

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

July 26, 2011

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, July 26, 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
Mr. Joseph Hopkins
Ms. Stacey Lipton
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Project Manager
Mr. Bob 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 the Minutes of June 28, 2011 and July 11, 2011

Ms. Cook made a motion to approve the minutes of June 28, 2011. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Mr. Hopkins made a motion to approve the minutes of July 11, 2011. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. Quarterly Budget Report

Mr. Jeffries outlined the status of DDA expenditures as shown on page 17 of the packet, noting the possibility of line item transfers to cover potential overexpenditures in certain funds in September.

Ms. White asked where the money would be transferred from..

Mr. Jeffries stated that money could be transferred to projects and events from holidays, noting an excess of \$2,000 in holiday budgeting.

5. DBPA Grant Quarterly Report

Mr. Hopkins read for the record form 8B, signifying he had a conflict of interest.

Mr. Jeffries stated that the DBPA had submitted the required quarterly project report, and noted a worksheet prepared by Staff with the status of eligible grant expenses to date. He stated that Staff proposed a payment of \$29,960 for the third quarter, instead of \$30,606 documented by the DBPA, and noted that the Downtown magazine was no longer in publication. He stated that the documented eligible expenses submitted by the DBPA for the first three quarters, totaling \$71,895.86, exceeded the grant allocation of \$71,250 for the first three quarters. The proposed quarterly payment of \$29,960 reflected a payment to reimburse a total of \$71,250 for the first three quarters.

Ms. Weiss stated that the Downtown brochures were ready for distribution later in the week. She stated that the DBPA was in negotiations with a new publisher for the Downtown magazine, with the goal of creating a self-sustaining publication. No hours towards the magazine had been included in the hourly backup of the executive director.

Board Action

Ms. Cook made a motion to approve the proposed quarterly payment of \$29,960. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

6. Concierge Book Advertising

Mr. Jeffries outlined a proposal submitted by Deb Smith, See Coastal Media, for the DDA to fund advertising in the In-Room Concierge Book at the cost of \$7,500, and provide a discount to participating Downtown businesses. He stated that there were two possible plans, one of which was outlined in the packet, with a one-page Downtown ad, and one with a half-page ad.

Ms. Deb Smith outlined the two proposals, stating that the map had been revised to include the appropriate Downtown area. She stated that for the one-page ad, there was \$2,400 remaining from the \$7,500 being incorporated into the discount to incentivize Downtown businesses to participate. She stated that See Coastal Media would provide an overall discount of 15%, and Plan A, with a full-page ad, had an additional 10% off, and Plan B, with a half-page ad, had a further 10% discount. She stated that if 18 businesses participated with a spread of different-sized ads, it would total \$4,434 for Plan B.

Ms. Cook asked for further clarification as to Plan A versus and Plan B.

Ms. Smith stated that Plan A was a full-page ad and Plan B was a half-page ad. If Plan A was adopted, participants would receive an additional 10% discount based on the DDA's contribution, while in Plan B, participants would receive an additional 10% on top of that, noting that the cost to the DDA would remain \$7,500 regardless of which plan was adopted.

Ms. Lipton stated that a half-page ad could help spread the cost and render the advertising more accessible to Downtown merchants.

Ms. White asked what would happen with Plan B if all of the advertising space were not sold.

Ms. Smith stated that if the \$4,315 in sales was not reached, she would go back and work with each advertiser and reduce the amount owed. She also asked if the trolley could purchase advertising with the Downtown discount.

Mr. Jeffries stated that it would depend on the nature of the advertisement, but if the ad was promoting the trolley to come Downtown specifically, the discount could be applied.

Mr. Abraham asked about the cost to the DDA under the two plans.

Ms. Smith stated that the cost to the DDA would be \$7,500 under both plans.

Mr. Jeffries stated that it was a question of how to allocate the benefits of the plans, with the full-page ad of Plan A promoting Downtown in general, while the half-page ad of Plan B put more direct benefits to participating businesses. He also noted that the payment would come out of the following year's budget, as the payment would not be due until after October 1.

Mr. Abraham noted that Plan B seemed to subsidize those businesses who elected to advertise more than those who did not, and questioned if that was appropriate for the DDA.

Ms. Smith stated that the main goal was to promote the destination, and that more participants created more energy to encourage people to go Downtown.

Ms. White stated that she preferred Plan B with the option of a small, 1/12 page advertisement, noting that ads could be prohibitively expensive particularly for new businesses even if they were interested in doing so.

Mr. Abraham stated that with more businesses participating, a half-page ad could be as beneficial as a full-page ad, with even non-participating businesses receiving benefit from increased numbers of people coming Downtown.

Ms. Lipton stated that Plan B made the advertisements more accessible to more Downtown businesses.

Ms. Cook asked if there would be any rollover money in the budget.

Mr. Jeffries stated that there would be very minimal rollover, if any, though there was some unallocated reserve money.

Ms. White asked what line item the project would come from.

Mr. Jeffries stated that the money would come from the marketing line item.

Ms. White asked how much money was in the marketing budget.

Mr. Jeffries stated that \$43,250 was in the marketing budget, including the money reallocated to marketing by vote at the previous meeting.

Board Action

Ms. Cook made a motion for the DDA to fund Plan B to increase the number of Downtown businesses who could participate. Ms. White seconded the motion and it was approved unanimously (5-0).

Ms. White asked if See Coastal Media would be responsible for selling the advertisements.

Ms. Smith stated yes they would be responsible for marketing the advertisements, but asked the DDA for support in distributing information about the project.

Mr. Abraham asked for a future report about how many businesses would be participating.

Ms. Smith stated that she would provide reports to Mr. Jeffries on a regular basis.

7. Downtown Branding

Mr. Jeffries stated that Mr. Berger's notes from the Town Hall meeting were provided in a memo in the packet.

Ms. Weiss handed out the results from a merchant survey done after the Town Hall meeting.

Mr. Abraham stated that the Orange & Palm logo appeared to be more popular at the Town Hall meeting, while it was the least favorite among the Board at the previous meeting. He stated that the Board could either choose one of the presented logos or request more tweaking of one or more logos.

Mr. Jeffries stated that he could do minor tweaking, such as colors or fonts, at no additional cost.

Mr. Abraham noted that there would also be taglines used with the selected logo, such as incorporating the words “historic”, “riverfront”, “beautiful”, or individual taglines from businesses.

Ms. White asked Ms. Weiss if the merchants were excited about the branding project.

Ms. Weiss stated she did not influence the merchants’ opinions, but most merchants knew instantly which logo they favored. She stated no merchants had strong negative feelings about any of the logos.

Ms. Lipton noted that despite concern about representing the beach versus the river, most people seemed to favor the logo that did not depict water.

Ms. Weiss stated that there had been frequent comments that aspects that were not sufficiently prevalent in the logo could be incorporated into the tagline. She stated that the biggest concern seemed to be creating a logo that was unique.

Mr. Berger stated that there had been enough critique that a fourth or fifth option might have been chosen if available. He stated that there had been concerns about whether the designs represented the river or the ocean.

Ms. Cook asked if there were concerns with the colors being too primary and not historic enough.

Ms. Weiss stated there had not been substantial concerns about the primary colors.

Ms. Lipton stated that most people tended to gravitate to brighter oranges and yellows as invigorating and energizing colors.

Mr. Hopkins asked about participation at the Town Hall meeting.

Ms. Weiss stated that about 15 people had been at the Town Hall meeting, including five merchants.

Mr. Hopkins stated that the first logo, the City on the River, incorporated the essence of Downtown and could be better implemented than the others.

Ms. White stated that the third logo, Orange & Palm, was a strong design with the icon not reliant on words, noting that the colors and fonts could be adapted at no charge.

Ms. Lipton noted that the first and third logos incorporated the same font.

Ms. Cook stated that it would be beneficial to show how the Orange & Palm logo appeared in black and white.

Ms. Weiss stated that the logos were shown in color and in black and white in the packet for the last meeting.

Mr. Abraham asked how the City on the River logo would appear on a banner.

Ms. Lipton stated that the font could be done similarly to the Orange & Palm logo and the wave removed from the design.

Mr. Jeffries stated that he could work with Mr. Mastando on the coloring of the Orange & Palm logo and bring it back at the next meeting.

Mr. Hopkins asked if it could be shown visually how each of the designs could be incorporated into banners and other media.

Mr. Abraham recommended removing the revised Iconic Palm Tree from contention due to lack of overall enthusiasm to simplify the discussions.

Ms. Lipton asked if it could be shown where the taglines would be placed on the designs.

8. DBPA Update

Ms. Weiss presented updates from the DBPA, noting that a copy of the committee updates was included with the quarterly report, as well as a status update in terms of the work plan set out at the beginning of the year. She stated that the committee update outlined highlights from the Promotions Committee, noting that the Taste of Downtown would continue through September, instead of August as stated on the memo. She updated the Board on the Economic Restructuring Committee and the Design Committee, noting the launch of the Riverfront Park Demonstration Project/Downtown Plaza at the corner of ISB and Beach Street on Thursday, July 21 at Ivy Lane Bistro, and noted that the brick paving stone sponsorship project was underway. She outlined upcoming events, including a Downtown Booth at the News-Journal Home Show on October 21-23, a monthly Science Café at Sweet Marlays Coffee on the third Thursday of each month at 6:30pm, and the monthly Critical Mass bike ride on the last Friday of each month, beginning at 5:30pm at the City Island Library. She also noted the News-Journal Food & Wine Festival as well as the Taste of Downtown planned for September

as promotion of “all things happening Downtown”, such as the French Market, the Farmer’s Market, the Art of the Automobile, etc. She noted that a rental permit fee had been included in addition to the market budget, which the DDA had supported for past events.

Mr. Abraham asked if event funding would come from the marketing budget.

Mr. Jeffries stated that funding would be under DDA events, noting that \$29,400 were budgeted towards events, including Staff time, with some events having been changed as they came before the Board for approval. He stated that there was approximately \$6,500 left in the allocation for events.

Ms. Weiss stated that the DBPA was working from the balance sheet provided on page 19 of the packet, noting that the DBPA had spent \$22,000 of \$39,000 in the events category, and stated that there would be a \$5,000 cap in spending for the Summer Recess.

Mr. Jeffries stated that the DBPA had not yet submitted receipts for the Summer Recess series.

Mr. Abraham asked when the DBPA needed a commitment from the DDA regarding the Taste of Downtown event.

Ms. Weiss stated that she wanted the Board’s opinion of the event, noting that the DBPA was working on marketing of the event and would not spend more than was allocated.

Ms. White asked about the possibility of combining the event with closed-street events such as the Rock & Rhythm event.

Ms. Weiss stated that the idea was to create an event with a lot of people in a smaller area, versus having people more spread out as during closed-street events, and noted weather concerns with closed-street events as well.

Ms. Lipton stated that a similar event had been held about ten years ago to great success, but noted that key people had been specifically invited, such as hoteliers, Commissioners, the Mayor, advertisers, etc., and emphasized the benefits of a predictable, air-conditioned space instead of an open-air event. She stated that she considered the event to be an outstanding idea and worth the work involved.

Mr. Abraham asked if the Taste of Downtown event was allocated into the budget.

Mr. Jeffries stated that the event was not specifically allocated but was supportable under the event line item.

Mr. Abraham asked if it was possible to approve the event for less than the amount requested.

Ms. Weiss stated that if a smaller amount was approved, the DBPA would work to tweak the event to fit within the approved budget.

Mr. Jeffries stated that Staff felt comfortable with the funding request of \$6,500.

Board Action

Ms. Lipton made a motion to approve up to \$6,500 to fund the Taste of Downtown event in September. Ms. Cook seconded the motion and it was approved unanimously (5-0).

Ms. White asked for clarification of the specific date of the event.

Ms. Weiss stated that the event was planned for the second week in September.

9. Staff Update

Mr. Jeffries outlined updates regarding issues brought before the Downtown/Balough Road Redevelopment Area Board at the July 12, 2011 meeting. He stated that the Downtown/Balough Road Board had approved a wall graphic for Sweet Marlays Coffee Shop, and their request for a sidewalk café would be brought back at the next meeting. He stated that a sidewalk café had been approved for the new Rhokkoh's Frozen Yogurt.

Ms. Lipton asked if there were quality standards for the furniture allowed in Downtown sidewalk cafés.

Mr. Jeffries stated that the issues of standards in sidewalk cafés had been addressed at the last Downtown/Balough Road meeting. He stated that sidewalk cafés were currently a two-step process, with the Downtown/Balough Road approving the conditional use, and the license agreement from the City Commission, which involved language regarding quality materials for the sidewalk furniture. He stated that there were no current problems with sidewalk cafés, but acknowledged problems with tables outside restaurants on business-owned properties that were not technically sidewalk cafés.

Ms. White stated that it was difficult for businesses to even find sandwich board signs that fully met design standards, and the same problem frequently applied to sidewalk café-type furniture. She suggested the possibility of providing resources for Downtown businesses to find quality furniture and signs at affordable prices.

Mr. Jeffries updated the Board on the West ISB Project, encompassing ISB from Ridgewood Avenue to Atlantic Avenue on both sides of ISB. He stated that there

would be a public meeting in September, and noted that parking would remain nearly or entirely intact, but with the intent of increasing safety of pedestrian crosswalks.

Ms. Cook asked if Code had the ability to address problems with vehicles obstructing the view of oncoming traffic on Beach Street.

Mr. Jeffries stated that part of the ISB Project emphasized safety and slowing traffic on Beach Street.

Mr. Jagger stated they could possibly create a loading zone, but the size of vehicles could not be regulated.

10. Public Comments

Ms. Ritzi noted that there had been a request the previous month for information regarding the DBPA's budget, including the funding of the current budget, and stated that the DBPA wanted to include the in-kind value from partner businesses to demonstrate their value.

Ms. Weiss stated that the DBPA memo addressed the DBPA's actual spending for 2009, 2010, and income, as well as their actual income year-to-date for 2011. She stated that the final column outlined the year-to-date information income, in terms of sponsorships and in-kind services. She stated that the Downtown Plaza design hours were not included, but emphasized that the time was extensively tracked and documented, and noted a three-page outline of the current activities of the DBPA.

Ms. Ritzi stated:

“Also, I know that in your packet that you did receive from Jason, on the very last page there was an email that was sent from myself to Jason, and it was in response to the request for not only for quarterly reimbursement money, but also asking us to submit a grant budget for next year for our organization. We have had, within our Downtown associations, some major meetings regarding the budget, the proposed budget for next year. We originally were told, I guess a few months ago, that the budget would be about \$80,000 to the DBPA, and we've since been asked by Jason to revise that budget down to \$50-55,000, and that effective budget that we saw last month was about \$45,000, \$47,000 billed to the DBPA.

Our executive committee has met several times within the last week or two, because we have been given this information kind of last-minute as far as revision, and feel that upon discussion with that, we have some serious concerns about our being able to fulfill the grant agreement as it is stated currently for next year, and also we have been provided some information from both Jason and

some people on this Board that indicates that they would like the DBPA to have more independence from the funding of this group, and we understand of course that funding is going down for everybody. So we have some concerns about submitting at this point in time any type of a budget that could be for October of next year.

I believe that the current budget does not support the activities of the DBPA; it doesn't support the grant agreement. And so far, we [directed?] our Board to draft a letter than basically states that at this point in time, we're not willing to submit a budget and that we're not certain that we'll be able to renew the grant agreement come October with the DDA, unless there's some additional discussion about it, we really feel that the budget has been taken to a level where -- mandating that we have a Main Street program, for one thing, is very expensive for our group to do that; it requires us to have a full-time director, it requires us to have a full-time office, it requires us to have office hours of 35 hours a week representing everybody in the district, and for somebody to be able to accomplish that on a part-time salary isn't possible, absolutely impossible. Naomi has her timesheets which she brought here, which we'd be happy to distribute to you all; I know that we give them to Jason every month, but he doesn't forward them to you all, at least we haven't seen them in the packet. I think you would be probably very interested to see that she puts 50 to 60 hours in a week for -- on behalf of the Downtown.

And so we, we're kind of faced with the situation of feeling like the budget for next year that's submitted by Jason really didn't have any directives from our group at all, so we were very unhappy as a Board to be given kind of our marching orders, as we feel, without really being able to have any input to that. And the reduced amount is such that we don't really feel we can operate within those parameters. So we -- what we would like to do, we were going to originally make a presentation today, that's why we suggested that we wouldn't do that, because our Board needs to meet in a lengthy meeting, which we're planning for the next two weeks, it would be a workshop, to be able to hash out kind of how we transition forward from here as the DBPA, and also possibly come up with an alternate plan of how we can address the budget shortfall, and how we can interact with the DDA within the parameters of this new budget, because currently, it's just not going to work for the DBPA."

Mr. Abraham emphasized that if the DBPA moved forward as an entity independent of financial support from the DDA, the DDA would continue to fund events, with the only substantial difference involving funding for the Main Street Program.

Ms. Ritzi stated that a half-day retreat was planned for the DBPA to address issues and priorities.

Mr. Abraham noted that it had been a goal of the DDA for the DBPA to become more financially independent, given the limitations on the ability of the DDA to continue funding the DBPA at level it had been. He stated that the DDA appreciated the position of the DBPA and looked forward to continue working with the DBPA to accomplish the goals for Downtown.

11. Other Business

Ms. Lipton stated that the French Market was moving forward, with planned events on October 29, November 19, and December 3.

Ms. White asked when the directory kiosks would be implemented.

Mr. Jeffries stated that they would be implemented within the next few weeks, with the final draft having been submitted the previous day.

Ms. White asked how often the kiosks would be updated.

Mr. Jeffries stated that the kiosks would be updated three to four times each year.

Ms. White asked if there was a way to promptly include new businesses within the DDA boundaries in the directories.

Mr. Jeffries stated that a new business form would be available soon.

Ms. White emphasized the need for resources for new businesses to obtain quality items that met design standards. She understood that staff could not recommend any one business.

Ms. Weiss stated that it was possible for the DBPA to identify good examples of businesses adhering to design standards.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:49am.

Bob Abraham, Chairman

Cathleen Olson, Board Secretary