

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

March 22, 2011

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

Board Members

Mr. Bob Abraham, Chair
Ms. Sheryl Cook
Mr. Joseph Hopkins
Ms. Stacey Lipton
Ms. Kelly 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 Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:12am.

2. Roll Call

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

3. Approval of the Minutes of February 22, 2011

Ms. Cook noted a correction to the DowntownHolidayCentral.com URL on page 6. She also recommended including an “under construction” message on the website as it remained in progress.

Ms. Weiss stated that the site was being updated and that she would request that the webmaster include an under construction message.

Ms. Lipton noted the need for additional website links. She asked about the time frame for Downtown membership.

Ms. Weiss stated that the Downtown membership program would be launched in April.

Ms. Cook asked about the percentage of members that were not shops or restaurants and how they would be included on the site.

Ms. Weiss stated that a membership directory would be added as well as a Farmer's Market page, noting that a more complete overview of the website could be presented at the next meeting.

Board Action

Ms. Cook made a motion to approve the minutes of February 22, 2011. Ms. White seconded the motion and it was approved unanimously (5-0).

4. Event Funding Proposal: "Daytona Shrimp Festival"

Mr. Jeffries outlined a request by Mr. Wyatt Davis for \$3,700 to cover permitting fees for the Daytona Beach Shrimp Festival, scheduled for Saturday, April 2, 2011 on Manatee Island. He noted the scoring evaluation for the proposed event, with a score of 3 for its benefit to Downtown, 4 for event production ease and ability, 4 for broad popularity, and 4 for coordination and collaboration, with 360 total evaluation points out of 500. He stated that there was currently \$531 available for event funding.

Ms. Lipton expressed enthusiasm for the event, but questioned if it would be beneficial to Downtown businesses due to its distance from the central Downtown district.

Ms. White questioned the Board's ability to approve the funding request given the lack of available funds.

Mr. Jeffries stated that the \$531 was based on what had currently been committed, not actual dollars available, and funds could be transferred to accommodate requests. He noted that the request could be voted on or tabled.

Ms. Lipton stated that approving the funding request would set a precedent for providing funding and asked how to ensure fairness in considering funding requests. She reiterated enthusiasm for working with Mr. Davis but emphasized the need for events more central to Downtown.

Ms. White stated that the event could be beneficial for the North Beach Street area.

Ms. Weiss noted that Bay Street events were beneficial for Downtown, but Manatee Island was usually too far away.

Mr. Hopkins asked for clarification of the dates of the event.

Ms. Lipton noted the need for coordination with multiple events occurring in the same time frame.

Mr. Abraham reiterated concerns with the level of impact the event would have on businesses due to its distance from the core business area. He stated that there were funding requests for events that directly impacted Downtown.

Ms. Lipton asked if the event could be supported in ways other than direct funding.

Mr. Abraham emphasized that the Board would be willing to fund the event if there was more money available in the budget.

Ms. White noted the need to consider the north end of Beach Street in budget planning.

Mr. Jeffries stated the need to know proposed events in advance.

Board Action

Ms. Cook made a motion to deny funding for permitting fees for the Daytona Shrimp Festival due to lack of available funds. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

5. DBPA 2010/11 Grant Audit (Continued)

Mr. Jeffries stated that Ms. Weiss had been in contact with the accountant, Mr. John Myers, and requested the item be continued due to him being in the middle of tax season.

Board Action

Ms. Cook made a motion to continue the grant audit to the next meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

6. Discussion: Daytona Beach Marketing Consultant Report

Mr. Abraham noted that Staff had provided the Board with the Daytona Beach Marketing Task Force Report the previous month, and the Board had requested discussion at the following meeting, and asked what the CRA intended to do with the report.

Mr. Jeffries stated that the report provided directions in terms of how marketing was provided in the CRAs. He provided an outline of the report, noting that the consulting team had been led by Manny Bornia. He stated that there were two components to the report: an internal campaign, called I Am Daytona Beach, and an external campaign focused more on Main Street. He stated the report emphasized that marketing required the development of an entire brand, instead of focusing only on promotion and advertising, with knowledge of the product and the client to develop a promotion plan for residents, businesses, and tourists. He outlined the report's recommendations regarding the use of CRA funds for special events, in that the events should showcase strategic market positions and highlight key assets, leveraging partnerships and ensuring a diverse media mix. Mr. Jeffries presented the survey results as outlined in the report, noting that Beach Street, Riverfront Park, and available shopping and entertainment were viewed as the key positive factors Downtown, while homelessness, business vacancies, and competing shopping areas were key issues. The report emphasized the need for renovation to ensure that the Downtown area was an attractive area to work, live, and play. The report states that the next steps involved developing a brand concept to attract business entrepreneurs, referencing the geographic location and history of the Downtown area. The report states that the target audiences of the brand development were young professionals, empty nesters, and students and families, noting the need to showcase Downtown as a nightlife or evening destination. The report also states the need to develop an activation plan and clear objectives, noting the possibility of creating a marketing subcommittee.

Ms. Lipton emphasized the need to address perceived danger Downtown, noting her appreciation of increased police presence.

Mr. Jeffries stated that there had been a change in Police Captains in the Downtown area. Captain Hoffman, the new police captain, was very responsive to issues. He stated that in the past, officers were being pulled off of Beach Street to address issues on Ridgewood or other neighboring areas, while the new CRA officer would remain only in the core Downtown shopping area.

Mr. Abraham emphasized the need to improve the appearance of the Downtown area.

Ms. Cook concurred with the need for appearance improvement, noting a prevalence of graffiti.

Ms. White emphasized the need to be proactive in marketing good products and covering vacant store windows with attractive graphics.

Mr. Abraham stated that the best marketing strategy was to improve the product, noting Brunswick, Georgia as an example of failed product improvement.

Mr. Jeffries noted the need to work with business owners to clean up storefronts.

Ms. Lipton emphasized the need for more attractive signage and flowers.

Mr. Jeffries stated the need to involve the DBPA and the Design Committee to improve the Downtown product, noting that additional flowers were being incorporated.

Ms. Weiss stated that she had been under the impression that signage was part of the streetscape project and had to be done at once. Otherwise the DBPA would be willing to address signage immediately.

Mr. Abraham asked if there was funding available.

Mr. Jeffries stated that he would work with the Promotions Committee on the budget

7. Proposed Downtown Marketing Campaign Revisions

Ms. Weiss noted that marketing campaign revisions had been discussed in depth at the previous meeting, stating that funding was being directed less towards single-day events and more into entire holiday seasons, and noting that it was based heavily on the positive efforts of the Downtown Holiday Central.

Ms. Cook stated the Board needed to be able to see how the marketing funds were being used, for a better idea of the overall funds available.

Ms. Weiss stated that she could provide a detailed breakdown of funding as line items and event categories.

Ms. Lipton emphasized the need to improve events based on feedback from residents, businesses and visitors.

8. DBPA Update

Ms. Weiss stated that Capt. Jeff Hoffman had attended the last Town Hall meeting, noting that a new service would provide a cell phone for the officer on duty Downtown in order to facilitate communication. She also updated the Board on Downtown businesses, noting a new bookstore in the old Mandala building and the expansion of Tia Core's, as well as a fundraiser with the Halifax Historical Museum similar to the Antiques Roadshow.

Mr. Abraham asked if there had been an impact on the Farmer's Market from the Saturday Farmer's Market that Manny Bornia had begun doing in Port Orange.

Ms. Quanita stated that the Port Orange Farmer's Market had been well-attended and was well-organized.

Ms. Weiss acknowledged competition from the new Farmer's Market, but noted that new open-air Farmer's Markets tended to have a high failure rate. She stated that the Downtown Farmer's Market still had a very high turnout and no loss of vendors. She also stated that the Winter Jam event on City Island had had a very negative effect on the Farmer's Market. She stated the Winter Jam coordinators would not allow customers to enter to Farmer's Market despite assurances prior to the event that it would not be a problem. She stated that there were many upset vendors and customers.

Mr. Abraham asked about the possibility of moving the Farmer's Market to Magnolia Avenue.

Ms. White emphasized the need to avoid setting a precedent of having to move the Farmer's Market to accommodate events.

Ms. Lipton asked if there had been any damage to the park from the event.

Mr. Jeffries stated that there had been no damage, but a deposit had been placed in case of any damage.

Ms. Lipton asked if literature regarding the Downtown Trolley had been produced.

Mr. Sans Lassiter stated that a Trolley pamphlet was being produced, noting that the graphics were complete and there was a meeting scheduled for users later that day.

Ms. White noted the need for DowntownDaytonaBeach.com to forward to the official Downtown website of DaytonaDowntown.com. She also noted the need for a marketing budget for the Farmer's Market to advance its ability to compete, and asked for updates regarding Think Magazine.

Ms. Weiss stated that Think Magazine was at a crossroad, looking to partner with a new media company to make it a revenue source for the DBPA. She stated that the DBPA had funded the mailing and limited advertising in the magazine, noting the goal of re-launching the magazine in the summer.

Mr. Lassiter outlined plans for the proposed temporary plaza with kiosks featuring interchangeable panels highlighting the history of Downtown and the Riverfront Master Plan.

Mr. Jeffries stated that the property owners of the temporary plaza had signed a lease, and the City Commission needed to take action on a public use permit and the lease which should take place at the April 20th meeting.

Mr. Lassiter emphasized that the temporary plaza was designed with ease of relocation in mind.

Ms. Cook asked what would happen to the lease if the property was sold.

Mr. Jagger stated that there was a cancellation clause in the lease.

Mr. Jeffries stated that it was a two-year minimum lease with a 180 day termination clause.

Ms. Lipton asked if there would be sidewalk or street closures for the project.

Mr. Lassiter stated that sidewalk or street closures should not be necessary.

9. Staff Update

Mr. Mike Mastando, Mastando Media, outlined work on the Downtown logo and branding project, highlighting the strengths and weaknesses of the Downtown area, potential associated words to incorporate into the brand, color choices, and possible taglines, logos, and slogans.

Ms. Weiss recommended including the phrase “Beautiful Downtown Daytona Beach” in the tagline.

Ms. White stated her approval of the tagline “You’re Invited”.

Ms. Lipton recommended incorporating the phrase “Riverfront Daytona Beach” over “Beautiful Daytona Beach”.

Mr. Nicholson concurred with including “Village” and “River” in the taglines.

Ms. Weiss stated that the goal was to get three or four logos and/or taglines and obtain public input at a public workshop.

Mr. Abraham stated his approval of the palm tree logo and the “Beautiful Downtown Daytona Beach -- You’re Invited” and “Beautiful Downtown Daytona Beach -- Riverfront Village” taglines.

Mr. Jeffries stated that Staff would be working more with Mastando media. He also outlined recommended marketing improvement, noting signs, brochures, maps, street events, and marketing to locals. He highlighted discussion of Downtown events, noting high scores for the Halifax Art Show, and noted that the Downtown Public Market would be hiring Sheryl Kelly

10. Public Comments

There were no public comments.

11. Other Business

There were no Board comments.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:30am.

Bob Abraham, Chairman

Cathleen Olson, Board Secretary