

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

April 26, 2011

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, April 26, 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 (excused 10:25am)

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 8:10am.

2. Roll Call

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

3. Approval of the Minutes of March 22, 2011

Mr. Abraham noted the need to record the motion for approval of the prior month's minutes as corrected if there had been any corrections or changes to the minutes.

Board Action

Ms. Cook made a motion to approve the minutes of March 23, 2011 as corrected. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

4. Quarterly Budget Report

Mr. Jeffries presented the quarterly budget report, noting a discrepancy in the contracted services item, which was a result of secretarial services being initially budgeted for in-house staff but later changed to external service. He stated that it was Staff's recommendation to transfer \$1,000 from the Downtown Holidays line item, in which there was \$3,000 remaining in the budget with no further expenses expected.

Ms. White asked for clarification as to what Downtown Holiday Central funded.

Mr. Jeffries stated that Downtown Holiday Central funded expenses such as street decorations and commercials during holidays.

Mr. Jeffries noted that the care and subsistence line item would be clarified and reallocated to correctly reflect spending.

Board Action

Ms. Lipton made a motion to approve the transfer of \$1,000 from the Downtown Holidays line item to the contracted services line item. Ms. Cook seconded the motion and it was approved unanimously (5-0).

5. DBPA Grant Quarterly Report

Mr. Jeffries presented the quarterly progress report provided by the DBPA and a worksheet outlining the status of eligible grant expenses to date, as well as an overview of the annual grant agreement between the DDA and the DBPA and the current year's grant agreement, totaling \$95,000 under the line items specified in the budget. He outlined the report on page 17 providing the quarterly summary in terms of meeting work plan objects and stated that Staff reviewed submittals by the DBPA to ensure that all proper receipts and documentation was provided. He stated that for the second quarter, documentation had been provided for \$16,705 in expenses, noting that there had been additional eligible expenses of \$1,600 from the first quarter exceeding the maximum quarterly payment of \$23,000, which Staff had added to the expenses of the second quarterly to result in a proposed payment of \$18,706. He also noted that there was a new finance director at the City who was working to improve the City's financial procedures. He asked if the grant quarterly report should follow the same procedures as the City, necessitating actual credit card receipts instead of statements

Ms. Weiss stated that it would not be a problem to provide the receipts.

Ms. Cook expressed concern with paying for expenses that had not yet been documented.

Ms. Ritzi noted that credit card statements had not been previously requested from the DBPA.

Ms. Cook asked when the quarterly check to the DBPA would be written.

Ms. Tolley stated that the check would be available for pick up a week from Friday.

Ms. Weiss stated that she had included a breakdown of all payments related to Valentine's Day events and would continue to do so for all future events and holiday seasons.

Ms. White asked for updates on the Downtown brochures.

Ms. Weiss stated that the DBPA was holding off on the Downtown brochures pending the establishment of Downtown branding. She stated that trolley brochures were being used until the adoption of a Downtown brand.

Ms. Quanita of Quanita's Ballroom asked if businesses were paying to be included on the brochure map.

Mr. Jeffries stated that businesses did not pay for inclusion. He stated it was intended to be a directory of Downtown businesses.

Ms. Quanita expressed concern that her studio was listed as entertainment and noted the omission of another dance studio.

Mr. Jeffries stated that the directory was still in draft format and would be updated and amended.

Ms. Lipton asked if businesses with crossover roles would be listed twice.

Mr. Jeffries stated that there was not enough space to list businesses twice.

Ms. White stated that she would make sure that all businesses signed off on where and how they were represented on the directory in its final version.

Mr. Jeffries noted problems with frequent openings and closings of businesses in the Downtown.

Ms. Lipton asked for updates on the hotel brochures.

Mr. Jeffries stated that rack cards were in progress for hotels.

Ms. Lipton stated the need for uniformity in advertising materials.

Board Action

Ms. Cook made a motion to pay the documented expenses of \$17,539.50 unless the documentation for the \$1,106.98 in expenses was provided prior to the check being written. Ms. White seconded the motion and it was approved unanimously (5-0).

6. DBPA 2010/11 Grant Audit (continued)

Mr. Abraham stated that the grant audit needed to be continued to the May meeting.

Ms. Lipton asked if \$4,500 had been paid to Mr. John Myers for the audit report.

Mr. Abraham stated that Mr. Myers was being paid by the DBPA, not the DDA.

Ms. Cook asked if it would be advisable to obtain the services of a new accountant. She stated that the report should have been presented in December 2010.

Mr. Jeffries stated that there had been discrepancies in the December report that required additional documentation.

Ms. Weiss stated that Mr. Myers had been prepared to present the audit report in December, but had been made aware of problems without adequate time to resolve them before the December meeting. She stated the agreement with Mr. Myers was that the report would be prepared outside of tax season, necessitating the prolonged delay until tax season had ended.

Ms. Cook asked for clarification as to the discrepancies in the report.

Ms. Ritzi stated that Mr. Myers had not been informed of recent changes in the audit format in adequate time to incorporate those changes into the report.

Ms. Lipton asked if Mr. Myers would be present at the May meeting.

Mr. Abraham stated that Mr. Myers would attend the May meeting to present his grant audit report.

Board Action

Ms. Lipton made a motion to continue the grant audit report to the May 2011 meeting. Ms. Cook seconded the motion and it was approved unanimously (5-0).

7. **Farmer's Market Report**

Mr. Jeffries outlined the authorized payments and documented expenses of the Farmer's Market manager position. He stated that \$4,485 in expenses had been documented, with an initial payment of \$2,500 already made, resulting in Staff's recommendation to make a final payment of \$1,985, noting that two payments of \$2,500 each had been authorized by the DDA.

Ms. Weiss introduced Ms. Cheryl Kelly, and presented a performance report of the Farmer's Market manager in accordance with the Farmer's Market funding agreement, highlighting an increase in vendor fees due to recruitment and the elimination of trash removal cost.

Ms. Lipton asked how positive cash flow was being utilized.

Ms. Weiss stated that the money was being used in support of marketing with the Partnership.

Mr. Abraham noted that the goal was for the Farmer's Market to be self-supporting.

Ms. Cook requested a balance sheet outlining spending in further detail.

Ms. White recommended using some of the positive revenue for marketing specifically of the Farmer's Market.

Ms. Weiss noted that Ms. Kelly had also been meeting with potential sponsors and compiling a target sponsor list.

Ms. Kelly stated the need to cover basic expenses for sponsors and to purchase a tent for the Downtown welcome and information booth at the Market. She stated a percentage of the revenue from the market could be directed towards marketing.

Mr. Abraham noted that marketing should be handled by the DBPA, not the Farmer's Market manager.

Ms. Cook asked for Ms. Kelly's opinion of the strength of the Daytona Beach Farmer's Market.

Ms. Kelly stated that it was difficult to define the criteria predicting success but that the Daytona Beach market was very strong, with 50-60% percent of vendors selling fresh produce, since fresh and inexpensive local produce was the main reason customers came to a farmer's market. She also highlighted rent reduction during the slow summer months in an effort to reward loyal, year-round customers, and noted that rent collection was often difficult with a staff of one person, but that progress had been made.

Ms. Weiss stated that a receipt book of vendor payments had been established and noted the need for a new, clear agreement as to what exactly vendors were paying for.

Ms. Lipton asked about the possibility of vendors making rental payments in advance.

Ms. Weiss stated that they were in discussion of advance payments with vendors.

Mr. Abraham asked if the farmer's market at the Port Orange Pavilion had any effect on the success of the Daytona Beach market.

Ms. Kelly stated that there had been no drop-off in business since the Pavilion market opened and the Pavilion market's opening day had been the best business day for the Daytona Beach market. She also noted that the Pavilion market was very expensive for vendors, unlike the Daytona Beach market.

Board Action

Ms. Cook made a motion to approve the recommended final payment of \$1,985 to the DBPA in accordance with the Farmer's Market agreement. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. Downtown Branding

Mr. Jeffries stated that Mastando Media and the Promotions Committee had designed a number of brands, logos, and taglines, which were included in the Board packets.

Mr. Mike Mastando, Mastando Media, and presented four ideas for logos: the original logo previously presented with four pavers and the opportunity for different colors and icons; an iconic palm tree logo with earth tones representing the land, water and foliage; the City on the River logo, highlighting the Halifax River as the focal point Downtown; and the orange and palm tree logo, highlighting the history of the Downtown area as orange groves.

Ms. Cook asked for clarification as to what decision was being asked of the Board.

Mr. Jeffries stated the need to ensure that the designs presented to stakeholders were in line with the opinions of the DDA.

Ms. White asked if all the designs would be viable in size and color.

Mr. Mastando stated that all were adaptable as iconic representations of Downtown.

Ms. Cook requested that the designs be presented in their actual sizes in the future.

Mr. Berger recommended a round-table critique of each logo.

Mr. Abraham asked for Board input on the original logo with pavers.

Ms. Lipton stated that the logo was slightly busy and the colors were similar to Harley-Davidson colors.

Ms. White stated that the design was strong but lacked a recognizable logo, with the words "Downtown Daytona Beach" being too integral to the design.

Mr. Hopkins agreed that the words were too powerful in the design, emphasizing the need for a more iconic logo.

Ms. Cook expressed concern with the adaptability of the logo to different sizes and agreed that the words were too prominent.

Mr. Abraham stated that he liked the prominent "Downtown Daytona Beach" but agreed that the logo was too busy and similar to the Harley-Davidson logo. He then asked for Board input on the iconic palm tree logo.

Ms. Lipton stated that she approved of the water element in the design but expressed concern that the eye would be drawn to the brown color.

Ms. White stated that she liked the flexibility of a strong icon but expressed concern that the palm tree icon could be confusing if not immediately recognizable.

Mr. Hopkins asked if the palm tree icon accurately reflected the date palms in Downtown, expressing concern with forcing D's and B's into the icon design.

Ms. Cook noted that she did not see the D's and B's in the design until they had been pointed out. She stated she liked the water element in the design.

Mr. Abraham agreed that he liked the water element, noting that a wave pattern had been built into the construction of City Hall. He then asked for Board input on the orange and palm tree logo.

Ms. Lipton stated her concern that the prominent orange color would be too busy.

Ms. White stated that she liked the cleanliness of the design and the historical element, noting that it could be iconic.

Mr. Hopkins expressed concern regarding color management in the logo.

Ms. Cook stated the need to emphasize the water element in the logo, noting that the orange groves were predominantly west of Daytona Beach.

Mr. Abraham expressed concern that the design resembled the Florida license plate and would not be related to Downtown Daytona Beach specifically. He then asked for Board input on the City on the River design.

Ms. Lipton stated that the logo was eye-catching and she liked the emphasis on the water element, but did not like the font.

Ms. White stated that the design was too general instead of iconic.

Mr. Hopkins stated that it was his least favorite of the four designs.

Ms. Cook stated that none of the designs were exactly right for a Downtown logo but all were close to it, with positive and negative aspects of each design. She stated she appreciated the creativity in all the designs.

Mr. Abraham agreed that he liked and disliked aspects of all the designs. He stated that he preferred the top version of the City on the River logo, without the additional words, noting that he liked the water element and the colors of the design.

Mr. Berger stated that the goal was to identify the three logos preferred by the Board.

Ms. Cook stated that none of the designs were ready as presented.

Mr. Jeffries stated that Mr. Mastando could tweak the designs and present revised versions at the May meeting.

Mr. Mastando stated that it would be helpful to eliminate one design that the Board did not like, and that he could design another logo incorporating aspects of each.

Mr. Jeffries presented the rankings of the Board members as taken by paper vote as follows.

Mr. Hopkins: iconic palm tree, orange and palm tree, original pavers.

Ms. Cook: iconic palm tree, City on the River, orange and palm tree.

Ms. White: orange and palm tree, iconic palm tree, original pavers.

Ms. Lipton: iconic palm tree, City on the River, orange and palm tree.

Mr. Abraham: City on the River, orange and palm tree, iconic palm tree.

Mr. Jeffries summarized the votes as preferring the iconic palm tree and orange and palm tree designs, followed by the City on the River, with the original pavers the least preferred.

Mr. Mastando asked if the Board could clarify specific good or bad aspects of the designs.

Mr. Berger noted consistent approval of the water or river elements in the designs.

Mr. Jeffries noted the importance of color, an iconic design, and the river.

Ms. Lipton stated that she liked the water and palm tree elements of the City on the River design, but without the buildings or cityscape behind them, noting that the tree could be used as an iconic image.

Mr. Mastando stated that he could come up with a new logo incorporating the fonts and the palm tree from the orange and palm tree design into the City on the River design with the buildings removed, noting that he would need an additional budget of up to \$750 for another logo.

Ms. Cook emphasized the importance of an iconic Downtown logo and stated that the Board should authorize the extra money for an additional revised design.

Ms. White asked what would happen if the additional funds were not authorized.

Mr. Jeffries stated that the three preferred designs would be presented as-is at a public meeting.

Ms. Lipton stated that there were too many differing opinions on the Board to allow for the designs to be presented as-is.

Mr. Mastando noted that while changing the fonts on a design was very minor, incorporating elements of each logo into a new design was a much larger project.

Mr. Jeffries asked for Board input on the taglines presented in the packet.

Ms. Lipton emphasized the need to include “historic” and “riverfront” in the tagline.

Board Action

Ms. Cook made a motion to authorize additional funding of up to \$750 to Mastando Media to allow for the design of an additional logo. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

9. Downtown Website Demonstration

Ms. Weiss provided the Board with updates to the new Downtown website, noting that the old site, <http://DowntownDaytonaBeach.com>, redirected to the new site, <http://www.DaytonaDowntown.com>, and invited the Board to submit any pictures of Downtown businesses or events. She stated that the website included sections on things to do, Downtown living, hotel room bookings, the Daytona Cubs, a Facebook link, and a map of the Downtown area, noting that businesses outside of the core three-block Downtown area would also be included.

Ms. Cook asked what benefits businesses would receive as website members.

Ms. Weiss stated that as members, businesses would have an informational blurb, a picture of the businesses, and a link to the business's website.

Ms. Lipton asked if a system had been implemented to compile site visitors' emails, emphasizing the need to track where hits on the website were coming from.

Ms. Weiss stated that a system was not yet in place but it was being implemented. She also outlined a section detailing upcoming events, including the Facebook page with pictures and information about events, and a Downtown Holiday Central section, which currently included Mother's Day specials under the theme of "Celebrate Mom". She asked the Board for any input on other possible sections or information.

Ms. Lipton commended the work on the new website.

10. DBPA Update

Mr. Abraham noted that a written DBPA report was included in the meeting's packet.

Ms. Weiss presented a Downtown brochure intended to direct people to the Holiday Central website to see Mother's Day specials and promote the Art of the Automobile, noting that 5,000 brochures had been mailed the previous day. She also stated that the request for a public use permit for the Downtown Plaza project had been approved 7-0 by the City Commission, presenting the design of the plaza with informational kiosks, and emphasizing the need for the plaza to be very active to discourage a homeless presence.

Ms. Cook commended the Police Department on their increased presence Downtown. She asked for an update regarding the proposal for the Police Department to maintain a cell phone for Downtown businesses to quickly contact an officer in the area.

Ms. Weiss noted that over \$130,000 had been donated so far, including the entire \$90,000 for design costs, incorporating the pavers, benches, lighting, palm trees, plans, and irrigation system.

Mr. Jeffries stated that a public-use permit had been approved, demonstrating that the City had committed itself to doing the project.

Ms. Weiss stated that the DBPA recommended that the lease be contingent on adequate funding being raised

Ms. Lipton asked if the wine and cheese event had been postponed.

Ms. Weiss stated that the wine and cheese event had been postponed until September or November. She also noted that a comprehensive presentation regarding the summer activities of Oysterfest and the Art of the Automobile would be provided at the May meeting.

11. Staff Update

Mr. Jeffries updated the Board on the last Downtown/Balough Road meeting, noting that the Downtown/Balough Road Board had recommended approval of the public use permit for the proposed temporary plaza on ISB and Beach Street, and had denied a sign permit for a monument sign for A-First Florida Bail Bonds at 244 N. Ridgewood Avenue. He noted that Bob Gibbs, of Gibbs Planning Group, had presented the Downtown Retail Study to the City Commission on Monday, April 18, and would consider the recommendation from the Downtown/Balough Road Board for the Gibbs Planning Group to perform a peer review of the Downtown Retail Strategy and provide recruitment efforts for Downtown. He also stated that a preliminary DDA budget for the 2011/2012 fiscal year was attached, for further discussion at the May DDA meeting, noting an overall budget decrease of 15%.

12. Public Comments

There were no public comments.

13. Board Comments

There were no Board comments.

14. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:12 am.

Bob Abraham, Chairman

Cathleen Olson, Board Secretary