

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, August 23, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, August 23, 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

**Staff Members Present**

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

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:00 a.m.

**2. Roll Call**

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

**3. Approval of Minutes – July 26, 2016**

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the minutes of the July 26, 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 as part of the packet. Mr. Jeffries stated the report covered expenditures through August 19, 2016 and project expenses through the end of the year. Mr. Jeffries stated a budget transfer of \$2,100 was requested to increase Personnel Services by \$1,200; Care and Subsistence by \$100; and Downtown Events by \$800. Mr. Jeffries stated he projected a loss at the Farmers' Market of about \$1,400.

## **Public Comments**

There were no public comments.

## **Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve a budget transfer of \$2,100, which included the following: increase Personnel Services by \$1,200; Care and Subsistence by \$100; and Downtown Events by \$800. The motion carried unanimously (5-0).

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

The monthly report was included on Page 11 of the packet. Mr. Jeffries provided copies of a report to the Board regarding the number of vendors at the market vs. the number of spaces. Mr. Jeffries stated 32 vendors participated in the market during the month and used 39 spaces. Mr. Jeffries stated the loss of the produce vendors that used multiple spaces have had an impact on the market and revenue. He stated the addition of single vendors was not making up for that loss.

Ms. White stated the market had improved but it was not a revenue producer. She stated she recently visited the Farmers' Market in St. Petersburg and they had an ATM on site and rented shopping carts to the public.

Mr. Jeffries stated the vendors felt the impacts of the homeless issue had affected the market.

Ms. Foster stated the cooking demonstrations were going well; she stated she provided the ingredients and the demonstrator showed up and prepared the food.

Ms. Kozinski stated we needed to look at other revenue sources and renting carts could be an option. She stated as a business, right now the Farmers' Market was failing.

Ms. Foster stated she planned to start looking for vendors on Craig's List.

Ms. White stated she thought that had been discussed previously and was already being done.

Ms. Cook asked if Ms. Foster had reviewed the minutes from last month's meeting and had any comments on the items the Board discussed.

Ms. Foster stated she spoke with Ms. Dibble and Ms. Dibble was upset because Ms. Foster told her she had not shown up on time. Ms. Foster stated she handled the incident with the lady that was injured. Ms. Foster stated she did come and go from the market to address issues such as signage but she was always on site. She stated people do not drive through the market as was previously stated.

Mr. Abraham stated additional time was needed to come up with solutions to deal with the issues at the Market.

Mr. Jeffries suggested a special meeting be scheduled to discuss the Farmers' Market issues. The Board agreed to meet at 4:00 p.m. on September 7, 2016, to discuss the Farmers' Market issues.

Ms. Kozinski asked that the discussion on September 7 include the use of the pavilion.

Ms. White stated the Board needed to discuss the hours of operation.

Mr. Jeffries stated the License Agreement with the City stated the market be open from 7:00 a.m. to 1:00 p.m.

Ms. Kozinski stated she would not be in favor of closing the market earlier because vendors would start packing and closing their sites earlier than the closing time. She stated some vendors would not feel it is worth their time to attend for less hours. She stated perhaps consideration could be given to adding fan misters to help with the heat issues.

Mr. Hopkins stated hours of operation could be discussed during the special meeting.

**Public Comments:**

Tom Myers stated he planned on having free art painting on Saturdays for children in the downtown. He stated that may help bring more people to the Farmers' Market. Mr. Myers suggested holding evening hours at the market.

Kim Bolton, Mary McLeod Bethune Blvd., stated she would be holding a fashion event on Beach Street and had been visiting with the businesses organizing the event. She stated the event would be held April 19 to 22, 2017.

Ms. Cook asked that the Board be provided with information on the event and also that information be included in the newsletter.

Mr. Jeffries stated he had been contacted about an anniversary event to be held for Mainland High School which would be held in the downtown.

**7. Farmers' Market**

- a. Market Operations: This item would be discussed at the special meeting scheduled for September 7, 2016.
- b. Summer Market Hours: This item would be discussed at the special meeting scheduled for September 7, 2016.

**8. Contract Extensions**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the extension would continue the Contracts with Bullseye Direct Marketing and Gold & Associates through December 31, 2016.

Bullseye Direct Marketing – Event Co-sponsorship; Ms. Bale asked if the City will cover the permit fees if the contract is extended.

Mr. Jeffries stated the CRA would cover the permitting fees and the DDA would send a letter to the CRA requesting the fees be paid.

**Public comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to extend the contract with Bullseye Direct Marketing through December 31, 2016. The motion carried unanimously (5-0).

A motion was made by Ms. White, seconded by Ms. Kozinski, to request the CRA pay the permitting fees for the Dream Cruise and Festival of the Seasons which will be held in the first quarter of the 2016/17 Fiscal Year. The motion carried unanimously.

b. Gold & Associates – Riverfront Shops Campaign

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the request would extended the contract through December 31, 2016.

Ms. Kozinski asked when the RFP for the marketing contract would be ready.

Mr. Jeffries stated it would be ready in September.

**Public comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to extend the contract with Gold & Associates through December 31, 2016. The motion carried unanimously (5-0).

9. **2017 Merchant Co-Op Program**

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

a. In-Room Concierge Book

Mr. Jeffries stated See Coastal Media had submitted a proposal to cover the publication of the In-Room Concierge book in 2017 for a total expense of \$14,825.

Ms. Cook asked if the graphics would change since that was previously discussed.

Mr. Jeffries stated he would talk with See Coastal about updating the photos.

**Public comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the Contract with See Coastal Media for the 2017 Fiscal Year in the amount of \$14,825. The motion carried unanimously (5-0).

b. Daytona Tortuga Trade

Mr. Jeffries stated the Daytona Tortugas were proposing a trade of advertising value with the DDA, similar to what had been agreed to over the last four years, with the Tortugas placing a ½ page color ad for the Riverfront Shops of Daytona Beach in the game-day program, and the DDA would advertise the Daytona Tortugas in the In-Room Concierge book and on the DDA website.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the trade of advertising with the Daytona Tortugas with the Tortugas placing a ½ page color ad for the Riverfront Shops of Daytona Beach in their game-day program, and the DDA will advertise the Daytona Tortugas in the In-Room Concierge book and on the DDA website. The motion carried unanimously (5-0).

10. **Downtown Events**

Tom Myers, President, Halifax Merchants Association, stated the Merchants Association would hold the September Riverfront Friday and his Board had voted to conduct that event.

Mr. Jeffries stated the contract with the Merchants Association had been approved so it would carry forward.

The Board agreed to delete the advertising for Riverfront Fridays from the Concierge book.

11. **Board Comments**

There were no Board comments.

12. **Adjournment**

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

  
Robert Abraham, Chairman

  
for: Becky Groom, Board Secretary