



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, February 28, 2017 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.

1. **Call to Order**
2. **Roll Call**
3. **[Approval of Minutes: January 24, 2017](#)**
4. **Public Comments**
5. **[DDA Monthly Financial Report](#)**
6. **[Riverfront Shops of Daytona Beach Quarterly Report](#)**
7. **[Downtown Events](#)**
 - a. **Downtown Event Funding Criteria Amendment**
 - b. **Beach Street Fashion Week Event Contract**
 - c. **Bullseye Direct Marketing Downtown Event Series Contract**
 - d. **FY2016/17 Downtown Sponsored Events**
 - e. **US1 Scavenger Hunt Event**
 - f. **Downtown Event RFP**
 - g. **Downtown Holiday Dazzle Review**
8. **[Merchant Co-op Program](#)**
 - a. **2017 Imperial Session Program Co-op Advertisement**
9. **[Riverfront Shops of Daytona Beach Branding Refresh](#)**
10. **[Discussion: FY 2017/18 Strategy & Budget Planning](#)**
11. **Board Comments**
12. **Adjournment**