



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, October 25, 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.

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1. **Call to Order**
2. **Roll Call**
3. **[Approval of Minutes: September 21, 2016](#)**
4. **Public Comments**
5. **[DDA Monthly Financial Report \(FY 2015/16\)](#)**
6. **[Riverfront Shops of Daytona Beach Quarterly Report](#)**
7. **[Media Sponsorship Agreements](#)**
  - a. **Daytona Beach News Journal**
  - b. **Southern Stone Communications**
8. **[Downtown Holiday Dazzle Campaign](#)**
  - a. **Storybook Exhibit**
  - b. **Riverfront Market**
  - c. **Campaign Advertising**
9. **[Farmers' Market Advertising Campaign](#)**
  - a. **News-Journal Advertising**
  - b. **Southern Stone Communications**
  - c. **Farmers' Market Information Booth**
10. **Board Comments**
11. **Adjournment**