

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

The regular meeting of the Downtown Development Authority was held Tuesday, November 24, 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
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Assistant City Attorney

1. Call to Order

Mr. Abraham called the meeting to order at 8:17 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: October 20, 2015

Board Action:

Ms. White made a motion to approve the minutes of the Regular Meeting of October 20, 2015. Ms. Kozinski 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 Monthly Financial Report which is included on Page 9 of the packet. There were no comments from the Board regarding the report.

6. **Farmers' Market Manager Report**

Mr. Jeffries presented the report from the Market Manager. Mr. Jeffries stated Perrine's is a new wholesale vendor in the Market and had expressed concern about access to the Market during special events. Mr. Jeffries stated he will speak with the owners to address their concerns. Mr. Jeffries stated the Farmers' Market is always open on Saturday; but it has been reported by the Manager that many of the vendors have indicated they will not be at the Market the day after Christmas. It was the consensus of the Board that the Market should remain open the day after Christmas. Mr. Abraham stated it should be communicated to the vendors that the Market will be open and it will be the vendors' choice as to whether they participate that day or not.

Ms. Kozinski expressed concern about the City's rummage sale that is held on City Island that conflicts with available parking for the Market.

Public Comments:

Johnnie Ponder, 885 Maley, asked why it is perceived that vendors will not be at the Market the day after Christmas.

Ms. Kozinski stated many vendors arrive during the night to set up for the day of the Market and some do not want to spend Christmas night setting up their sites at the Market.

Mr. Jeffries stated he would talk with the Market Manager and stress that the Market will be open the day after Christmas.

7. **Riverfront Shops of Daytona Beach Campaign Funding**

Mr. Jeffries stated the advertising campaign is about \$130,000. Mr. Jeffries stated a letter has been prepared for Mr. Abraham's signature addressed to the City Manager outlining the DDA sponsored events and the request for funding. Mr. Jeffries noted that \$15,000 is allocated for event fees. Mr. Jeffries stated an additional \$15,000 is requested for various projects, including an update to the website, including photo and video updates. Mr. Jeffries stated the funds were not allocated in the CRA budget this year and recommends that the \$15,000 for event fees and the funding for various projects be removed. Mr. Jeffries stated BrightHouse advertising will have to be reduced in order to balance the budget. Mr. Jeffries stated the fee allocated for Gold & Associates was based on that firm completing the website update. Mr. Jeffries stated he will talk with Keith Gold about reducing his fee since he will be doing less work. Mr. Jeffries stated the rack card could also be canceled for this year.

Ms. White stated funding is needed for the ISB project, which is a major project.

Ms. White stated she feels updating the website is important.

Mr. Abraham stated he agreed. He stated it is more important to support events than produce the rack cards.

Mr. Abraham stated there is consensus from the Board to update the website and delete the photo shoot, customer survey, the rack card, and some BrightHouse advertising and savings will be redirected to event permit fees.

Kelly Koliopulos from BullsEye Marketing stated photos could be used from the Wine Walk for updates to the city's website.

Mr. Jeffries stated he would provide an update to the Board at the December meeting.

8. **Discussion: Downtown Merchant Participation or Association**

Mr. Jeffries stated a meeting was held of the merchants on Tuesday but he was unable to attend. Mr. Jeffries stated it is his understanding that the merchants have agreed to work in sub-groups to discuss specific items, such as support for Riverfront Fridays and holding additional wine walks. Mr. Jeffries stated he does not believe the group is aware of the costs that are necessary in order to put on events but he will continue to work with them and help to address their concerns.

Kelly Koliopulos asked if there is funding for the fees to support the Dream Cruise and the Riverfront Festival of the Seasons and asked if there is funding for the fees for the Wine and Chocolate Walk and the Spirit of the Automobile.

Mr. Jeffries stated there is not funding at this time. Mr. Jeffries stated at this time he can barely cover the fees for the events that have occurred. He stated he will provide a report at the December on funding. He stated the \$8,000 allocated for the rack cards could be used to offset events that have occurred.

9. **Board Comments**

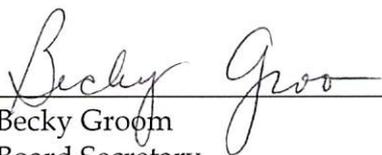
Ms. White stated she has conflicts with the next few meetings and will be asking Commissioner Woods to fill in at the DDA meetings for her during her absence.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:00 a.m.



Robert Abraham, Chairman



Becky Groom
Board Secretary