



# The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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## AGENDA

### DOWNTOWN/BALLOUGH ROAD REDEVELOPMENT AREA BOARD

Tuesday, July 10, 2012 12:00 P.M.

### City Hall Commission Chambers

NOTICE: If any person decides to appeal any decision of the Board at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

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1. Call to Order
2. Roll Call
3. Approval of the minutes: [June 5, 2012](#)
4. DISCUSSION ITEM: [Retail Strategy](#)
5. DISCUSSION ITEM: [Riverfront Shops of Daytona Beach Marketing Campaign](#) [[Strategic Marketing Plan](#)]
6. DISCUSSION ITEM: [Design Standards for Signs](#)
7. Redevelopment Project Updates
8. Public Comments
9. Board Comments
10. Adjournment