

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, March 24, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, March 24, 2015, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Robert Abraham, Chairman  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph H. Hopkins

**Board Members Absent**

Ms. Tammy Kozinski  
Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Marsha McDonald, Office Specialist II

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:05 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: Regular Meeting: February 24, 2015**

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of February 24, 2015. Ms. Cook seconded the motion and it was approved unanimously.

**4. Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which is included on page 11 of the packet. Mr. Jeffries stated the Farmers' Market revenue has stabilized.

6. **FY 2013/14 DDA CAFER**

Mr. Jeffries stated this item is included on page 14 of the packet. The memo outlines the amounts for the DDA that are included in the City's overall CAFER.

7. **Merchant Co-op Program**

**a. Hotel Rack Card**

Mr. Jeffries stated the report from staff is included on page 17 of the packet. Mr. Jeffries stated the annual contract will remain at the same price of \$7,320. Mr. Jeffries stated staff is requesting authorization to print 40,000 cards at a cost of \$1,850.

Ms. Cook asked if money will be received from the merchants to offset this expense.

Mr. Jeffries said yes and stated the cards could be edited probably twice a year.

**Board Action:**

Mr. Hopkins made a motion to approve the expenditures for printing of the rack cards. Ms. Cook seconded the motion and it was approved unanimously.

8. **Rediscover US-1 Campaign**

Mr. Jeffries stated this is a campaign from all of the cities from Edgewater to Ormond Beach to market the area along U.S. 1. Mr. Jeffries stated participation is through a scavenger hunt in the area. He stated this program was developed through the CRA's from the various cities. Mr. Jeffries stated he will be promoting this campaign through some of the DDA items, such as the home page and Facebook page. Mr. Jeffries stated 4 downtown businesses have agreed to participate in this campaign.

9. **Board Comments**

Mr. Hopkins stated he has seen emails from BullsEye and asked if they will be referred to Mr. Jagger.

Mr. Abraham stated he has talked with Mr. Jeffries and suggested he discuss the matter with Mr. Jagger. Mr. Abraham asked that a response be drafted to the issues raised in the emails based on the contract provisions and presented to the DDA for review.

Ms. Cook asked about updates to the website.

Mr. Jeffries stated the last update was March 6. Mr. Jeffries stated he has provided information to InFocus since March 6 and he will speak with them about the Board's concerns.

Mr. Abraham stated he was pleased with the updates to the newsletter.

Ms. Cook expressed concerns about lack of parking in the downtown.

Mr. Jeffries stated staff is having discussions with the owners of the former Cobb Cole building regarding use of their site for parking. He stated discussions are also being held with a firm regarding a feasibility study for the area.

Mr. Abraham asked if there is an inventory of available parking spaces and how many of those spaces are used by business owners and their employees.

Mr. Jeffries stated there is an inventory of parking spaces but there is no match with the businesses.

Mr. Abraham stated if the parking is not used by the employees, what is happening to the available parking.

Mr. Jeffries stated there is no turnover if parking spaces are used by the business owners. He stated he does not see the parking lots being full during the day.

Ms. Cook asked if a day care center is permitted in the downtown and expressed concern about lack of parking for the business.

Mr. Jeffries stated the business located in the downtown is a permitted use under the old Land Development Code.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 8:43 a.m.

  
\_\_\_\_\_  
Robert Abraham, Chairman

  
\_\_\_\_\_  
Becky Groom  
Recording Secretary