

**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 report was presented on Page 10 and the report reflected the revenue from the Farmers' Market at \$172,000 and the revenues were just under what was collected. Mr. Jeffries stated there was a surplus of \$400.

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.

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.

Public Comments:

There were no public comments.

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.

Mr. Jeffries stated he proposed that a booth promoting the Riverfront Shops be placed at every City event.

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 a hand out to the Board which was the Merchant's group proposal for the July events. 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 plan was to close the street for events and the City would survey the businesses to make sure they were in agreement. Mr. Jeffries stated Section 3 of the agreement talked about co-sponsored events; and Section 4 allowed for expansion of the agreement during the budget process in 2019. 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 Front Porch 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 sidewalk.

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 program. 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