

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, September 23, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, September 23, 2015, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Robert Abraham, Chairman  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski

**Board Members Absent**

Ms. Sheryl Cook, Vice Chair  
Ms. Kelly White

**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 4:05 p.m.

**2. Roll Call**

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

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to excuse Ms. White and Ms. Cook from the September 23, 2015 meeting. The motion carried unanimously (3-0).

**3. Approval of Minutes:**

Minutes of Joint Workshop: August 13, 2015

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Joint Workshop of August 13, 2015. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

Minutes of Regular Meeting: August 18, 2015

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of August 18, 2015. Mr. Hopkins seconded the motion and it was approved unanimously (3-0).

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which was included on Page 13 of the packet. The expenses that were requested to be paid by the CRA were reflected in this month's financial statement. Mr. Jeffries stated the DDA budget was under budget but the final figures would not be available until sometime in October.

6. **Farmers' Market Manager Report**

Mr. Jeffries stated he had not received the monthly report from Ms. Foster.

Mr. Hopkins stated he attends the Farmers' Market weekly, and he had not seen an active presence of Ms. Foster at the Farmers' Market. Ms. Kozinski stated she had not seen Ms. Foster either.

Mr. Hopkins stated Perrine's had been secured as a vendor at the Farmers' Market but another vendor had expressed concern about the competition.

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

Mr. Jeffries presented the proposed Scope of Services which was included on Page 16 of the packet. Mr. Jeffries stated this was the final year for the contract with Gold & Associates. Mr. Jeffries stated it was proposed that the Marketing Intern will handle the updates to the website, which was something Gold currently taken care of. He stated Gold & Associates would still provide the copy but the actual updates would be done by the Marketing Intern.

**Public Comments:**

Daniel Harshaw, 100 South Beach Street, expressed concern about the cost of the proposed contract.

Mr. Jeffries stated Gold's services were for the DDA's website and not for individual businesses.

Mr. Abraham stated Gold & Associates had always exceeded the amount of hours they spend on the DDA and had not charged the DDA for the additional services.

Al Smith, BullsEye Marketing, asked if the proposed \$3,200 per month contract includes media buys. Mr. Jeffries stated it did not. Mr. Smith expressed concern that this one contract was about 40% of the DDA budget. Mr. Smith stated he was concerned that a lot was spent to get a message out to the public instead of spending the money on a vehicle to actually provide the message.

Ms. Kozinski stated the DDA had never paid Gold & Associates more than the contracted amount. The DDA had asked Gold & Associates to do additional work but had not paid them any additional funds.

Mr. Jeffries stated a specific Scope of Services would be provided to the DDA in January so that an RFP could be prepared for marketing services.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed Scope of Services with Gold & Associates, as outlined in the staff report. The motion carried unanimously (3-0).

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the expense of \$34,000 for Gold & Associates for FY-2015-16, as presented in the staff report. The motion carried unanimously (3-0).

**8. DDA Casual Employee**

Mr. Jeffries presented the proposed job description for a casual employee who would be responsible for updating the business listing directory and maintaining the email communications with downtown businesses. Mr. Jeffries stated the individual would also be responsible for updating the website.

Mr. Hopkins expressed concern about instability in such a position and stated it was difficult to maintain consistency with part-time employees. Mr. Hopkins stated a task list should be developed so the employee would know what was expected.

Mr. Jeffries stated the list of duties would be provided to the DDA at the next meeting.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed job description for the casual worker, subject to any revisions that may need to be made by Human Resources, as outlined in the staff report. The motion carried unanimously (3-0).

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

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated he is proposing a three month contract only and was hoping the casual worker will be able to provide the website maintenance which was currently being provided by InFocus.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve a contract with InFocus Media Group for three months at the rate of \$125 per month for the first quarter of the 2015-16 fiscal year. The motion carried unanimously (3-0).

10. **Riverfront Shops of Daytona Beach Campaign – FY2015/16**

a. **FY2015/16 Brighthouse Advertising**

Mr. Jeffries presented the staff report which was included on Page 21 of the packet. Mr. Jeffries stated he had not received approval from the City Manager for the CRA requested funds so he was asking that this contract be approved only for the first quarter. He stated once he received authorization from the City Manager, he would request the additional amount for Brighthouse.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve an expenditure of \$3,600 for Bright House for the first quarter advertising for promotion of the Riverfront Shops, in accordance with the staff report as presented. The motion carried unanimously (3-0).

b. **Beach Channel Advertising**

Mr. Jeffries stated \$1,800 was requested for advertising to promote the Riverfront Shops on the Beach Channel during the next 12 months.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve an expenditure of \$1,800 for advertising to promote the Riverfront Shops on the Beach Channel during the next 12 months, as outlined in the staff report. The motion carried unanimously (3-0).

c. **Online and Social Media Advertising**

Mr. Jeffries stated he was requesting \$4,500 for the annual budget for ad-word clicks on Google search engine to drive customers to the Riverfront Shops website.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve \$4,500 as the annual budget for ad-word clicks on Google search engine to drive customers to the Riverfront Shops website, as outlined in the staff report. The motion carried unanimously (3-0).

d. **iContact Email Service Fee**

Mr. Jeffries requested \$1,310 for the annual Technical Services budget to maintain the customer email list and send e-newsletters to those on that list.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the expenses for the annual Technical Services budget in the amount of \$1,310 in order to maintain the customer email list and send e-newsletters to those on that list in the amount of \$1,310 annually, as outlined in the staff report. The motion carried unanimously (3-0).

e. **Print Materials**

Mr. Jeffries requested \$1,000 from the Supply budget in order to print the kiosk event posters for FY2015-16. Mr. Jeffries stated he was suggesting that the palm cards be eliminated this year.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve \$1,000 from the FY2015-16 supply budget for the expenses of printing the kiosk event posters, as outlined in the staff report. The motion carried unanimously (3-0).

Mr. Abraham stated Captain Newcomb was in attendance at the meeting at the request of the DDA. Captain Newcomb stated there were currently 32 vacant positions in the Police Department but there were currently 17 officers in training. Captain Newcomb stated the Department had been working on the homeless issue and was working to remove benches in the downtown area to help deter the individuals from coming into the area. Captain Newcomb stated he had met with two businesses in downtown that had been feeding the homeless and urged them to stop the feedings. He stated electricity was turned off in the pavilions when the facilities were not rented to discourage the homeless from being at those sites.

Ms. Kozinski expressed concern about the increase in prostitution in the downtown area.

Mr. Hopkins asked if the bicycle patrols were being used.

Captain Newcomb stated bicycle patrols were only used on the boardwalk at this time.

**Recess:** There was a break in the meeting at 5:12 p.m. and the meeting reconvened at 5:42 p.m.

11. **Downtown Event Change**

Mr. Jeffries stated he had included as part of the packet, an email from Bullseye stating they would not be putting on the Craft Beer & BBQ festival.

Al Smith, Bullseye, stated S. R. Perrott had elected to support the Blues Fest so Bullseye would be unable to put on the Craft Beer and BBQ festival due to funding.

Mr. Smith stated he felt there was a need for a Spring Festival of the Arts but that would involve the hiring of a full-time person to coordinate such an event.

Mr. Harshaw suggested having a wine festival during the holidays. He stated the wine festival was a successful event and stated similar events could be held more often.

12. **Farmers' Market Advertising Campaign - FY-2015/16**

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

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the Farmers' Market advertising campaign for FY-2015-16, to include \$3,995 for 12 months of advertising on WNDB on the weekend update; \$600 for annual advertising on the Hilton's Concierge Map; \$615 for annual advertising in resort maps; and \$2,000 for the annual budget for print and online advertising with the News Journal Corp., in accordance with the staff report. The motion carried unanimously (3-0).

Mr. Jagger left the meeting at 5:45 p.m.

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

Mr. Jeffries stated he did not have an update to provide on this project at this time.

14. **Discussion: Downtown Board Priorities**

Mr. Jeffries stated revisions were made to the priorities as a result of the discussions at the Redevelopment Board meeting.

Mr. Jeffries discussed implementation of parking meters and noted the Redevelopment Board supported the installation of parking meters from Orange Avenue to Bay.

Ms. Kozinski stated she supports the suggestion that was made at the Redevelopment Board meeting that employees' cars have stickers on them so they can be identified and then asked to move their cars from Beach Street parking spaces.

15. Discussion: Rediscover US1 Campaign Update

Mr. Jeffries presented the report which was included as part of the packet. He stated a similar event was held in the spring and at that time, more restaurant participation was proposed. He stated the event would be proposed as a restaurant event and a portion of the proceeds would be donated to "Food Brings Hope."

16. Board Comments

Mr. Abraham stated the next meeting <sup>would be held</sup> ~~was~~ October 27 and he may be out of town when that meeting ~~was~~ held.

There was discussion about the November and December meetings and it was agreed to discuss the meeting dates at the October meeting.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 6:20 p.m.

  
Robert Abraham, Chairman

  
Becky Groom  
Board Secretary