



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

Wednesday, September 23, 2015 4:00 p.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.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **Joint Workshop: August 13, 2015**
 - b. **Regular Meeting: August 18, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager Report**
7. **Gold & Associates Annual Service Contract**
8. **DDA Casual Employee**
9. **InFocus Media Group Website Maintenance Contract**
10. **Riverfront Shops of Daytona Beach Campaign – FY2015/16**
 - a. **FY2015/16 Brighthouse Advertising**
 - b. **Beach Channel Advertising**
 - c. **Online & Social Media Advertising**
 - d. **iContact Email Service Fee**
 - e. **Print Materials**

11. **Downtown Event Change**
12. **Farmers' Market Advertising Campaign – FY2015/16**
 - a. **WNDB: Weekend Update Sponsorship**
 - b. **News-Journal Advertising**
13. **Discussion: Farmers' Market SNAP Program Update**
14. **Discussion: Downtown Board Priorities**
15. **Discussion: Rediscover US1 Campaign Update**
16. **Board Comments**
17. **Adjournment**

**JOINT WORKSHOP
DOWNTOWN REDEVELOPMENT BOARD
AND
DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, August 13, 2015**

A Joint Workshop between the Downtown Redevelopment Board and the Downtown Development Authority was held on Thursday, August 13, 2015, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Downtown Redevelopment Board Members Present

Mr. Robert Abraham, Chairman
Dr. Kent Sharples
Mr. Jack White
Mr. Michael Shewmaker
Mr. Buddy Budiansky

Board Members Absent

Mr. Harold Goodemote, Chair
Ms. Quanita May
Ms. Cathy Washington

Downtown Development Authority Board Members Present

Mr. Robert Abraham, Chairman
Ms. Tammy Kozinski
Ms. Kelly White
Ms. Sheryl Cook, Vice Chair
Mr. Joseph H. Hopkins

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Marsha McDonald, Office Specialist II
Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 4:05 p.m. Mr. Abraham stated this is a joint workshop and no formal action will be taken since this is not a formal meeting of either Board.

2. Roll Call

Roll was called and members were noted present as stated above.

3. Discussion Item: Downtown Parking Strategy

Mr. Jeffries presented a slide presentation regarding the downtown area. Mr. Jeffries stated the area encompasses 3-1/2 blocks. Mr. Jeffries stated 20% of the area is vacant for the second floor areas and 14% for the lower floors. Mr. Jeffries stated there is over 2,000 parking spaces needed and there is a deficiency of about 650 spaces. Mr. Jeffries stated if the upper spaces in the buildings could be converted to residential it would help alleviate parking problems during the day.

Mr. Jeffries stated a short-term solution was the Wayfinding Plan that has been adopted by the City that will help identify public parking spaces. Mr. Jeffries stated discussions were being held with private property owners in an attempt to enter into lease arrangements for public parking in private parking areas. Mr. Jeffries stated encouraging employee parking on City Island would help alleviate some parking problems. He also stated implementation of valet parking at downtown restaurants would help alleviate parking problems.

Mr. Jeffries stated installation of parking meters on the west side of Beach Street would increase parking turnover. Mr. Jeffries stated most customers prefer individual parking meters at each space with a minimal charge of \$1.50 per hour. He stated the meters would have smart phone capability and would be used Monday through Saturday from 10:00 a.m. to 7:00 p.m.

Mr. Jeffries stated the DDA would have funding in next year's budget to do website upgrades and the availability of free parking areas would be highlighted on the website.

Mr. Jeffries stated the long-term goal was to construct a parking garage in the rear of the center block.

Ms. White asked about the cost for the parking meters.

Mr. Jeffries stated the cost would be approximately \$20,000 for 35 parking meters.

Ms. White asked if the establishment of a parking fund would be implemented as a result of the revenue from the parking meters.

Mr. Jeffries said yes.

Mr. Budiansky asked about the number of meters per block.

Mr. Jeffries stated there would be 35 meters per block.

Mr. White asked what the funds that are generated from the parking meters would be used for.

Mr. Jeffries stated what most cities have done is to use the funds to enhance the promotion of the area or for streetscaping maintenance.

Ms. Cook asked if handicapped spaces will be metered.

Mr. Jeffries said yes.

Ms. Kozinski asked if prepaid cards were used, where would the cards be available for purchasing.

Mr. Jeffries stated the cards would be available in the businesses.

Ms. Kozinski asked for the prepaid cards to be made available at hotels on beachside.

Ms. Cook stated parking meters would not address the problem entirely and conversion of upstairs units to residential would not happen for quite a while.

Dr. Sharples asked if parking meters would resolve the parking problems

Mr. Berger stated Mr. Gibbs' study reflects that parking meters would help increase sales at businesses since there would be a turnover in parking and, as a result, more patrons in the stores.

Ms. Kozinski asked what could be done now to help alleviate the parking problems.

Mr. Jeffries stated staff is working to lease a portion of the parking spaces at the former Cobb & Cole site.

Dr. Sharples asked if parking could be utilized at the News-Journal Center on the east side of Beach Street.

Mr. White stated that site is further away than City Island and he does not believe people would walk from there to the downtown. Mr. White stated structured parking is the only solution if convenience is to be attained. He stated the short-term solution is to find space, such as at the former Cobb & Cole site.

Mr. Hopkins stated he had researched placing parking at Riverfront Park, but that site was sensitive to some people. He stated the site could generate over 100 parking spaces between Orange Avenue and ISB.

Mr. Berger stated the incentive for the city to construct a parking garage would be construction in the downtown area.

Ms. Kozinski asked how many spaces would be added if the Cobb & Cole site was acquired.

Mr. Jeffries stated 20 to 30.

Mr. Berger stated he would like to reach a consensus from the Boards regarding the parking issues and parking meters. Mr. Berger stated staff is working to arrange leases with private property owners and the addition of parking meters. He stated staff would continue to pursue the construction of a parking garage with investors.

Rita Robbins-Wahba stated she is the owner of the former Dunn Toy Store site. She stated she has been at the site during non-peak times and there is not available parking. She stated she feels the numbers are underestimated and does not feel 650 spaces was enough. She stated she was opposed to parking meters but liked the suggestions of Dr. Sharples and Mr. Hopkins for parking at the News-Journal Center and on Riverfront Park.

Paul Zappitelli stated there were previously parking meters on Beach Street and they were removed. Mr. Zappitelli stated the current property owner of the building on Palmetto was willing to turn the property over to the city. He stated the site could be used for a future site for a parking garage but could be used as an immediate site to add parking spaces. He stated the perception of parking meters would destroy downtown.

Dr. Wahba Wahba, the owner of the former Dunn Toy Store site, stated parking meters were a good incentive to turn over the spaces in larger areas, like Jacksonville, but Daytona was not ready for parking meters. He stated he feels parking meters may encourage people to go elsewhere. He stated public parking spaces were needed. He stated perhaps there could be a shuttle from City Island but he does not feel people would use City Island to park and then walk to the downtown.

Mr. Shewmaker stated the parking lots at the rear of the buildings were never full.

Mr. Abraham stated perhaps the Wayfinding will help direct people to the rear lots.

Mr. Harshaw stated he feels the numbers for the parking spaces are off. He stated City Island was too far for people to walk. He suggested leasing spaces from the former tax office owner. Mr. Harshaw stated it was a business owner's responsibility to tell their employees to move their cars. Mr. Harshaw stated he encourages 1 hour parking on Beach Street and having tickets issued for those who exceed.

Mr. Abraham stated the consensus is that the city needs to do what it can to create more parking spaces in locations as convenient as possible.

Ms. White stated the Wayfinding must be done so it was easy to find the back parking. She stated creating management for the front parking spaces was imperative. She stated acquiring the property that Mr. Zappitelli has discussed was important. Ms. White stated she prefers parking meters as opposed to ticketing. Ms. White stated the incentive package needed to be reviewed for placing residential units on the second floors since it was expensive to locate residential units there. She stated the public-private partnership was complex but needs to be pursued.

Ms. Cook stated she would not have a problem paying for employee parking. She stated she does not feel other employers would be opposed to paying for parking spaces for their employees. She stated the property that was available should be acquired.

Mr. Berger stated these items would be brought back to the Boards for discussion.

Mr. Abraham stated he did not feel there was a consensus on parking meters at that time.

Mr. White referred to the book "Walkability" and stated if a destination was to be created in the downtown, people would be willing to pay for it.

Mr. Abraham stated one newspaper article with negative publicity about parking meters would overshadow anything the DDA was trying to do. He stated parking meters were proposed to solve the employee parking problem.

4. **Discussion Item: Redevelopment Project Updates**

Mr. Jeffries presented the staff report which was included as part of the packet.

Ms. Kozinski stated lighting was needed on the buildings to give the appearance of being open in the evenings.

Mr. White stated business owners could apply for façade grants from the City to improve the lighting on their buildings.

5. **Discussion Item: Downtown Board Priorities**

Mr. Jeffries distributed a memo that outlined the priorities as established by the Board from 2013. Mr. Jeffries stated the report would be updated and items that had been completed would be deleted.

Mr. Jeffries stated there was activity in the downtown and the Redevelopment Board would be meeting in October to discuss Marina Point. He stated a neighborhood meeting would be scheduled for August 27. He stated there had been some interest in vacant buildings as well and the car lots.

Mr. Berger stated he was discussing a proposal with one investment group for the car lots. He stated the property was clean enough for something to be on the surface but not clean enough to be digging the ground around the perimeter.

Ms. Cook stated the site was an eyesore and noted the demolition sign was still there and the demolition took place years ago.

Mr. Berger stated he had asked for voluntary cooperation from the owner and real estate company.

6. Citizen Comments

Ms. Wahba stated a grocery store was needed in the downtown and felt a neighborhood store was needed as well.

Mr. Berger stated staff continues to pursue a grocery store and a boutique hotel for the downtown.

7. Board Comments

Mr. White stated he feels widening of the Beach Street sidewalks was a priority.

Mr. Berger stated that priority needed to be reaffirmed by the Boards.

Mr. Abraham asked that discussion of that item be placed on the Redevelopment Board agenda in the near future.

8. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 5:45 p.m.

Robert Abraham, Chairman

Becky Groom, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, August 18, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, August 18, 2015, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook, Vice Chair
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:12 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

3. Approval of Minutes: Regular Meeting: July 28, 2015

Board Action:

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of July 28, 2015. Ms. White seconded the motion and it was approved unanimously (4-0).

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which was included on Page 8 of the packet.

6. **Farmers' Market Manager Report**

Mr. Jeffries stated he had not received the report from the Market Manager.

Ms. Cook noted there appeared to be more vendors in the Market.

Mr. Jeffries stated in looking at the Financial Report, it appeared the Market had stabilized.

7. **Merchant Co-op Program**

A. 2016 In-Room Concierge Book

Mr. Jeffries stated See Coastal was working to sell advertising in the Concierge Book and had secured 8 merchants for participation to date.

Johnnie Ponder, 885 Maley, asked that free parking be outlined in the In-Room Concierge book.

John Nicholson, 413 N. Grandview, suggested placing a "P" to point out where free parking was located.

Mr. Abraham stated he had a concern about being too specific in the materials and people may think there was no free parking on the street.

Mr. Jeffries stated he would talk with Gold & Associates to determine the best way to outline the parking.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the expenses for See Coastal Media in the amount of \$16,907, as was outlined in the staff report. The motion carried unanimously (4-0).

B. Daytona Tortugas Advertising Trade

Mr. Jeffries stated the Daytona Tortugas proposed a trade of advertising value with the DDA, similar to the request that had been approved for the past 3 years. The Tortugas would place a ½ page black and white ad for the Riverfront Shops in their game-day program. In return, the DDA would provide 2 spaces for advertising in the In-Room Concierge book and would provide a feature ad on the DDA website.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the advertising trade with Daytona Tortugas that would include the Daytona Tortugas placing a ½ page black and white ad for the Riverfront Shops in their game-day program and, in return, the DDA would provide 2 spaces for advertising in the In-Room Concierge book and would feature an ad on the DDA website, that was outlined in the staff report. The motion carried unanimously (4-0).

8. **Discussion: Farmers' Market SNAP Program Update**

Mr. Jeffries stated he would be meeting later this month with Florida Hospital regarding participation. Mr. Jeffries stated Halifax Health was interested in participating but that had not been finalized.

9. **Board Comments**

Mr. Abraham stated the next DDA meeting would be September 23 at 4:00 p.m., prior to the City Commission budget hearing.

Ms. Kozinski stated most of the ratings on Trip Advisor for Daytona Beach were positive, but there were negative comments regarding the Downtown area panhandling.

Ms. Cook stated at the last meeting, the DDA had asked for a Police Officer to attend this meeting to address the Board's concerns.

Ms. Cook asked if funds would be included in the FY2015-16 budget for police to address issues in the downtown.

Mr. Abraham stated there was nothing in the DDA budget for policing.

Mr. Jeffries stated he would ask for a police representative to attend the next meeting. Mr. Jeffries noted there had been an increase in crime on the beachside so resources had been allocated to that area.

Ms. Cook stated extra police would be needed with the grand opening of Hamburger Mary's taking place this weekend.

Mr. Abraham asked if an appearance of authority would take place in the park, such as police drills or formations or the ROTC.

Mr. Jeffries stated he would talk with Capt. Newcomb about the suggestions.

Johnnie Ponder asked that Board members provide pictures of the homeless so the Police were aware of what is happening. She stated she would bring up the homeless issue at Thursday's Compstat meeting.

Ms. Kozinski stated piles of trash and mattresses were being left by the new dumpster enclosures.

Mr. Jeffries stated the mattresses were from the Bayview Hotel and he would provide them with the number to call for a special pick-up. Mr. Jeffries stated he would ask Public Works to post the phone number at the dumpster locations.

Ms. Kozinski stated the area next to Windy City was a hang-out for the homeless and asked if the area could be posted “no trespassing.”

Mr. Jeffries stated he would talk with Capt. Newcomb about Ms. Kozinski’s concern.

Ms. Cook asked for the status of the kiosk maps.

Mr. Jeffries stated he had been side-tracked but he would get back working on those. He stated he had a draft of the palm cards and was waiting for one vendor to approve their ad.

Ms. Kozinski asked about the status of the café to be located in front of the café on Beach Street.

Mr. Jeffries stated they planned to open in October.

Ms. Kozinski asked about the status of the restaurant to be located across from City Hall at 145 Orange Avenue.

Mr. Jeffries stated the applicant had to re-file for permits and the applicant had to pay fees for the permits.

Ms. White stated she attended the Safe Harbor meeting regarding the proposed homeless facility. She stated there was a large turn-out from the Faith community and Dr. Marbut pointed out that dropping off food to feed the homeless was not always helpful. She urged the DDA to support the project and become ambassadors for the proposal. Ms. White noted presentations would be made to individual cities regarding the proposal over the next two months.

Ms. Ponder thanked Daytona Beach for taking the lead and noted that all of the cities would have to work together on this issue.

Mr. Nicholson expressed concern about the churches that provide pick-up points for the homeless that caused the homeless to gather in specific areas. He stated he felt a temporary shelter was needed.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:15 a.m.

Robert Abraham, Chairman

Becky Groom, Board 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: September 18, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through September 18, 2015.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 9/16/15	Balance
Contract Services	\$ 1,000	\$ 768.25	\$ 231.75
Supplies	\$ 2,020	\$ 1,768.71	\$ 251.29
Care and Subsistence	\$ 300	\$ 230.35	\$ 69.65
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 4,450	\$ 4,081.57	\$ 368.43
Professional Services	\$ 38,400	\$ 38,400.00	\$ -
Co-op Marketing	\$ 23,250	\$ 21,302.00	\$ 1,948.00
Downtown Marketing	\$ 14,000	\$ 12,048.37	\$ 1,951.63
Downtown Events	\$ 30,500	\$ 25,286.72	\$ 5,213.28
Total	\$ 114,370	\$ 104,305.97	\$ 10,064.03

Notes:

Note: Appropriations reflect budget transfers approved at January 27, 2015 and June 23, 2015 meetings.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 9/16/15	Balance
Vendor Revenue	\$ 35,750	\$ 26,124.00	\$ 9,626.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 36,950	\$ 26,124.00	\$ 10,826.00

Expenses	Appropriation	Spent to Date As of 9/16/15	Balance
Market Manager	\$ 16,000	\$ 13,755.00	\$ 2,245.00
Supplies	\$ 500	\$ 395.55	\$ 104.45
Liability Insurance	\$ 1,250	\$ 1,088.56	\$ 161.44
City Fees	\$ 1,500	\$ 1,500.00	\$ -
Marketing	\$ 15,200	\$ 6,634.00	\$ 8,566.00
Market Events	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 36,950	\$ 23,373.11	\$ 13,576.89

Profit/Loss **\$ 2,750.89**

Farmers' Market Revenue Comparison

	2012/13		2013/14		2014/15		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,440	53	\$ 2,728	58	\$ 2,085	47	-23.6%
November	\$ 2,516	54	\$ 2,946	63	\$ 2,189	49	-25.7%
December	\$ 2,619	55	\$ 2,854	62	\$ 2,308	51	-19.1%
January	\$ 2,680	58	\$ 2,678	59	\$ 2,456	54	-8.3%
February	\$ 2,604	57	\$ 2,396	53	\$ 2,439	53	1.8%
March	\$ 2,754	58	\$ 2,691	60	\$ 2,322	52	-13.7%
April	\$ 2,883	63	\$ 2,586	58	\$ 2,306	52	-10.8%
May	\$ 2,840	62	\$ 2,646	59	\$ 2,247	50	-15.1%
June	\$ 2,751	57	\$ 2,179	48	\$ 2,307	51	5.9%
July	\$ 2,173	49	\$ 1,946	49	\$ 2,086	52	7.2%
August	\$ 2,353	48	\$ 1,832	48	\$ 2,087	53	13.9%
September	\$ 2,299	47	\$ 1,873	45			
Total	\$ 30,912		\$ 29,355		\$ 24,832		-8.0%

Downtown Events

Revenues	Projection	Received to Date As of 9/16/15	Balance
Vendor Revenue	\$ 2,700	\$ -	\$ 2,700.00
Sponsorships	\$ 11,000	\$ -	\$ 11,000.00
Total	\$ 13,700	\$ -	\$ 13,700.00

Expenses	Appropriation	Spent to Date As of 9/16/15	Balance
Event Manager	\$ 5,400	\$ 1,278.00	\$ 4,122.00
Professional Services	\$ -	\$ -	\$ -
Event Music	\$ 7,200	\$ 800.00	\$ 6,400.00
Equipment	\$ -	\$ -	\$ -
Supplies	\$ 1,100	\$ 2.69	\$ 1,097.31
Total	\$ 13,700	\$ 2,080.69	\$ 11,619.31

Profit/Loss	\$ (2,080.69)
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2015-2016 SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

Prepared by GOLD • Wednesday, July 22, 2015
Revised Friday, August 28, 2015

Overview

Thank you for the opportunity to continue serving the DDA (*the “client”*) in fiscal year 2015/2016. The following revised Scope of Services is based on those marketing services presently being provided, and endeavoring to meet the client’s budget. Importantly, the number of hours to be expended, the fee per hour, and the total amount per month are all the same as in years past. **Additionally, many important services are being provided pro bono as a customer courtesy and to demonstrate the agency’s ongoing commitment to the DDA’s success.** Should you have any questions regarding this please do not hesitate to contact Jennifer Pallai or Keith Gold with our firm. Thank you for your business!

Ongoing Services

The following are the ongoing services (*in alphabetical order*) to be provided by GOLD (*the “agency”*), as well as the maximum number of hours to be expended. Except as noted, if the hours allocated for one month are not to be utilized, they will be carried over to the next month, and so forth.

- **BROADCAST MEDIA ADVERTISING** — Time for the agency to write new television scripts and end tags, as well as new radio scripts. (*Does not include broadcast production, which will be estimated. The initial costs for new scripts have been amortized across 12 months.*)3 HOURS
 - **Editing Supervision:** Time to direct/produce a new video and/or end tags with client vendors. (*Estimated at 16 total hours.*)NO CHARGE
- **CLIENT CONSULTATION/COMMUNICATIONS** — Time for the agency to consult with the DDA and its representatives from the City of Daytona Beach on an ongoing basis regarding these services and marketing overall, including at least one meeting in person per quarter. Also includes the production and presentation of quarterly analytics.8 HOURS
- **E-MARKETING** — Time for the agency to produce one monthly e-newsletter and distribute it to the client’s database. Includes agency copywriting, design and production/programming.....5 HOURS
- **MARKET RESEARCH** — Time for the agency to write, program, deploy and analyze research surveys among merchants, customers, and/or prospects. (*Client or client vendors to provide databases, and incentives if required.*)PRO BONO

**2015-2016 SCOPE OF SERVICES AGREEMENT
FOR THE CITY OF DAYTONA BEACH DDA**

*Prepared by GOLD • Wednesday, July 22, 2015
Revised Friday, August 28, 2015*

Ongoing Services (Continued)

- **PRINT MATERIAL UPDATES/ADVERTISING** — Time for the agency to revise the client’s rack card, print advertising and in-room concierge book. Also time to create new banners, post cards, palm cards and directory posters as needed. *(Does not include printing expenses.)*6 HOURS
 - **Kiosk Map:** Time for the agency to update the directory map for the kiosk and for the client to upload it to the web. *(Estimated at 8 total hours.)*.....NO CHARGE

- **ONLINE ADVERTISING** — Time for the agency to investigate, write, place and monitor all AdWords, as well as provide to effectiveness reports/analytics on a quarterly basis.4 HOURS
 - **Banner Ads:** Time for the agency to design and program up to four online banner ads for the DDA’s advertising campaign. *(Estimated at 8 total hours.)*.....NO CHARGE

- **STRATEGIC PLANNING** — Time for the agency to update the Tactical Plan spreadsheet each month, to reflect the input of downtown area merchants, the expenditures approved and media placed by the client.2 HOUR

- **SOCIAL MEDIA ADVERTISING** — Time for the agency to update and place ongoing social media ads, including all copywriting, design, production and reporting. *(Client to handle all copy and image postings in house.)*3 HOURS

- **WEB DESIGN** — Time for the agency to create new web graphics for the client’s web vendor to use when programming the new site. Will include home and key page layouts. *(Does not include programming. The total hours to be expended have been amortized across 12 months.)*.....6 HOURS
 - **Slider Graphics:** Time for the agency to design four slider graphics for the client to upload. The headlines would be: Dine, Enjoy, Play, and Shop. *(Estimated at 8 total hours.)* Additional graphics to be created by the client or its web programmerNO CHARGE

2015-2016 SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

*Prepared by GOLD • Wednesday, July 22, 2015
Revised Friday, August 28, 2015*

Terms & Conditions

MONTHLY AGENCY FEE

The total amount to be billed for these services and hours each month for 12 consecutive months is **\$3,200**. This equates to an hourly rate of just under \$95 each. Additional hours required will be at a rate of \$95 each for work approved in advance by the client in writing. The monthly fee does not include reproduction expenses (*such as printing or media*), which would be estimated and approved by the client before monies are expended.

NOT INCLUDED

The agency's monthly fee does not include any work requested by other DDA vendors or merchants, additional services, or any materials for special events or the Farmers' Market. Also not included are social media postings, website maintenance or updates, web programming, or web S.E.O.

COMPETITIVE QUOTES

GOLD will obtain competitive quotes for all marketing production or media services or expenses requested by the client, including those from local Daytona area vendors. The DDA's designated representative must approve such costs in advance.

PLEASE NOTE: *The monthly fee will be invoiced prior to the month of service and due upon receipt. A late fee in the amount of 1.5% will be due on all invoices that are not paid within thirty days of the date of the invoice. For out-of-pocket expenses, fifty percent of the total estimated amount will be billed upon approval and due upon receipt. The final amount will be billed and due upon project completion. Estimates for out-of-pocket costs are valid within 10%. Any additional hours required for agency services will be estimated at a rate of \$95 each and approved in advance. The total amount will be invoiced upon completion and due upon receipt.*

(Print Name)

(Date)

(Signature)

APPROVED FOR THE CITY OF DAYTONA BEACH/DDA



DDA
DEVELOPMENT AUTHORITY

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

<u>Title:</u>	Downtown Marketing Assistant (Casual Worker)
<u>Status:</u>	Part-time – 10 to 15 hours a week Hours: Monday – Friday 8AM - 5PM
<u>Hourly Rate:</u>	\$10
<u>Benefits:</u>	Eligible for Florida Retirement System (FRS)
<u>Paid Time Off:</u>	Not eligible for PTO
<u>Job Description:</u>	<ol style="list-style-type: none"> 1. Provide staff assistance to support the Riverfront Shops of Daytona Beach and Downtown Farmers Market advertising campaigns for the Downtown Development Authority (DDA) 2. Coordinate DDA programs with Downtown business owners and merchants <ol style="list-style-type: none"> a. Maintain Downtown business e-mail contact list b. Maintain and update business listings on website and street directories c. Communicate City information and status of DDA marketing programs to business owners through email blasts and occasional site visits d. Receive business news and promotions to place in Riverfront Shops marketing materials, such as e-newsletter, social media and website. 3. Maintain the DDA / Riverfront Shops website by posting content received from Downtown businesses, City / CRA, DDA marketing firm and DDA sponsored events. 4. Maintain the Downtown online event calendar pursuant to DDA policy by posting information on Downtown events. 5. Maintain the DDA social media pages pursuant to DDA policy by posting content received from Downtown businesses, City / CRA, DDA marketing firm and Downtown events. 6. Coordinate with the Farmer’s Market manager to receive weekly information on vendors, products available and market promotions to post on DDA social media pages and in e-newsletter. 7. Coordinate with DDA marketing agency for the Riverfront Shops campaign. 8. Coordinate with the Redevelopment Staff and the DDA.
<u>Minimum Qualifications</u>	High school diploma or GED; supplemented by minimum 3 years previous experience or training in marketing or advertising; must possess strong interpersonal and leadership skills, proven ability to organize and coordinate; and knowledge of Microsoft office programs, Adobe Acrobat Pro, Wordpress (website content editor), icontact, Google Calendar, Facebook and other social media.

Interested applicants should mail a completed application form and list of 3 references to the attention of Jason Jeffries, Project Manager, Redevelopment Office, City Hall, Suite 240

Application Deadline: September 30



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: September 19, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: InFocus Web Maintenance & Site Hosting

Staff is requesting the DDA to continue services with InFocus Media Group, 206 N. Beach St, to provide web site maintenance and hosting for the Riverfront Shops of Daytona Beach web site. Last year, the web maintenance was transitioned from the Redevelopment staff to InFocus to provide more consistent support for the web site. Once the DDA Casual Employee is hired, the web maintenance duties are expected to be transitioned to that employee.

Staff is recommending maintaining services with InFocus at the \$125 per month rate for the first quarter of FY2015/16 (\$375).

The DDA has \$3,900 budgeted in the Downtown Marketing line item for Fiscal Year 2015/16.



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Fax (386) 671-8187

MEMORANDUM

DATE: September 19, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Attached is the proposed advertising flowchart for 2015/16 Fiscal Year, prepared by Gold & Associates. To continue the Riverfront Shops advertising campaign into the new fiscal year, the following advertising efforts require DDA approval.

- Bright House \$3,600 in the first quarter for advertising to promote Riverfront Shops of Daytona Beach to the local market with media times proposed by GOLD in the attached media chart.
- Beach Channel: \$1,800 for 12 months of advertising to promote Riverfront Shops of Daytona Beach to tourists in selected area hotels. The Beach Channel will run the 30 second ad every hour on the channel. In addition, 15 second ads could be run leading up to selected Downtown events.
- SEM/ Online Advertising (Google word ads): \$4,500 for annual budget of ad-word clicks on Google search engine to drive customers to the Riverfront Shops website.
- Facebook Advertising: \$7,500 for annual budget of targeted advertising on Facebook to drive customers to the Riverfront Shops Facebook page.
- iContact Service Fee: \$1,310 (annual) from the Technical Service budget to maintain the customer email list and send e-newsletters to the list.
- Printed materials: \$1,000 from the Supply budget for annual costs related to printing the kiosk event posters.

The DDA has \$19,166 budgeted in the Downtown Marketing, \$3,900 in the Technical Services, and \$2,000 in the Office Supplies budget line items for Fiscal Year 2014/15.

An additional \$15,000 is requested from the CRA to support the Riverfront Shops advertising campaign.

Jeffries, Jason

Subject: FW: Update to Downtown Events

From: Kelly Bales [mailto:kbales@bullseye-direct.com]

Sent: Tuesday, September 15, 2015 3:57 PM

To: Jeffries, Jason

Cc: Bob Abraham; Al Smith

Subject: Update to Downtown Events

This is an EXTERNAL email. Exercise caution. DO NOT open attachments or click links from unknown senders or unexpected email.

Hi Jason,

Per our agreement this is to notify you and the DDA board that we will not be putting on the Craft Beer & BBQ Festival in October. We are still hopefully that the Dream Cruise will be worked out for October.

Please let me know if you have any questions

Thanks,
Kelley

Separate yourself
from the pack...



Kelley Bales

Office: 386.238.4001 / Cell: 386.527.2297 (use it!)

140 S. Beach Street, Suite 304 • Daytona Beach, FL 32114

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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: September 12, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Advertising Funding Requests

To continue the Farmers' Market advertising campaign into the new fiscal year, the following advertising efforts require DDA approval.

- WNDB Weekend Update Sponsor: \$3,995 for 12 months of advertising to promote the Farmers' Market as a sponsor of the Friday Weekend Update.
- Hilton Concierge Ad: \$699 for annual advertising on the Hilton's Concierge Map.
- Resort Map Ad: \$625 for annual advertising in Resort Maps.
- News Journal Corp: \$2,000 for annual budget for print and online advertising based on the merchant gang page agreement with the News Journal. Some advertising may be joint with Downtown event advertising.

The DDA has \$14,800 budgeted in the Farmers' Market advertising budget line items for Fiscal Year 2015/16.



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 Fax (386) 671-8187

MEMORANDUM

DATE: September 19, 2015

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2015/16 Redevelopment Board Priorities

Based on the discussion at the Joint Workshop Board, staff presented the recommended board priorities for the Downtown Redevelopment Area to the Downtown Redevelopment Board at its September meeting. Staff is requesting a recommendation regarding the Downtown priorities for 2015-16. The DDA recommendation will be presented to the Downtown Redevelopment Board at its October meeting.

Priorities for Downtown Redevelopment Area

The following is a summary and current status report of the Downtown priorities recommended by the Board at the August 2013 meeting. Completed board priorities are shown with a strike-through and new priorities discussed at the workshop are underlined.

Priority	Notes
Redevelopment Plans & Codes	
1) Update Redevelopment Plan	Update policies consistent with current redevelopment strategies and include targeted development sites.
2) Amend City Comprehensive Plan	Update future land use policies consistent with current redevelopment strategies for targeted redevelopment sites and proposed new zoning districts.
3) Amend Zoning Map for Downtown	<u>Phase the Adoption of</u> new redevelopment zoning districts.
4) Adopt Downtown Design Standards	Adopt revised design standards for Downtown

Retail Business Recruitment	
1) Launch Riverfront Shops Business Recruitment Web Site	New landing page with business recruitment information for the Riverfront Shops Retail District on the Riverfront Shops web site is completed.
2) Attract new retail and restaurant businesses with available incentives	Continue to recruit new business through ICSC and use of approved business incentive programs
3) Develop new anchor retail or restaurant business incentives	Focus efforts to attract a retail or restaurant anchor for the retail district.
Marketing & Promotion	
1) Continue Riverfront Shops Marketing Campaign for Retail Area and Downtown.	DDA to continue funding and implementing the Riverfront Shops Marketing Campaign as adopted with the Downtown Marketing Plan prepared by Gold & Associates
2) Support events that draw customers to Riverfront Shops.	DDA to integrate Downtown events into the Riverfront Shops Marketing Campaign that bring targeted customers to Downtown
Safety & Security	
1) Implement the Safe Harbor Program	County-wide implementation of the Safe Harbor Program to provide services to homeless individuals with the goal of reducing homeless population in Downtown.
Targeted Development Sites	
1) Identify Targeted Development Sites	Identify sites for potential mixed-use, residential and office development and prepare development feasibility
2) Develop new incentives for residential and commercial office development	Work with property owners and developers to create improved incentives to attract new residential development in Downtown.
3) Promote targeted development sites on Downtown web site	Work with the DDA to promote targeted development sites on the updated Riverfront Shops / DDA web site.
Riverfront Master Plan Implementation	
1) Construct improvements to Beach Street Streetscape (Orange Ave. to Bay St.)	Develop alternatives to reduce Beach Street from four lanes to two lanes; widen west sidewalks, and add additional parking.
2) Prepare feasibility study for the Riverfront Park esplanade area	Prepare preliminary engineering plans for the Esplanade section of Riverfront Park (Orange Ave. to News Journal Center) to evaluate the concept feasibility and to apply for grant funding for construction.
3) Construct the transient docks in the Arts District of the Plan	Grant application has been submitted to construct the transient docks near the News Journal Center.

<u>Downtown Retail Area (Riverfront Shops) Parking Management</u>	
<u>Short-Term</u>	
<u>1. Promote Public Parking Locations</u>	<u>Coordinate with Riverfront Shops campaign (DDA) the location of Downtown public parking through press releases, fact sheets, parking maps, and web site.</u>
<u>2. Maximize usage of existing parking lots</u>	<u>Enter into agreement with underutilized, privately owned parking lots to provide additional public parking.</u>
<u>3. Implement a valet parking program for restaurants</u>	<u>Amend City Codes to permit restaurants to provide valet service for customers.</u>
<u>4. Implement directional sign program in Downtown</u>	<u>Install way-finding signs consistent with overall City directional sign plan to identify Downtown public parking lots.</u>
<u>5. Install Parking Meters on Beach Street (Orange Ave. to Magnolia Ave.)</u>	<u>Implement recommendations to install parking meters on west side of the street to facilitate parking turnover in prime parking locations for retail customers.</u>
<u>Long-Term</u>	
<u>1. Provide additional rear Public Parking in Riverfront Shops retail district</u>	<u>Purchase additional land in center block to provide additional parking in the short-term and to be a future mixed-use development site with parking garage.</u>
<u>2. Construct a structured parking garage</u>	<u>Construct a parking garage, centrally located, to W. ISB for easy customer access to accommodate future parking demand in the retail district.</u>
<u>Downtown Improvements</u>	
<u>1) Improve Rear Public Parking Lot Lighting</u>	Project Completed
<u>2) Repaint Arches and Street Directories</u>	Project Completed
<u>3) Improve pedestrian lighting on Beach Street (Orange Ave. to Bay St.)</u>	Implement plans to improve pedestrian lighting on Beach Street and up-light the median palm trees.
<u>4) Improve City Island electrical service for Farmers' Market</u>	Project Completed
<u>5) Replace trash receptacles on Beach Street.</u>	Replace all trash receptacles on Beach Street (Orange Ave. to Post Office) to be consistent with streetscape furniture.
<u>6) Install palm tree grates on Beach Street.</u>	Install palm tree grates on Beach Street (Orange Ave. to Bay St.) to reduce weeds around the trees.
<u>7) Install Parking Meters on Beach Street (Orange Ave. to Magnolia</u>	Moved to new Parking Management section.

Ave.)	
8) Implement directional sign program in Downtown	Moved to new Parking Management section.
9) Implement plans for Federal Alley to be one-way vehicle traffic into rear parking lot.	Project Completed
10) Provide additional rear Public Parking in Riverfront Shops retail district	Moved to new Parking Management section.
11) Improve ISB streetscapes in Riverfront Shops retail district	Develop and implement plans to improve W. ISB Streetscape (Beach St. to Palmetto Ave.) to create gateway entrance and destination, improve pedestrian access, consistent with Beach Street in the Riverfront Shops Retail District.
12) Improve side street streetscapes in Riverfront Shops retail district	Develop and implement plans to improve Orange Ave. and Bay St. (Beach St. to Palmetto Ave.) to create pedestrian access consistent with Beach Street in the Riverfront Shops Retail District.



Rediscover US1 Restaurant Month

Go out, have fun, and Rediscover US-1...One Bite at a Time!
November 1 – 21

A little about us

The Rediscover US-1 committee is a group of economic development practitioners from eight cities along US-1 that decided to come together early in 2015 to promote businesses along US-1 at a regional scale. Our first event (a regional scavenger hunt) garnered several media mentions including newspaper articles that showcased the event, local radio and TV coverage.

<https://www.facebook.com/Businesshighway1>

Three main objectives:

1. Generating Traffic to Participating Businesses—exposing them to the goods, products and services.
2. Providing a great experience to the attendees which fosters buzz.
3. Attracting and fostering interest in the US 1 Commercial Corridor among the community creating buzz that is newsworthy.

Rediscover US1 Restaurant Month

With this event we want to encourage people to *Rediscover US-1...One Bite at a Time*.

- During the month of November (Nov. 1 – 21, 2015) we will be featuring dining opportunities along US-1 from each of the eight cities along US-1 (Ormond Beach to Oak Hill).
- The event and the participating restaurants will be promoted through Facebook, websites, flyers, press releases, and news coverage.
- The participating restaurants will donate either \$1 from each meal sold or a flat rate donation of \$100 to Food Brings Hope.



The Charity

Food Brings Hope is a local charity that focuses on removing the food insecurity stress from the lives of local children. Food Brings Hope does not have overhead cost, so all of the money raised will go 100% to kids here in Volusia County Schools. Learn more about Food Brings Hope: <http://www.foodbringshope.com/>



If you would like to participate please contact me at pcruz@port-orange.org or 386-506-5671 **by Friday, October 2, 2015**, and identify with donation option to Food Brings Hope your restaurant will be using: \$1 from each meal sold or Flat rate donation of \$100

Also, state whether you will provide your donation v-ia check during a public relation event or via the Food Brings Hope PayPal account on their website.

Check donation at PR event or PayPal donation