

DOWNTOWN DEVELOPMENT AUTHORITY MINUTES

February 22, 2011

There was a meeting of the Downtown Development Authority held Tuesday, February 22, 2011 at 8:00 a.m. in the City Hall Conference Room 116 at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Bob Abraham
Ms. Kelly White
Ms. Stacey Lipton

Board Members Absent

Ms. Sheryl Cook

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 Secretary

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes: January 25, 2011

Ms. Lipton made a motion to approve the minutes of January 25, 2011. Ms. White seconded the motion and it was approved unanimously (3-0).

4. Event Budget Approval: "Art of the Automobile"

Mr. Jeffries stated that the Art of the Automobile was an event proposed by the Daytona Beach Partnership Association under their grant agreement with the

DDA, noting that proposed advertising and promotions information was included in the Board packet.

Ms. Naomi Weiss, Executive Director of the DBPA, stating that the presented budget was the marketing budget and did not include the permit portion of the budget, noting that approximately \$10,000 of the yearly budget for promotions and marketing events was intended to go towards the Art of the Automobile event. She stated that permit costs would be approximately \$5,000, but there was potential for some negotiation of permitting fees. She stated the intent was to incorporate seasonal promotions surrounding approved events, with a focus on Mother's Day more so than Easter.

Ms. Lipton noted that Easter would fall on the same weekend as the French Market and asked about the possibility of including the Farmer's Market.

Ms. Weiss stated that there were plans to involve the Farmer's Market with holiday activities, such as an Easter egg hunt.

Mr. Abraham asked how the event looked budget-wise.

Mr. Jeffries stated that the event was within the grant agreement, noting that there was flexibility within the \$10,000 allotted to the Art of the Automobile event.

Ms. Weiss stated that the DBPA was giving itself a marketing ceiling for the event and trying for flexibility.

Mr. Abraham asked for clarification as to what was being requested.

Ms. Weiss stated that up to \$7,000 was being requested for the marketing portion of the event, noting that the budget money could be shifted based on events within the total marketing dollars in the budget.

Mr. Jeffries stated that permitting fees should be included in the proposed event budget.

Ms. Weiss stated that with the approximate permitting fees included, the requested budget ceiling would be \$12,000.

Ms. White asked for the total grant budget.

Mr. Jeffries stated that the total DDA grant budget was \$95,000 and included approximately \$35,000 allocated for events.

Ms. Lipton expressed her approval of the proposed marketing plan and asked for general information on the Art of the Automobile event.

Mr. Al Smith stated that Mr. Al Brewer had been a longtime constant in yearly events and that the event had been created under the direction of the DDA.

Mr. Al Brewer, Evans & Sons Jewelers, 250 South Beach Street, presented an outline of automobile events, noting that Orlando had been acquiring the upscale car market that had previously predominantly been in Daytona Beach. He stated that the event was intended to operate at a statewide/nationwide level, not as a mom-and-pop show, with sections divided by decade, including refreshments and period music, as well as a racecar section and a military section, noting period dress was encouraged to engage participants and keep them on-site longer. He stated that the event would be entirely free, including registration and attendance, with a full corporate website, at <http://artoftheautolifestyle.com>. He emphasized that it would be a cultural event, integrating fashion, music, and military culture, encouraging personal interaction with participants. He addressed the budget, stating that the DDA was providing a portion of the costs, but a show such as the Winter Park show cost \$125,000, so sponsorships were necessary. He stated local and national sponsors such as Ferrari, Rolls-Royce, John Hall, etc., would each be charged \$1,000. He also stated that the event would receive national coverage from Classic Motorsports Magazine as well as from Car Crazy on the Speed Channel. He presented a 30-second ad that had begun airing the previous day, noting the need for early exposure. He stated that modern car clubs would be coming, such as Corvette, Alfa Romeo, Porsche, etc., but noted the need for vintage motorcycles to create ambiance for attendees. He stated the need for earlier radio time to promote the event, noting the goal of 20-30,000 attendees, and emphasized that upscale automobile dealers wanted a solid base in Daytona Beach.

Ms. White asked about fees and criteria for registration.

Mr. Brewer stated that there were no registration fees and no current guidelines for registration, with all appropriate vintage vehicles encouraged to attend.

Ms. White asked for details about the logistics of the event.

Mr. Brewer stated that he would be in charge of the logistics of the event. He stated that he had local experience in events for the Museum of Arts & Sciences and with the intent would be to keep International Speedway Boulevard free-flowing.

Ms. Lipton asked if two blocks would be adequate space for the event.

Mr. Brewer stated that it would be positive for the event attendance to overflow from its designated boundaries, noting that the Riverfront Park would be utilized as well, emphasizing the need to utilize the event for business networking.

Mr. Abraham asked which Downtown businesses would benefit from the noon to 8:00pm event. He asked which businesses were willing to stay open.

Ms. Weiss stated that all businesses had expressed willingness to remain open, noting the intent to balance the crowd with the target customer crowd.

Mr. Brewer stated that the event was intended to appeal to all age demographics.

Ms. Weiss stated that the DBPA would be consulting door-to-door with merchants, noting that only two Downtown businesses had opted to stay closed, neither of which would oppose the event.

Ms. White asked about Police presence for the event.

Mr. Brewer stated that Police presence would be presented prior to the event.

Mr. Jeffries noted that Police paperwork had already been submitted regarding event logistics.

Ms. Lipton expressed concern regarding parking.

Mr. Brewer acknowledged that valet parking was being considered.

Ms. White questioned if there was space available to accommodate the desired 1,000 cars at the event.

Mr. Brewer stated that there was adequate parking, emphasizing that an overflow of attendees was positive. He stated that 60,000 people had attended Winter Park events without any additional parking.

Ms. Weiss stated that the logistics were being mapped out.

Mr. Brewer noted that City Island was available for backup parking.

Mr. Berger stated that the logistics were being mapped out. He stated that an emphasis would be placed on safety for the park, and emphasized the possibility of attendees being inspired to invest in storefronts Downtown.

Mr. Abraham stated that the current need was to decide whether to commit money to the event.

Mr. John Nicholson, 413 N. Grandview, emphasized the need to attract wealthy individuals Downtown with disposable income, which would be beneficial for all businesses. He stated that Downtown was in disrepair and it needed to be cleaned and repaired before the event. He stated the need to avoid bringing wealthy people and potential investors to a dirty and/or broken-down Downtown.

Mr. Brewer expressed disagreement with the notion that Daytona Beach was a “beer-budget” town, emphasizing the need to incorporate an upscale event Downtown and educate the public on how to participate in an upscale event.

Ms. Quanita of Quanita’s Ballroom noted her intent to bring dancers to the event.

Mr. Smith clarified the request for up to \$12,000 to cover marketing and permit fees.

Mr. Jeffries clarified budget information, noting that there was \$28,500 in the overall budget identified for events, with \$5,000 spent on the Valentine’s Day event.

Ms. Weiss stated that while up to \$5,000 had been allocated for Valentine’s Day, only approximately \$3,000 had actually been spent.

Board Action

Ms. Lipton made a motion to approve up to \$12,000 for marketing and permit fees for the Art of the Automobile event. Ms. White seconded the motion and it was approved unanimously (3-0).

5. DBPA 2010/11 Grant Audit (continued)

Mr. Jeffries stated that the DDA had requested that Staff contact the auditor to obtain further grant audit information and documentation, but the DBPA had yet to obtain further information due to John Myers being out of town. Staff recommended the item be continued.

Mr. Sans Lassiter of the DBPA noted that it was currently tax season, so it was difficult for CPA’s to do outside work.

Ms. Weiss stated that Mr. Myers would not be paid until he presented adequate information and documentation to the DDA.

Board Action

Ms. Lipton made a motion to continue the DBPA grant audit item to the next meeting. Ms. White seconded the motion and it was approved unanimously (3-0).

6. Proposed Downtown Marketing Campaign Revisions

Mr. Jeffries stated that after the success of the Downtown Holiday Central campaign, the DBPA had been meeting to make revisions to the Downtown marketing campaign.

Ms. Weiss stated that an outline of the revisions was included in the meeting's packet and invited the Board to pose any questions regarding the information provided.

Ms. Lipton asked for updates regarding the website.

Ms. Weiss stated the need to include details for businesses and relevant membership levels, as well as advertisement opportunities on the website.

Ms. White asked if the website was up-to-date.

Ms. Weiss stated that the calendar was up-to-date on HolidayCentral.com but not on DaytonaDowntown.com.

Ms. White noted the need for a professional interim site while the main website remained under construction.

Ms. Weiss stated that membership would be required for businesses to include their information on the calendar.

Mr. Abraham concurred with the need for an interim website or a message signifying that the site was still under construction.

Ms. Weiss stated that a message could be included on the site.

Ms. Lipton noted the need for a Facebook link to and from the website.

Ms. Weiss stated that she would request a Facebook link to be added.

Ms. White asked how much of the events budget remained available for the rest of the year.

Mr. Abraham stated that approximately \$13,500 remained in the events budget.

Mr. Jeffries stated that most of the DDA budget was directed towards Downtown marketing, noting that some marketing was handled directly by Staff.

7. DBPA Update

Ms. Weiss stated that an outline of updates from the DBPA had been included in the Board packet, presenting a flier for Downtown tours from the Marine Science Discovery Center, and noted the launch of a Downtown membership drive.

8. Staff Update

Mr. Jeffries noted that Staff update memo included in the Board packet, stating that the merchant survey had been launched, and the Downtown branding project had begun. He stated an open house with Downtown merchants in the first week of April and that the marketing study had been completed.

Ms. Lipton asked if there would be discussion on the Downtown marketing study.

Mr. Jeffries stated that discussion of the marketing study could be included on the agenda for the next meeting.

Ms. Lipton emphasized that the number-one Downtown concern was safety and the ongoing problem with homeless people.

Mr. Abraham emphasized the need for the appearance of Beach Street to measure up to an upscale environment, and asked when a fifth Board member would be appointed.

Mr. Jeffries stated that a Board member would be appointed at the March 2 City Commission meeting, and there were two qualified applicants, Joe Hopkins and Dr. Evelyn Bethune.

9. Public Comments

Mr. Smith emphasized that safety needed to be included with Downtown branding, and noted the expansion of Bike Week.

Ms. Cindy Ritzi of the DBPA stated that the DBPA would have a presence in the Chamber of Commerce tent at Bike Week, and acknowledged the problem of homelessness Downtown. She asked about the possibility of creating a brochure directing individuals to homeless services.

Mr. Jeffries stated that there was a new Police Department captain serving the Downtown and they would discuss the problem of the homeless.

Mr. Smith stated that there was a lack of Police presence Downtown and noted the overall Police Department attitude was that there was little they could do to prevent problems with the homeless.

Ms. Lipton noted the existence of job sufficiency center Downtown, which created a high homeless presence in the area. She stated that she had seen a 50-60% drop in business on Thursday and Friday evenings in the last year.

Mr. Abraham asked what could be enforced regarding the homeless problem.

Mr. John Nicholson, 413 North Grandview, stated the homeless problem was exacerbated by the presence of the Salvation Army in the Downtown area, as well as places to eat breakfast and days spent at the City Island Library. He emphasized the need to change Downtown to discourage the homeless from walking through it from place to place.

Ms. White noted an upcoming Social Services workshop in March with the City Commission.

10. Other Business

Ms. Lipton stated that the French Market would be taking place on the coming Saturday.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:48am.

Robert Abraham, Chairman

Cathleen Olson, Board Secretary