

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

January 25, 2011

There was a meeting of the Downtown Development Authority held Tuesday, January 25, 2011 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Bob Abraham, Chair
Ms. Sheryl Cook
Ms. Stacey Lipton
Mr. Jack White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Cathleen Olson, Recording Technician

1. Call to Order

Mr. Abraham called the meeting to order at 8:00am.

2. Roll Call

Ms. Olson called the roll and noted members present as stated above.

3. Approval of the Minutes of December 29, 2010

Mr. Abraham noted a clarification regarding a statement on page 4 questioning whether Marina Point had tangible benefits to being in the DDA, and stated his intent was to ask if the residents saw a benefit to being in the DDA.

Board Action

Ms. Cook made a motion to approve the minutes of December 29, 2011. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

4. Funding Request: Graphic Artist for Branding

Mr. Jeffries stated that at the November 2010 DDA meeting, the Board voted to fund two marketing firms, Mastando Media & Marketing and Kelli with an Eye Marketing & Promotions, to create proposals for a Downtown brand. He stated that each firm would give a brief presentation, after which the Board would select a consultant, emphasizing that the presentations outlined preliminary ideas, not a final product.

Ms. Kelli Beasley of Kelli with an Eye Marketing & Promotions outlined her proposal for Downtown branding, noting that her original idea focused on the slogan “Life Happens Here,” but due to trademark issues had changed it to “Igniting Life,” corresponding to lighting up the Downtown through work, play, living, eating, and shopping. She stated that designing, promoting, and sustaining Downtown’s image was the first step towards making Downtown an attractive destination for locals and visitors. She presented three examples of Downtown logos: one with a palm tree, representing the palms lining the Beach Street area; one with an illustration of the International Speedway Boulevard bridge, which both transported people to and from Downtown and served as a focal point for the area; and one with a water theme that signified Downtown’s location along the Halifax River.

Mr. White asked if Ms. Beasley was open to other ideas or taglines.

Ms. Beasley stated that she was completely open to other possibilities, emphasizing the need for a strong and distinct tagline, and noted the historical color palette.

Ms. Lipton asked if Ms. Beasley was open to other colors.

Ms. Beasley emphasized that anything could be changed.

Mr. Abraham asked about the marketing process and how the estimate of \$2700 had been reached.

Ms. Beasley stated that the estimate was very broad, noting that it would be reevaluated after marketing discussions.

Mr. White asked if the logo would work with individual campaigns.

Ms. Beasley stated that sub-taglines could be individualized for campaigns, and the logo could be adjusted to work with events.

Mr. Mike Mastando, Mastando Media & Marketing outlined his proposal for the Downtown brand, stating that the key question was “What is Downtown Daytona

Beach?”, the answer to which was “everything”: shopping, dining, arts, government, etc. He stated that the logo should be representative, inspired, and flexible, and outlined the theme of pavers which could be changed for events and customized for targeted audiences. He stated that the four primary elements of the pavers were shopping, music, dining, and the river, since those were elements key to Downtown year-round, while seasonal events such as baseball could be switched in. He presented the proposed color palette, noting that it was slightly different on the printout due to computer monitor limitations, and emphasized the need for a logo that would work in both black and white and in color.

Ms. Cook asked if the primary logo was the four-pane baseball diamond-type design, with individual pavers more varied.

Mr. Mastando stated yes the main design was the four-pane diamond, noting also the relevance with the importance of jewelry to the Downtown area.

Mr. White asked about the possibility of using other colors in the design.

Mr. Mastando stated that he was completely open to other colors.

Mr. Abraham asked if there was an estimated quote.

Mr. Mastando stated that a quote estimate would be based on an estimate of time spent.

Mr. Abraham asked if the quote would change if more time needed to be spent.

Mr. Mastando stated that as long as the process was not back to square one, the same rate would apply.

Ms. Lipton expressed concern with the size and visibility of the diamond, noting that it would be very small on advertisements.

Mr. Mastando stated that the image could be tweaked to ensure that it was clear and distinct in print.

Ms. Cook stated that she had the same concerns for both concepts.

Mr. Mastando stated that he would address the concerns to ensure clarity of the design.

Mr. Abraham stated that the next step was to select a candidate and approve a certain amount of money to commit to the project.

Ms. Edith Shelley asked if the task force referred to by Mr. White had received a copy of the survey results from the City marketing task force.

Mr. White stated that the survey information would be taken into consideration.

Ms. Lipton asked if the budget would increase with changes to design.

Mr. White stated that the budget would allocate a certain number of meetings and adjust from there.

Mr. Jeffries stated that most of the work would be done by the Promotions Committee, noting the initial quote of \$2,750 as a starting point.

Ms. Lipton requested Mr. White's input regarding both presentations.

Mr. White stated that he liked the Ignite logo of Ms. Beasley's presentation, but expressed concern that it was more of campaign-style than a brand. He stated that Mr. Mastando's presentation was very in-depth, but expressed concern with the challenge of colors and signage. He emphasized that choosing a consultant should be more according to the process behind each presentation more so than the design examples provided.

Ms. Lipton stated that Ms. Beasley's designs were more exciting and vibrant, but noted concern with the difficulty of translating them to advertisements.

Mr. Abraham stated that both presentations had positive and negative aspects, stating the need to choose a consultant based on who the Board would rather work with.

Ms. Cook reiterated the need to focus on the process, rather than the presented design, noting that the end result would likely combine elements of both presentations.

Mr. Abraham reiterated the emphasis on who to work with, not what to work with.

Ms. Naomi Weiss stated that since the consultant would be working closely with the Promotions Committee, he or she would need to be able to offer opportunities for platforms for campaigns.

Ms. Lipton expressed concern with the generic nature of Mr. Mastando's design, emphasizing that the brand needed to clearly identify Downtown Daytona Beach.

Mr. White stated that when work began with the Promotions Committee, a whole new idea would be storyboarded.

Mr. Abraham requested a paper vote.

Mr. Jeffries stated that Ms. Cook and Mr. White voted for Mastando Media & Marketing, while Ms. Lipton and Mr. Abraham voted for Kelli with an Eye Media & Promotions, resulting in a tie (2-2).

Ms. Shelley asked how a month's delay would offset the process if the Board waited until they had a full Board.

Mr. Abraham noted that it could be advantageous to wait until there was a full Board, but stated it could be complicated by Ms. White's eligibility as Commissioner, in which case Mr. White would be resigning and there would still be a vacancy.

Mr. White emphasized that Mr. Mastando had created a pattern-book that Downtown had been trying to create.

Mr. Abraham noted the need to consider which design would be most creative and flexible, and called for a re-vote.

Mr. Jeffries stated that Ms. Cook, Mr. Abraham and Mr. White voted for Mastando Media & Marketing, while Ms. Lipton voted for Kelli with an Eye Media & Promotions, resulting in 3-1 in favor of Mr. Mastando.

5. Funding Request: Marketing for Downtown Trolley

Mr. Jeffries stated that the CRA had approved funding for a portion of the Votran Trolley to provide services Downtown from the Beachside, connecting with the Ocean Center and Main Street. He stated that Staff was also recommending that the DDA fund Downtown rack card distribution in 103 locations (Plan FL-C - Daytona Beach Special) for a cost of \$5,000.

Ms. Lipton asked if \$5,000 was an annual fee.

Mr. Jeffries stated that \$5,000 would cover one year of service in addition to the rack card design by the company.

Mr. White asked if the Board would have input on the design, noting the need for the hotel card to stand out.

Mr. Jeffries stated that he could show the Board proofs before the cards were distributed.

Ms. Cook expressed concern that if the cards were approved now, the Downtown branding would not yet be implemented and asked if a smaller run should be instituted until the branding was complete.

Mr. Abraham stated that the cards should be able to be changed over the one-year contract.

Mr. White asked whether there were stock photos of Downtown, noting the need for photographs illustrating activity and life.

Ms. Lipton noted that she had many photographs from the French Market.

Board Action

Ms. Cook made a motion to authorize the expenditure of \$5,000 for brochure distribution plan FL-C, distributing to the rack cards to 103 of the busiest regional hotels. Mr. White seconded the motion and it was approved unanimously (4-0).

6. DBPA 2010/2011 Grant Audit

Mr. Jeffries presented the audit report of the 2009/10 DBPA grant expenditures, done by Mr. John L. Myers, PA, noting that it was done in the same format as previous reports and did not incorporated requested changes in formatting. He stated that the document compared audited numbers versus submitted documented expenses, noting discrepancies between the audited amount versus budgeted amount, and stated documentation was needed for additional eligible expenses.

Mr. Abraham stated the need to meet the auditor's requirements regarding CRA expenses, and asked what documentation was needed.

Mr. Jeffries stated that receipt backups were needed as documentation, noting that additional receipts might have been found during the year to document qualified expenses.

Ms. Cook asked how much the DBPA paid Mr. Myers for the audit report.

Ms. Weiss stated that Mr. Myers payment was a line item approved by the DDA of approximately \$2,000.

Ms. Cook questioned the format of Mr. Myers' report.

Ms. Weiss stated that Mr. Myers' report was the same format as given in previous years, comparing allowable expenses and looking for any necessary reconciliations, but without documentation.

Ms. Cindy Ritzi noted that in previous years, specific percentages had not been included in the categories, and asked if that could account for the discrepancy in formatting.

Mr. Jeffries stated that he had provided information outlining the changes and the approved grant budget, noting that the bulk of the difference related to salaries.

Ms. Weiss noted that at the totals column, the DDA had submitted \$103,000 of expenses and been paid \$87,000, while Mr. Myers' report stated that \$97,000 should have been paid, noting that the DBPA had been given the same report as the DDA.

Mr. Abraham stated that the Board needed the documentation of the discrepancies.

Ms. Cook stated that Mr. Myers should be responsible for working out the figures.

Ms. Weiss emphasized that the DBPA had actively tried to ensure that the audit report was done in a DDA-approved format, asking Mr. Myers to work closely with City Staff on the format.

Mr. Abraham asked Ms. Weiss to obtain documentation from Mr. Myers to be provided to Mr. Jeffries.

Mr. White asked if a scope of services had been provided outlining the Board's needs.

Board Action

Ms. Cook made a motion to table the item to the next meeting pending the submittal of additional information. Mr. White seconded the motion and it was approved unanimously (4-0).

7. DBPA Grant Quarterly Report

Mr. Jeffries presented the quarterly progress report, submitted by the DBPA for the 1st quarter, as well as a worksheet prepared by Staff with the eligible grant expenses to date. He stated that \$27,118.60 of invoices had been submitted, of which \$26,833 were eligible, noting that the eligible expenses exceeded the quarterly allocation of \$23,750.

Ms. Lipton asked if there were a deficit in any other quarter.

Mr. Jeffries stated that there were a lot of expenses in the 1st quarter due to Downtown Holidays, noting that the 1st quarter was likely the most important quarter of the season for Beach Street. He stated that \$42,500 was allocated for the year for salaries and benefits, but they were already at \$16,300.

Mr. Abraham stated that the issue was whether to spread out the salary equally among the four quarters or front-loading it in the first quarter, asking if it would create a deficit later in the year.

Ms. Weiss stated that events were heavier in the first half of the fiscal year, emphasizing the need to cover the cost of events beforehand and be reimbursed after, so being paid the expenses invoiced would assist in funding the events in advance.

Ms. Ritzi stated that a deficit could be made up later in the year through independent fundraising.

Mr. Abraham asked what the second quarter salary expenses would look like if the first half salary were paid as requested.

Ms. Weiss stated that the second quarter would be high, but in terms of the salary, it would start to catch up in the third and fourth quarters.

Ms. Cook questioned the benefits of the first quarter compared to the others.

Ms. Weiss stated that the discrepancy had to do with the dates of invoices and payments, noting that if payment were made in one quarter, it was listed in that quarter, resulting in a lighter following quarter.

Mr. White asked the DBPA's opinion on the process moving forward, as to whether the system established was functioning successfully.

Ms. Weiss noted concern with event insurance causing event budgets to exceed the approved budget, noting that the line item should be for the program office and not events.

Mr. Abraham asked if the insurance policy covered events.

Ms. Ritzi stated that it was a liability policy covering the organization.

Ms. Cook noted that it was a joint misunderstanding of the insurance category, which could be amended.

Mr. Larry McKinney stated that he was uncomfortable with the process, noting that percentages had not been broken out in the annual budget, and emphasized the need for better communication on what needed to be provided.

Ms. Ritzi stated that Ms. Weiss and Mr. Jeffries had been meeting.

Mr. Jagger stated that it could be beneficial to go back to the contract to determine procedure, noting that the contract stated that the DBPA shall submit a quarterly

report to the Redevelopment Director and include copies of individual receipts, invoices, and other documentations supporting all expenditures of grant funds; that the Redevelopment Director shall then provide a quarterly report to the DDA; and the CRA grant funds shall be paid quarterly in an amount equal to 25% of the approved annual grant amount, amounting to \$23,750.

Ms. Cook asked if a one-time amendment could be made for the first quarter in a motion, with the stipulation that if it had not been made up by the third quarter, the DBPA would be in deficit to the DDA.

Mr. Jagger noted that the agreement was also CRA-approved, so the DDA could not make that change without CRA approval.

Mr. White asked if the first quarter could be weighted more in the future.

Board Action

Ms. Cook made a motion approve a quarterly payment of \$23,750. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

8. DBPA Update

Ms. Weiss outlined Committee updates from the DBPA. She stated that a formal report would be made regarding the Farmer's Market manager position, noting that she had been meeting with Mr. Jeffries every other week; she also noted that the Farmer's Market was working on recruiting more vendors and more volunteers.

Ms. Lipton asked if volunteers were recruited via radio advertisements.

Ms. Weiss stated that radio ads sometimes included volunteer recruitment. She outlined updates regarding the Promotions Committee, stating that the current focus was on Valentine's Day, with a marking campaign of "Lovin' the Downtown" including flyers, posters, postcards, newspapers, radio, television, e-mails, and websites, and outlined the volunteer positions available. She stated that information would be implemented regarding the new Trolley line, noting that Votran had agreed to put Downtown brochures on the trolley. She stated that the trolley was 70% local riders and stated the need to increase tourist use, and outlined a new graphic for the trolley, informative Downtown kiosks, and impromptu trolley tours.

Ms. Lipton recommended creating a brochure outlining a typical day Downtown with dining, shopping and entertainment suggestions on how to spend the day.

Ms. Weiss noted that the Downtown route information would be included with the Trolley television advertisement as well. She stated that the Economic

Restructuring Committee was focused on the Downtown Public Market, and had submitted a letter supporting the Public Market with some information on implementing the market. She stated that the Design Committee was focused on the Riverfront Park Demonstration Project at the corner of Beach Street and ISB, noting that lease arrangements were being finalized between the property owner and the City of Daytona Beach.

Mr. Sans Lassiter stated that the lease had been sent to the owner and had been generally accepted.

Ms. Weiss provided general updates regarding the trolley, beginning February 7th and running through Labor Day, and noted upcoming events in the Downtown area, including Lovin' the Downtown; the French Market; Winter Jam on February 26 and 27; the International Dance and Food Event; the Art of the Automobile in May, and the Food & Wine Festival in June. She also updated the Board on Cinematique, and a new exhibit at the Halifax Historical Museum regarding local entrepreneurs.

Ms. Lipton asked when the Downtown Brighthouse commercials would begin.

Mr. Jeffries stated that the commercials should begin running the following week.

Ms. Lipton asked if the French Market was included.

Mr. Jeffries stated that the French Market was not included, but that a separate ad could be run.

Mr. Abraham noted that Hound Dogs had closed Downtown.

Ms. Lipton noted that the skateboard shop had closed as well, but noted that it appeared that someone was moving into the building next to the Coliseum.

Ms. Weiss also noted a Valentine's Day weekend event at the Avocado Kitchen.

9. Staff Update

Mr. Jeffries noted that the appointment of a City Commissioner was on the next City Commission agenda and stated that the merchant survey was nearly ready for distribution. He stated that he had not included a question concerning targeted customers since he had done that on a one-on-one approach.

10. Public Comments

There were no public comments.

11. Other Business

Ms. Lipton noted ongoing problems with panhandling Downtown.

Mr. Jeffries noted that Captain Brian Skipper was retiring, but he would talk to Cpt. Skipper to address the problem and ensure the new captain was on board.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:27am.

Bob Abraham, Chairman

Cathleen Olson, Board Secretary