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Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, January 10, 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.

SPECIAL MEETING

1. **Call to Order**
2. **Roll Call**
3. **Public Comments**
4. **Gold & Associates Contract**
5. **Board Comments**
6. **Adjournment**

EXHIBIT A: SCOPE OF SERVICES

TASK I: Maintenance & Support - \$1,100 per Month (January – September 2017)

Provide each of the following up to once per month as needed (*in alphabetical order*):

- a. Google AdWords and Facebook Ads;
- b. E-Newsletter (*from client facts and photos*); and
- c. Press Release Copy.

Provide each of the following once per quarter (*in alphabetical order*):

- a. Broadcast Script Development (*for radio and/or TV*);
- b. Consumer and/or Merchant Research & Analysis;
- c. Directory Poster; and
- d. Online Marketing Analysis & Presentation (*client to report News-Journal data*).

NOTE: Any additional services or alterations requested will be invoiced at a rate of \$95 per hour, with an estimate provided for approval in advance. Amount due by the 1st of each month. Any changes to the Scope of Services must be agreed to by both parties in writing.

TASK II: Branding & Tactical Planning - \$5,250 (January – February 2017)

Update the annual Tactical Plan and develop a series of branding concepts for the Riverfront Shops. Create and present graphical solutions for:

- a. Logo and Related Graphics;
- b. Print Advertising; and
- c. Web Graphics (*home & interior page skins*).

NOTE: Includes the production of templates for each (*and layered files for client archives*).

TASK III: Production & Templates - \$5,250 (February – March 2017)

Develop copy, layouts, and final art templates for DDA vendors and staff to execute for (*in alphabetical order*):

- a. Banner;
- b. Directory Poster (*including flyer formats*);
- c. E-Newsletter;
- d. In-Room Concierge Section (*including merchant ad formats*);
- e. Map & Map Pad;
- f. Newspaper Ad (*including gang page with merchant ad formats*);
- g. Online Banner Ads (*in multiple sizes*);
- h. Palm Card;
- i. Rack Brochure (*including merchant ad formats*);
- j. Television Commercial (*including storyboard, scripts, & tags*); and
- k. Web Slider.

NOTE: Includes the production of templates (*and layered files for client archives*) for each. GOLD to contact each vendor to determine the file formats that they require.