



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

Tuesday, July 26, 2016 8:00 a.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: June 28, 2016**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager's Report**
7. **Riverfront Shops of Daytona Beach Quarterly Report**
8. **Downtown Events**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, June 28, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, June 28, 2016, 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. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White
Ms. Sheryl Cook (arrived at 8:07 a.m.)

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:06 a.m.

2. Roll Call

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

3. Approval of Minutes – May 24, 2016

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the May 24, 2016 Regular Meeting. The motion carried unanimously.

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included on Page 7 of the packet. Mr. Jeffries stated the revenue was down by about 3% for the Farmers' Market.

6. **Farmers' Market Manager's Report**

Mr. Jeffries stated the monthly report was included on Page 9 of the packet.

Ms. White stated she wanted to see the revenue amount broken down by vendor.

Ms. Foster stated she had that information and that could be provided to the Board. Ms. Foster stated the number of vendors fluctuated each month between 25 and 32.

7. **FY2014/15 DDA CAFR**

Mr. Jeffries stated the CAFR report was presented on Page 10 of the packet.

8. **Adoption of Millage Rate for Fiscal Year 2016/17**

Mr. Jeffries presented the report which was included on page 13 of the packet. Mr. Jeffries stated the numbers were provided by the City's budget office.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to adopt the millage rate of 1 mill for FY2016/17. The motion carried unanimously.

9. **Adoption of FY 2016/17 Budget**

Mr. Jeffries presented the proposed budget which was included on page 16 of the packet. Mr. Jeffries stated the budget was based on revenue from a 1 mill tax. Mr. Jeffries stated the public hearings would be held on September 7 and September 21.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to adopt the proposed FY-2016/17 budget. The motion carried unanimously.

10. **Downtown Events**

- a. 2016 Downtown Holidays
- b. Historic Halifax District of Daytona Beach Event Agreement

Mr. Jeffries provided the proposed event agreement between the DDA and the Historic Halifax District of Daytona Beach and Merchant's group July event proposal to the Board. Mr. Jeffries stated the agreement was planned to run through 2019. Mr. Jeffries stated the agreement was for the group to take over Riverfront Fridays. Mr. Jeffries stated the proposal for the event was to close the street and the City would require a survey of the businesses to make sure they were in agreement with the street closure for the event. Mr. Jeffries stated Section 3 of the agreement talked about co-sponsored events; and Section 4 allowed for expansion of the agreement during the 2016 / 2017 budget process. Mr. Jeffries stated the DDA would advertise the events on the website, in the in room concierge book, and in the News Journal.

Mr. Abraham stated this would be a similar arrangement as to the one the DDA had with Bulls Eye in that the DDA supported the events.

Joshua Fortner, 172 N. Beach Street, spoke as a representative of the Merchant's Association Board. Mr. Fortner stated the Merchant's Association had an opportunity to take over the Riverfront Fridays and felt that would give the group an opportunity to determine the sustainability of the events.

Kim Waterman, 817 Sugar House Blvd, Port Orange, Florida, who was the event coordinator for IME stated the Association and IME wanted to bring back community involvement to the Riverfront Friday events. She stated there were 3 events set for July, August and September. She stated in July, the All American Friday night would be held which would be a block party. She stated there would be a band, dj, raffles plus a kids area.

Mr. Fortner stated the goal was to alternate blocks every month so that everyone was included in the events.

Ms. Cook asked whose insurance would cover the children's events.

Mr. Jeffries stated right now the DDA only had insurance for the Farmers' Market. Mr. Jeffries stated Bulls Eye carried their own insurance.

Mr. Fortner stated insurance rates were very high and he wanted to see if the Merchants' Association could be added to the DDA's policy for the three Riverfront Friday events.

Mr. Jagger stated it would be new insurance and there would be a cost to the DDA for that.

Mr. Fortner stated the subrogation clause caused the insurance to be higher.

Mr. Jagger stated that was standard language in all agreements from the City's Risk Manager.

Johnnie Ponder, 473 Maley, asked if the subrogation language could be changed.

Mr. Abraham stated it was not feasible to think the language would be changed for the July event.

Ms. White stated the language would have to be changed in the agreement regarding License Area "C" and asked if the event would be on the sidewalk only.

Mr. Jeffries stated the agreement would have to be amended to include License Area "A" and License Area "C". He stated there was a cost the Merchants Association would have to pay for closing the street.

Mr. Jagger stated for clarification that the changes that would have to be made are to the areas for activities in "A" and "C" and there would have to be a request for permitting costs for area "C".

Ms. White stated it needed to be established that Riverfront Park was not to be used as a general parking lot. She stated it was an area for display, not parking.

Mr. Jagger stated an asterisk could be placed on the exhibit to indicate no parking was allowed.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins to approve the proposed agreement with the changes regarding Areas "A" and "C" and the parking area. The motion carried unanimously.

A motion was made by Ms. White, seconded by Ms. Cook, to send a letter to the City notifying them of the change in the Riverfront Friday event license area. The motion carried unanimously.

11. **Discussion: Farmers' Market License Agreement**

Mr. Jeffries stated designating an area for special events at the Farmers' Market was discussed at the last meeting. Mr. Jeffries stated an amendment would have to be made to the agreement for the special event area and that amendment would be drafted.

Mr. Jeffries stated there has been discussion about relocation of the Farmers' Market to the area near the pavilion and bathrooms on City Island. Mr. Jeffries stated the special event area would be moved near the pavilion.

12. **Board Comments**

Ms. Cook stated there is congestion at the light at Magnolia and Beach Street. She stated sometimes people must sit through two lights in order to make a turn.

Al Smith, Bulls Eye Marketing, talked about parking close to the events and stated parking issues would be addressed. Mr. Smith stated a suggestion had been presented to him to hold a food truck event once a month in the downtown.

Stephanie Mason-Teague asked about the holiday and Storybook program planned for the year. She stated she would support a Friends program for the downtown.

Mr. Jeffries stated the merchants had been surveyed and positive comments were received on the Island Festival.

Ms. Kozinski stated the Merchants group should talk to the Beach Street merchants about keeping their businesses open when events were held in the downtown.

13. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.

Robert Abraham, Chairman

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
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MEMORANDUM

DATE: July 22, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through July 22, 2016.

BUDGET STATUS

Line Item	General Activities		
	Appropriation	Spent to Date As of 7/22/16	Balance
Contract Services	\$ 1,000	\$ 525.00	\$ 475.00
Personnel	\$ 5,750	\$ 4,536.29	\$ 1,213.71
Supplies	\$ 2,000	\$ 1,103.78	\$ 896.22
Care and Subsistence	\$ 300	\$ 200.80	\$ 99.20
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 2,402.15	\$ 1,497.85
Professional Services	\$ 38,400	\$ 32,000.00	\$ 6,400.00
Co-op Marketing	\$ 25,000	\$ 12,957.00	\$ 12,043.00
Downtown Marketing	\$ 20,166	\$ 17,671.35	\$ 2,494.65
Downtown Events	\$ 20,000	\$ 15,364.21	\$ 4,635.79
Total	\$ 116,966	\$ 87,180.58	\$ 29,785.42

Notes:
 Note: Appropriations reflect budget transfers approved at the December 22, 2015 meeting.

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 7/22/16	Balance
Vendor Revenue	\$ 30,000	\$ 21,209.00	\$ 8,791.00
Sponsorship	\$ 25,000	\$ -	\$ 25,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 56,200	\$ 21,209.00	\$ 34,991.00
Expenses	Appropriation	Spent to Date As of 7/22/16	Balance
Personnel - Market Manager	\$ 30,800	\$ 10,000.00	\$ 20,800.00
Personnel - Media	\$ 2,600	\$ 510.00	\$ 2,090.00
Supplies	\$ 1,000	\$ 186.98	\$ 813.02
Liability Insurance	\$ 1,250	\$ 1,167.44	\$ 82.56
City Fees	\$ 1,500	\$ 1,500.00	\$ -
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00
Marketing	\$ 14,800	\$ 6,032.24	\$ 8,767.76
Market Events	\$ 1,500	\$ 208.00	\$ 1,292.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 56,200	\$ 19,604.66	\$ 36,595.34
Profit/Loss		\$ 1,604.34	

Farmers' Market Revenue Comparison

	2013/14		2014/15		2015/16		%
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	Increase
October	\$ 2,728	58	\$ 2,085	47	\$ 2,365	53	13.4%
November	\$ 2,946	63	\$ 2,189	49	\$ 2,220	48	1.4%
December	\$ 2,854	62	\$ 2,308	51	\$ 2,216	50	-4.0%
January	\$ 2,678	59	\$ 2,456	54	\$ 2,101	46	-14.5%
February	\$ 2,396	53	\$ 2,439	53	\$ 2,219	49	-9.0%
March	\$ 2,691	60	\$ 2,322	52	\$ 2,278	51	-1.9%
April	\$ 2,586	58	\$ 2,306	52	\$ 2,221	49	-3.7%
May	\$ 2,646	59	\$ 2,247	50	\$ 2,104	45	-10.4%
June	\$ 2,179	48	\$ 2,307	51	\$ 2,148	47	-6.9%
July	\$ 1,946	49	\$ 2,086	52	\$ -	0	
August	\$ 1,832	48	\$ 2,087	53	\$ -	0	
September	\$ 1,873	45	\$ 2,117	52	\$ -	0	
Total	\$ 29,355		\$ 26,949		\$ 17,724		-3.1%

MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager
From: Noeleen Foster, Downtown Farmers' Market Manager
Regarding: June 2016 Downtown Farmers' Market Manager Report
Date: July 20, 2016

Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
 - Continue traveling to other Markets to invite Farmers and vendors to participate in our Market.
2. Increase the variety of food/products available for purchase at the Market
 - Mike's Plumeria is a new vendor in the Market offering exotic plants
 - Steel Oak Coffee has joined the Market on a bi-weekly basis to expand his fresh roasted coffee business into more markets.
3. Increase the customer base at the Market
 - Students with the Mainland High school culinary program have been giving cooking demonstrations in the Market using fresh produce from the vendors. For example a fresh salsa was made and samples given out resulting in customers taking a copy of the recipe and buying the ingredients.
 - Provided Mr. Jeffries with a list of ideas to expand into the pavilion area.
4. Hold two special marketing promotions per year to survey customers
 - The next Customer Survey is scheduled for September 22.
5. Summertime Market Reorganization
 - The Market has entered the Summer slow period and a few vendors have taken some time off triggering the reorganization to pull the vendors closer together.

QUARTER 3 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, July 20, 2016

Introduction

The following shows some of the key online marketing communications results achieved by the DDA. Data from the third quarter of the 2015-2016 fiscal year (*April-June 2016*) are compared to the previous quarter and also the third quarter of 2014-2015.

Website Results

- **UNIQUE VISITATION (SESSIONS)**
 - Q3 (2014-15): 15,276
 - Q2 (2015-16): 17,401
 - Q3 (2015-16): 16,132
 - Annual change: **+6%**
- **TOTAL HITS (PAGEVIEWS)**
 - Q3 (2014-15): 33,337
 - Q2 (2015-16): 36,428
 - Q3 (2015-16): 35,287
 - Annual change: **+6%**

NOTES: Website visitation was up compared to Q3 2014-2015, but down slightly when compared to Q2 of this year. The recent change can be attributed to the Google and Facebook advertising not running in June because of a city credit card issue. (*The card on file had expired.*) Launching the new website will also improve performance.

- **TOP PAGES Q3 (2014-15)**
 1. Home Page
 2. Farmers' Market
 3. Shops Directory (*listings*)
 4. Shopping
 5. Restaurant Directory (*listings*)
- **TOP PAGES Q3 (2015-16)**
 1. Home Page
 2. Shops Directory (*listings*)
 3. Restaurant Directory (*listings*)
 4. Farmers' Market
 5. Shopping
- **TOP PAGES Q2 (2015-16)**
 1. Home Page
 2. Farmers' Market
 3. Shops Directory (*listings*)
 4. Shopping
 5. Restaurant Directory (*listings*)

NOTE: The top pages have been fairly consistent for some time, which indicates that these topics are the most important to the merchants' customers and prospects.

QUARTER 3 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, July 20, 2016

Website Results (*Continued*)

- **TOP SOURCES — Q3 (2014-15)**
 1. Organic Search (*Google*)
 2. Direct Visits (*to site URL*)
 3. Referrals (*links*)
 4. Social Media (*Facebook*)
- **TOP SOURCES — Q3 (2015-16)**
 1. Organic Search (*Google*)
 2. Social Media (*Facebook*)
 3. Direct Visits (*to site URL*)
 4. Referrals (*links*)
- **TOP SOURCES — Q2 (2015-16)**
 1. Organic Search (*Google*)
 2. Social Media (*Facebook*)
 3. Direct Visits (*to site URL*)
 4. Referrals (*links*)

SOURCE: Google Analytics.

NOTE: The results for Q3 continue the same trend seen previously: Search engine results consistently outpace other traffic sources. Ninety percent of search engine traffic originates from Google. (*Please see the next section for AdWords statistics.*)

- **TOP REFERRERS — Q3 (2014-15)**
 1. DaytonaBeach.com (*CVB site*)
 2. DoubleClick (*Google Network*)
 3. CODB.us (*City site*)
 4. l.Facebook.com (*FB shared links*)
 5. Facebook.com (*FB main site*)
- **TOP REFERRERS — Q3 (2015-16)**
 1. lm.Facebook.com (*FB mobile links*)
 2. DaytonaBeach.com (*CVB site*)
 3. m.Facebook.com (*FB mobile*)
 4. CODB.us (*City site*)
 5. Google Android Search App (*Mobile*)
- **TOP REFERRERS — Q2 (2015-16)**
 1. lm.Facebook.com (*FB mobile links*)
 2. DaytonaBeach.com (*CVB site*)
 3. m.Facebook.com (*FB mobile*)
 4. CODB.us (*City site*)
 5. Facebook.com (*FB main site*)

SOURCE: Google Analytics.

NOTE: The continued traffic from Facebook demonstrates the effectiveness of the Facebook advertising and posting efforts, even as Facebook advertising did not run the entire quarter (*due to a city credit card issue*). Additionally, the continued presence of the City and CVB sites on the top referrals list shows that the DDA has been effective in partnering with them. Mobile traffic also continues to grow in importance, and the new site will further enhance this.

QUARTER 3 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

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Google AdWords

- **CLICKS**

- Q3 (2014-15): 3,484
 - Q2 (2014-15): 2,821
 - Q3 (2014-15): 2,104*
- Quarterly change: -25%*

NOTE: *Please note that the AdWords did not run in June because of the city credit card issue. The forthcoming new website will also be essential to maximize performance.

- **TOP KEYWORDS — Q3 (2014-15)**

1. Daytona
2. Restaurants Daytona Beach
3. Riverfront Shops of Daytona Beach
4. Daytona Beach
5. Daytona website

- **TOP KEYWORDS — Q3 (2015-16)**

1. Daytona Beach
2. Daytona Festival
3. Daytona
4. Special Events Daytona
5. Daytona Beach FL

- **TOP KEYWORDS — Q2 (2015-16)**

1. Daytona Beach
2. Daytona Beach schedule (*events*)
3. Daytona events calendar
4. Daytona
5. Daytona Beach calendar

DEMOGRAPHICS: The advertising is geo-targeted within a 50-radius of Daytona Beach. Where demographics are available from the Display Network, women outnumbered 2-to-1, and the majority of the audience was 35 or older.

Facebook Page

- **FANS/FRIENDS (LIKES)**

- Q3 (2014-15): 7,889
 - Q2 (2015-16): 8,472
 - Q3 (2015-16): 8,752
- Annual change: +11%
- Quarterly change: +3%

- **DEMOGRAPHICS:** The majority of fans (*likes*) of the Riverfront Shops page are women (72%). The top three demographic groups are women ages 45-54, 55-64, and 34-44. The #1 city for fans is Daytona Beach, followed by Port Orange and Ormond Beach.

NOTE: The fan population of the Riverfront Shops is older than that of Facebook as a whole. (*This is positive, as older demographics have higher levels of income.*)

SOURCE: Facebook.

QUARTER 3 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, July 20, 2016

Facebook Advertising

- **CLICKS**
 - Q3 (2014-15): 3,335
 - Q2 (2015-16): 8,401
 - Q3 (2015-16): **5,942***
- Annual change: **+78%***
- **DEMOGRAPHICS**: The past quarter showed a closer gender balance and a wider range of ages responding to the ads.

NOTE: *Please note that the Facebook advertising ran for only a few days in June due to the city credit card issue mentioned earlier. This resulted in fewer total clicks for the quarter.

SOURCE: Facebook.

E-Newsletter

- **OPEN RATE (AVERAGE)**
 - Q3 (2014-15): 30%
 - Q2 (2015-16): 25%
 - Q3 (2015-16): **25%**
 - Quarterly change: **Same**
- **SUBSCRIBERS (END OF QUARTER)**
 - Q3 (2014-15): 1,547
 - Q2 (2015-16): 2,335
 - Q3 (2015-16): **2,252**
 - Annual change: **+46%**

SOURCE: iContact.

NOTES: To improve overall performance, GOLD suggests that the newsletters feature exclusive e-newsletter merchant specials, shorter content, and more selectivity regarding the news and events to include.



July 15, 2016

Re: Participation of Riverfront Friday's

To: Bob Abraham; Chairman of DDA,

I regret to inform you that the Historic Halifax District will not be moving forward with the July Riverfront Friday event due to factors that were beyond the control of the association. In general, we were unable to obtain committed sponsors within the limited timeframe for which we were trying to get everything put together.

In addition to the lack of funding and time constraints we were unable to capitalize on the event that was planned due to poor communication and competing events. Part of the communication issue was within our own organization as we are trying to get some kinks worked out. The competing event "Art in the Alley" was something that I had agreed to without knowing that our event chair was resisting the timing of as that event directly went counter to everything that was being planned.

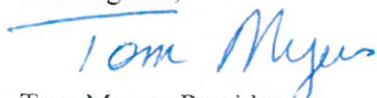
I agreed to the art in the alley because I felt that it was hitting the mark for what we were wanting to bring downtown but I didn't realize the negative impact that it would have on the planning that had already occurred through our events committee and other stakeholders. The original plan was to close off an individual block each month so that all the action would take place within the given block. Art in the Alley was going to be occurring within the block South of the block that we had planned our event.

We have communicated to you that our intentions were to bring more events to the downtown area and we made a commitment that in so doing we would not allow our events to interfere with others. After discussing the issue with Reed Berger I made the determination that it would be best not to have a competing event with "Art in the Alley" as it was indicated that the Art event was going to happen with or without our group.

I know some feel that "Art in the Alley" was not going to compete with our event but to the event producer and chairman of the events committee - it was. Therefore, we respectfully withdraw our adoption of the Riverfront Friday's.

Moving forward we will still be planning events and promoting the downtown area. In so doing, we will honor our commitment to you that we will not interfere with others events and continue to strive for unity and respect.

Best regards,

A handwritten signature in blue ink that reads "Tom Myers". The signature is written in a cursive style and is positioned above the printed name.

Tom Myers; President

Historic Halifax District Daytona Beach

128 S Beach Street

Daytona Beach, FL 32114