

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, February 28, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, February 28, 2017, 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. Sheryl Cook
Ms. Kelly White

Board Members Absent

Ms. Tammy Kozinski

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:07 a.m.

2. Roll Call

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

4. Approval of Minutes: January 24, 2017

Mr. Abraham asked that a change be made to Page 6 of the minutes, Paragraph 7. Mr. Abraham stated the minutes should read the downtown needed to be identified with something "more" than shops, not better than.

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the minutes as corrected. The motion carried unanimously.

4. Public Comments

Caitlyn Parker, 172 N. Beach Street, stated she was a member of the Design Committee which was part of the Merchants' Association and Ms. Parker stated she had been asked to get more trash and recycling bins and benches on the street. Ms. Parker stated she had talked with Mr. Jeffries and asked what process she should follow.

Mr. Jeffries stated the benches were removed due to the homeless issues. Mr. Jeffries stated several merchants had asked that they be placed back along the street.

Ms. Parker stated the middle and south blocks each had about 6 trash containers and the north block had 3; and there were no trash cans at the bus stop on the north block. Ms. Parker stated she preferred a style that looks better than what was currently in place and one that was more secure to help prevent "dumpster diving."

Mr. Jeffries stated the existing containers could be redistributed but noted there was a \$40,000 cost for new containers and that would require action by the City Commission.

Ms. Cook asked what would happen if the merchants want benches back in the north block and the rest of the merchants did not want them.

Ms. Parker stated there were some styles of benches that had bars in the middle which would prohibit the homeless from sleeping on them but added that she had had requests from the elderly for benches.

Ms. White stated she would not support the city placing the benches back along the street. Ms. White stated the property in front of the stores was private and that may be easy for the merchants to monitor. Ms. White stated if the merchants wanted more seating, they could be placed right in front of their shops.

Ms. Parker stated there were a lot of benches along the Sweetheart Trail and no one was sitting on them. Ms. Parker stated a consistent police presence in the downtown would help deter the homeless from sleeping on the benches.

Ms. Cook asked if the city benches could be placed on private property.

Mr. Jeffries stated he had talked with staff about the benches and they had discussed that if the benches were put back along the street, not all of the benches would be put back because some of the merchants did not want them.

Mr. Abraham stated it seemed as though the trash container issue could be easily resolved and asked Mr. Jeffries to work with the merchants on that issue but noted that he did not know how to approach the bench issue.

Mr. Jeffries asked if there was support from the DDA to place the benches at the bump outs and areas where the sidewalks were narrow.

Mr. Abraham stated the DDA had discussed placing the benches so they are faced away from the shops so individuals sitting on them would not bother the customers.

Mr. Jeffries stated the ones placed at the bump out would face out toward the park. Mr. Jeffries stated he would like consensus from the board to support the request to replace the benches along the street.

Johnnie Ponder, 885 Maley, stated if a business wanted the benches, the merchant needed to place them at their shop. Ms. Ponder stated some merchants did not want the benches and if they were placed in front of specific shops, the merchants could control them.

Tom Myers, 200 North Beach Street, stated he has been requesting for 2 years to make the parking lots at the News-Journal building available for public parking on Friday and Saturday nights. Mr. Myers noted when events are held at the News-Journal site on the weekends, the public uses all available parking on the north block and there is no place for customers to park that want to go to the businesses. He asked why the public spaces are shared with the News-Journal yet when the lot is empty, the public is not permitted to park there. Mr. Myers asked if the bridge between Beach and City Island could have lights installed so people could park there and then walk across the bridge to the shops. Mr. Myers stated he has been talking with a group from San Antonio who is interested in setting up a trolley service for the beachside, Seabreeze, Main Street, and downtown areas. Mr. Myers noted New Smyrna Beach is also discussing implementing trolley service.

Ms. White stated she would like to work with Mr. Myers regarding parking ideas and she will report back to the DDA on their discussions.

Mr. Abraham asked Mr. Jeffries to place the items regarding benches and trash containers on the agenda for the March DDA meeting.

5. **DDA Monthly financial Report**

Mr. Jeffries presented the Monthly Financial Report which is included on page 9 of the packet.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the budget transfer, as outlined in the packet on Page 9, to include a transfer of \$1,850 from Downtown Events and \$270 from Downtown Events Music to \$1,200 to Downtown Event Personnel; \$100 to Downtown Event Advertising; and \$820 to Downtown Event Exhibit Supplies, in accordance with the staff report as presented. The motion carried unanimously.

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

Mr. Gold provided an overview of the report included on Page 12 of the packet.

7. **Downtown Events**

Mr. Jeffries presented the staff report which is included on page 15 of the packet.

a. **Downtown Event Funding Criteria Amendment**

Mr. Jeffries stated it is requested that the City pay for the insurance for the Beach Street Fashion Show. Mr. Jeffries stated the DDA could carry the insurance under the policy carried for the Farmers' Market and there would be no increase in premium. Mr. Jeffries stated a change to the event funding criteria would have to be made, as is outlined on Page 19, and modifying No. 7 on Page 20 to include that insurance will be provided by the City.

Mr. Abraham stated if there was an increase in premiums, similar requests would have to be reviewed. Mr. Abraham stated this is a good way to encourage small business and merchants in the downtown.

Mr. Gross suggested that the DDA may want to revisit this policy upon notification of an increase in the insurance premium.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the revision to the Downtown Funding Criteria to include insurance coverage by the City through its carrier, Brown & Brown, for the Beach Street Fashion Show and the DDA will review the policy at such time as the DDA receives notification of an increase in premium, in accordance with the staff report as presented. The motion carried unanimously.

b. Beach Street Fashion Week Event Contract

Mr. Jeffries presented the report on page 30 of the packet. Mr. Jeffries stated the proposed contract is included on page 32 and will be amended to include the insurance coverage to be provided by the City, in accordance with the action taken on Item 7.a above.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the proposed contract for the Beach Street Fashion Week, in accordance with the staff report as presented and to include the change that the City will provide insurance coverage, based on the DDA action of Item 7.a. The motion carried unanimously.

c. Bullseye Direct Marketing Downtown Event Series Contract

Mr. Jeffries stated Bullseye Direct Marketing has been unable to secure sponsors for the Spirit of the Auto event so it will be canceled. Mr. Jeffries stated Bullseye is requesting to add a Wine Walk on May 13, 2017.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the change to the Bullseye Direct Marketing event schedule to cancel the Spirit of the Auto and to add a Wine Walk on May 13, 2017, in accordance with the staff report as presented. The motion carried unanimously.

d. FY2016/17 Downtown Sponsored Events

Mr. Jeffries stated a letter is included on page 49 of the packet to be sent to the City from the DDA notifying the city of the cancellation of Riverfront Fridays, the Spring Music Festival, Spirit of the Automobile, and adding an additional Wine Walk which is planned for May 13, 2017.

Mr. Myers stated he has talked with Jake Nicely about the new design for the park next to the News-Journal and would like to see a stage placed next to the News-Journal building where events could be held and having those events covered by the City's insurance.

Mr. Abraham stated the DDA cannot say right now if those events would be covered since the DDA does not know the details of the proposed events.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the letter as prepared to notify the City of the cancellation of Riverfront Fridays, the Spring Music Festival, Spirit of the Automobile, and adding an additional Wine Walk on May 13, 2017, in accordance with the staff report as presented. The motion carried unanimously.

Mr. Jeffries stated the budget for the events would have to be amended to coincide with the cancellations.

Johnnie Ponder asked if the money for Riverfront Fridays will be reallocated.

Mr. Jeffries stated it will be reallocated by this action and noted there was no expenditure of funds for the first quarter for Riverfront Fridays.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to amend the budget to reflect changes based on the cancellation of the above events, in accordance with the staff report as presented. The motion carried unanimously.

e. US 1 Scavenger Hunt Event

Mr. Jeffries stated the US1 Scavenger Hunt will be held from April 21, 2017, to April 29, 2017. Mr. Jeffries stated the scavenger hunt is a way to promote the US1 corridor. Mr. Jeffries stated merchants from the Beach Street area may participate and he will attempt to get other US1 merchants to participate as well.

f. Downtown Event RFP

Mr. Jeffries presented the draft RFP which is included on page 51 of the packet. Mr. Jeffries stated Bullseye Direct Marketing and Southern Stone are interested in the RFP and both have done events in the downtown.

Ms. White stated there are companies that program spaces and the RFP should be sent to those companies that do this type of work nationally.

Ms. Ponder stated she thought the DDA had a contract with Bullseye.

Mr. Abraham stated the RFP will be for a contract for future events.

Josh Fortner, 172 N. Beach Street, asked if the RFP would go through the city or the DDA.

Mr. Abraham stated the RFP would go out through the City but the DDA would review the responses and act on those.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the proposed RFP as presented, in accordance with the staff report. The motion carried unanimously.

g. Downtown Holiday Dazzle Review

Mr. Abraham stated this item will be continued to the March DDA meeting.

8. Merchant Co-Op Program

a. 2017 Imperial Session Program Co-op Advertisement

Mr. Jeffries presented the staff report which is included on page 57 of the packet. Mr. Jeffries stated the advertising in the 2017 Imperial Session Program will be similar to what is placed in the in-room concierge books. Mr. Jeffries stated staff is recommending a full page ad be placed with at least 3 merchant co-ops included. Mr. Jeffries stated the size of the ad will be based on merchant participation. Mr. Jeffries stated the cost for a full page ad is \$850 and for a half-page ad is \$450. Mr. Jeffries stated the DDA will make their final decision on expenditures at the March meeting based on merchant participation.

Mr. Abraham stated a lot of people will be here for the Shriners Convention from Central Florida so it is an opportunity to create continuing patronage.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the 2017 Imperial Session Program Co-Op Advertisement, in accordance with the staff report as presented. The motion carried unanimously.

9. Riverfront Shops of Daytona Beach Branding Refresh

Keith Gold, Gold & Associates, presented the report which is included on page 60 of the packet. Mr. Gold stated people are not really reading the newsletter so he feels we should try to get away from that distribution. Mr. Gold stated what will be distributed on mobile devices will be simple and will relate to specific events and will be updated often. Mr. Gold stated he has proposed new concepts for branding along with a new theme line, "Distinctively Downtown." Mr. Gold presented three different approaches which are included in the packet starting on Page 59.

Mr. Jeffries stated he is looking for a consensus from the Board regarding the options presented. Mr. Jeffries stated the goal is to launch the new website on April 1.

Ms. White stated she is happy that we are at a point that we have a brand that we are refreshing. She stated Option A or B is ok with her and she likes the "Distinctively Downtown" theme line.

Mr. Hopkins stated he finds Option C distracting and he prefers either A or B as well.

Mr. Cook stated she likes A or B but stated her original choice was Option B.

Mr. Abraham stated he likes Option B but A is ok. He stated he is not fond of Option C.

Ms. White stated she would prefer Option B.

Mr. Abraham asked if everyone liked Option B. The Board agreed.

Mr. Jeffries stated the branding refresh would include a photo shoot which will cost \$3,600 and cost to promote the refreshed Riverfront Shops of Daytona Beach brand will be \$4,270.

Al Smith, 140 S. Beach Street, stated he knows of no research that indicates a younger crowd is attending events in the downtown.

Mr. Myers stated he does not think "Riverfront Shops" is not an adequate name anymore. He stated the word "historic" attracts people and needs to be incorporated. Mr. Meyer stated he feels the area should be established as a cultural area or an area for art and music. He stated he feels "historic" should be incorporated into the branding name.

Mr. Fortner stated he feels the merchants are interested in changing the name away from Riverfront Shops.

Mr. Gold stated that people like the fact that the area is located off of the Halifax River and the historic nature needs to be emphasized; however, when people think historic, most think of a city like St. Augustine. Mr. Gold stated the area does not have the historic places like other historic places do.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to approve the expenditure of \$3,600 for a photo shoot and the cost for News-Journal advertising to promote the refreshed Riverfront Shops brand in the amount of \$4,270, in accordance with the staff report as presented. The motion carried unanimously.

Ms. White left the meeting at 10:05 a.m.

10. Discussion: FY2017/18 Strategy and Budget Planning

Mr. Abraham stated this item would be postponed to the March DDA meeting.

11. Board Comments

Mr. Hopkins stated the Merchants Association is taking shape and he would like to see them have an item they can place into the DDA agenda discussion.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:15 a.m.


Robert Abraham, Chairman


for: Becky Groom, Board Secretary