

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, October 25, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, October 25, 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
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Ms. Lori Slaight, Development Services
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:15 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting: September 21, 2016

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of September 21, 2016. 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 was included on Page 9 of the packet. Mr. Jeffries stated this was the last report from FY-2015-16. Mr. Jeffries stated the Downtown Events portion of the budget was projected to be overspent so a transfer was requested to align those funds. Mr. Jeffries stated overall, a loss of \$190 was projected for the Farmers' Market.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the budget transfer of \$300 from the Supplies line item to the Downtown Event line item. The motion carried unanimously.

Public Comments:

There were no public comments.

6. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the quarterly report. Mr. Gold stated there had been an increase in about every category from the previous year. Mr. Gold stated the increase in usage was due to the efforts of staff and the merchants. Mr. Gold stated the use of Google ad words was up 41% and visits to the Facebook page were up by about 10%. Mr. Gold stated there had been a 9% increase in the number of subscribers to the e-newsletter.

Public Comments:

Jenny Nazak, 413 Harvey, stated a Facebook group had been formed called What's Happening in Daytona and encouraged the Board to view the site. Ms. Nazak stated she had been posting Riverfront Shops events at the website.

Mr. Jeffries stated that Ms. Slaight posts upcoming events on that Facebook page and other community sites.

Ms. White stated staff was doing a good job.

Ms. Cook asked when the graphics would be changed.

Mr. Jeffries stated a letter has been sent to the City Manager regarding the DDA sponsored events requesting that the CRA pay for event fees. He stated a request for an update to the webpage was included in that request for funding by the CRA. Mr. Jeffries stated he had not had a response from the City Manager. Mr. Jeffries stated he would let the Board know at the next meeting if the funding request has been approved.

7. **Media Sponsorship Agreements**

a. **Daytona Beach news Journal**

Mr. Jeffries stated this was a request to increase the advertising for the Farmers' Market and Downtown Holiday Dazzle. Mr. Jeffries stated the Daytona Beach News Journal would match the spending in a credit in the amount of \$6,000. Mr. Jeffries stated a copy of the Agreement was included on Page 17 of the packet. Mr. Jeffries stated print advertising would be paid from the \$6,000 credit. Mr. Jeffries stated Keith Gold worked with the News Journal on this request and Mr. Gold noted the advertising would be for every week of the year.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve spending in the amount of \$15,000 for media advertising with the Daytona Beach News-Journal and, in turn, the Daytona Beach News Journal would match the spending in a credit amount of \$6,000, in accordance with the staff report as presented. The motion carried unanimously.

b. **Southern Stone Communications**

Mr. Jeffries presented the staff report which was included on Page 15 of the packet. Mr. Gold stated this was a request to approve spending of \$8,200 in media advertising on WNDB, WLOV, and WKRO radio stations. Mr. Jeffries stated Southern Stone Communication would match the DDA's advertising expenses on the radio stations and would serve as a sponsor of the Downtown Holiday Dazzle campaign and the Farmers' Market. Mr. Jagger stated the contract would be prepared in accordance with the direction of the DDA and expenditures would be presented to the DDA for authorization.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the expenditure of \$4,200 in media advertising with Southern Stone Communications in the amount of \$4,200, including a match by Southern Stone of the DDA's advertising expenses, sponsorship of the Downtown Holiday Dazzle campaign and the Farmers' Market, in accordance with the staff report as presented. The motion carried unanimously.

Public Comments:

There were no public comments.

8. **Downtown Holiday Dazzle Campaign**

a. **Storybook Exhibit**

Mr. Jeffries presented the staff report which was included on page 35 of the packet. Mr. Jeffries stated there would be about 15 boards for this event but only one had paid so far. Mr. Jeffries stated Southern Paint would provide the paint for the project in-kind. Mr. Jeffries stated the Daytona Auto Mall would sponsor the holiday train for the event and the rides would be free. Mr. Jagger stated all of the artwork would be approved by the DDA but that could be delegated to staff. Mr. Jeffries stated the DDA would authorize up to \$1,600 for materials which would include up to 20 boards and \$2,000 for the artist, at a cost of \$100 per board.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the agreement as presented for creation of the storybook boards for the Storybook Exhibit, in accordance with the staff report as presented, and that approved artwork be provided to staff within 21 days. The motion carried unanimously.

A motion was made by Ms. White, seconded by Ms. Kozinski, to amend the motion to authorize staff to approve the artwork for the 20 boards for the Storybook Exhibit and authorization of the expenditure of \$1,600 for materials and \$2,000 for the artist for creation of 20 storybook boards, in accordance with the staff report as presented. The motion carried unanimously.

b. **Riverfront Market**

Mr. Jeffries stated it was projected that there would be 50 vendors and 10 vendors had already committed participation based on payment for the five Riverfront Market dates.

Ms. Cook stated the Riverfront Market events would compete with other fall festivals throughout the area and asked what the break-even point would be.

Mr. Jeffries stated he was requesting the CRA to pay the event fees so participation by 35 to 40 vendors would be a break-even point. Mr. Jeffries stated the expenditures for the events would be the advertising.

Public Comments:

There were no public comments.

c. **Campaign Advertising**

Mr. Jeffries presented the staff report which was included on Page 41 of the packet. Mr. Jeffries stated \$2,000 is requested for Bright House for advertising during the holiday season; \$4,000 for the Daytona Beach News Journal; \$1,200 for Southern Stone Communication and \$650 for printed materials, including printing of event cards, posters, and banners.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve \$2,000 for Bright House advertising during the holiday season; \$4,000 for the Daytona Beach News Journal; \$1,200 for Southern Stone Communication and \$650 for printed materials, including printing of event cards, posters, and banners, in accordance with the staff report as presented.

9. **Farmers' Market Advertising Campaign**

Mr. Jeffries presented the staff report which was included on Page 42 of the packet. Mr. Jeffries stated \$1,500 was proposed to be used to promote the Farmers' Market and \$1,500 for Southern Stone.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve advertising for 3 months in the amount of \$1,500 to promote the Farmers' Market in advertising with the Daytona Beach News Journal and \$1,500 with Southern Stone communication, in accordance with the staff report as presented. The motion carried unanimously.

10. **Board Comments**

Mr. Abraham asked for the status of the contract with Gold & Associates.

Mr. Jeffries stated the RFP had not been issued but the Gold contract had been extended through December 31, 2016.

Mr. Jagger stated the contracts with Bullseye and Gold could be extended or renegotiated. Mr. Jagger stated the DDA could also wait until the RFP had been issued, and Mr. Jagger stated there was no commitment to bid the contracts.

Ms. Cook suggested extending the current contracts for another 3 months and then decide what the DDA would like to do.

Ms. White stated she felt a contract extension could be negotiated and brought back to the DDA at the November meeting.

Mr. Abraham stated that it made sense to re-negotiate the accepted contracts with both Gold and Bullseye.

Ms. White stated she would like to negotiate with Gold & Associates for another 3 years. Ms. White stated she is not 100% comfortable with re-negotiating with Bullseye. Ms. White stated if the contract is re-negotiated with Bulls Eye, she wanted it clear that they would buy into the branding and team approach of the DDA.

Mr. Abraham stated Bullseye had not bought into the branding.

Keith Gold, Gold & Associates, stated he had talked with Mr. Jeffries about reducing Gold's compensation over the next year in order to have a one-year extension to their contract and to work on a new branding campaign. Mr. Gold stated he was in favor of a one-year extension and perhaps at the end of the year a new contract could be negotiated. Mr. Gold stated he would prefer to be working on new ideas as opposed to working on a presentation to the DDA for contract extensions and negotiations.

Mr. Jagger suggested a one-year extension be negotiated with an option for a one-year renewal.

Ms. Kozinski stated she would like to extend the contract with Gold for one year and have an option to extend the agreement for three years.

Mr. Hopkins stated he was in favor of extending Gold's contract but he was not in full support of an extension with Bullseye. Mr. Hopkins stated he had some insecurities about Bullseye's agreement and he wanted to make sure they were buying into what the DDA is doing.

Ms. White stated she does not want to go out for an RFP now for events and she was not satisfied 100% with the way things are.

Mr. Hopkins stated he was very comfortable with Gold & Associates but felt a presentation was needed on events.

Ms. White stated she agreed.

Mr. Abraham asked the DDA to authorize Mr. Jeffries to work with Gold & Associates to come up with a contract for this fiscal year.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to authorize staff to negotiate with Gold & Associates for a contract for FY2016-17. The motion carried unanimously.

Mr. Abraham stated currently there was a contract with Bullseye that expired on December 31, 2016. Mr. Abraham suggested negotiating a contract extension until the end of the fiscal year and go out for an RFP for FY2017-18 early in 2017.

Ms. White stated she would like to hear presentations on event coordination and felt competition would be good. Ms. White stated she would like to make sure Bulls Eye would work with the team.

Ms. Cook suggested publicizing the RFP in January, 2017, with responses due in March, 2017.

Mr. Abraham stated what the Board was suggesting is that staff be authorized to negotiate an extension of the Bulls Eye contract until the end of FY2016-17 and prepare the RFP to go out not later than January 30, 2017 for events.

Mr. Jeffries stated it would not be an extension of the existing agreement but would include stricter guidelines regarding the use of the Riverfront Shops campaign. Mr. Jeffries stated if Bullseye was not agreeable to the stricter guidelines, he would come back to the DDA with an extension to their current agreement since there were events already planned with Bullseye.

Mr. Jeffries stated the merchants group had only put on one event and they have not been able to put events together. Mr. Jeffries stated Riverfront Friday was scheduled for this week and he did not know if that event would happen. Mr. Jeffries stated he recommended cancelling the contract with the merchants association.

Mr. Abraham suggested putting cancellation of the agreement on the November agenda in order to provide time to let the merchants know the DDA was considering cancelling the agreement.

Mr. Jagger stated if the merchants group was in default, a 15 day notice of cancellation was required.

Mr. Hopkins stated a merchant group needed to establish themselves and noted he did not want to send the wrong signal to the merchants that the DDA did not support them. Mr. Hopkins stated to support the current merchants group that was disorganized was a poor reflection on the DDA.

Ms. White stated the YMCA would be using the Sweetheart Trail as the route for their upcoming walk/run.

Mr. Jeffries stated the next DDA meeting would be November 22 and December's meeting would be December 20.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:00 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary