



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Michael O. Sznajstajler
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, October 24, 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:**
 - a. **Regular Meeting: September 20, 2017**
 - b. **Special Meeting: October 11, 2017**
4. **DDA Monthly Financial Report**
5. **Riverfront Shops of Daytona Beach Quarterly Report**
6. **Riverfront Shops of Daytona Beach Campaign – FY2017/18**
7. **Downtown Event Promotions**
 - a. **Bullseye Direct Marketing Event Contract = Holiday Wine Walk**
 - b. **Christmas Cookie Walk Event**
 - c. **FY2017/18 Downtown Sponsored Events**
 - d. **Downtown Holiday Dazzle Budget**
 - e. **Downtown Event Promotion Contract: Southern Stone Communications**
8. **Farmers' Market Advertising Campaign – FY2017/18**
 - a. **Southern Stone Radio Advertising & Sponsorship**
 - b. **Observer Print Advertising**
9. **Public Comments**
10. **Board Comments**
11. **Adjournment**