising. The motion carried unanimously (5-0).

b. **Downtown Event Series - Bullseye Direct Marketing**

The Board agreed to discuss this item at a special meeting.

c. **Riverfront Fridays**

The Board agreed to discuss this item at a special meeting.

d. **Proposed New Events**

The Board agreed to discuss this item at a special meeting.

e. **Event Advertising Creative Support**

The Board agreed to discuss this item at a special meeting.

Mr. Jeffries stated the DDA previously approved a template for events that are coordinated by BullsEye. Mr. Jeffries stated what has been prepared by BullsEye only includes the Riverfront Shops logo and feels this should be an item the DDA should discuss.

Mr. Abraham stated the issue is how prominent the Board members want the Riverfront Shops logo to be on the posters and print advertising. Mr. Abraham stated Gold & Associates was asked to prepare a template which they have done. Mr. Abraham stated the materials Mr. Jeffries has to approve for the events do not follow the template that was approved by the DDA.

Kelley Koliopulus, BullsEye Marketing, stated the template cannot be adjusted and there is a lot of wasted space in it. Ms. Koliopulus stated there is no flexibility as far as changing the template.

Al Smith stated the DDA provides money for him to create events and other sponsors also provide him with money for the events. He stated he is trying to make everybody happy but it is difficult to use the existing template. He stated he is willing to work with staff on this issue.

Mr. Gold stated he is in favor of having a workshop on this item. Mr. Gold stated he is trying to protect the brand image for the events.

Mr. Jeffries suggested a workshop be held on September 30 at 8:00 a.m. to discuss this item.

Dwight Selby stated in looking at the budget recap on Page 11, it appears that of a budget of \$115,000, only \$101,000 will be spent. He asked if the \$14,000 will be carried over.

Mr. Jeffries said no and noted there is a deficit projected on Page 13 of the packet.

Mr. Selby stated that he feels the Farmers' Market should be making money and something should be done to have it at least break even. He stated the Farmer's Market should not cost the DDA money.

10. **Farmers' Market Advertising Campaign - FY2014/15**

Mr. Jeffries presented the staff report which is included on Page 45 of the packet.

Mr. Jeffries stated Al Smith has provided two proposals for WNDB advertising, which are outlined on Pages 46 and 47 of the packet.

Al Smith stated \$3,995 will enable advertising in order to connect the Farmers' Market to downtown and will spotlight 26 businesses a year.

Mr. Jeffries stated he was not certain if the DDA could support this request for additional funding. Mr. Jeffries noted the funding is not only for the Farmers' Market but to put the spotlight on downtown businesses.

Mr. Abraham noted the budget for the Farmers' Market is in the red now.

Ms. Kozinski asked if the advertising as proposed by Mr. Smith could be considered in the future.

Mr. Smith stated he could adjust the advertising in the future.

Mr. Jeffries stated he liked the advertising proposed by Mr. Smith and if there is an interest expressed by the DDA, he will pursue the advertising and possible funding with Mr. Smith.

Ms. Cook stated she would like to see a copy of the rack card and the Hilton ad at the October Board meeting. Ms. Cook stated she would also like to see the Brighthouse ad.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the Farmers' Market Advertising Funding Requests in accordance with Page 45 of the staff report, including:

- a. **WNDB: Weekend Update Sponsorship** - \$3,995 for 12 months of advertising;
- b. **Hometown News Advertising** - \$2,500 for annual budget for print advertising;
- c. **News-Journal Advertising** - \$3,500 for annual budget for print and online advertising;

The motion carried unanimously (5-0).

11. **Board Comments**

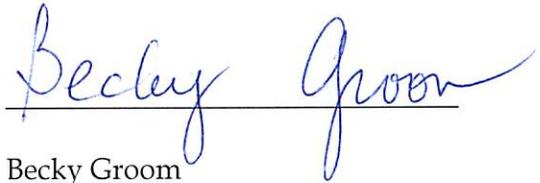
There were no Board comments.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 6:00 p.m.

Handwritten signature of Robert Abraham in blue ink, written over a horizontal line.

Robert Abraham, Chairman

Handwritten signature of Becky Groom in blue ink, written over a horizontal line.

Becky Groom  
Recording Secretary