

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, June 24, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, June 24, 2014, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:08 a.m.

2. **Roll Call**

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

3. **Approval of Minutes**

a. Special Meeting - May 21, 2014

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the Special Meeting of May 21, 2014. The motion carried unanimously (5-0).

b. Regular Meeting - May 27, 2014

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of May 27, 2014. The motion carried unanimously (5-0).

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which is included on Page 11 of the packet. Mr. Jeffries stated expenditures to date total \$92,000 and there is a remaining balance of \$23,000. Mr. Jeffries noted the budget is based on revenue projections and there may be a shortage. Mr. Jeffries stated more detailed budget information will be presented at the July meeting.

6. **Discussion: DDA Mission & Goals**

Mr. Jeffries stated Gold & Associates prepared the report on the DDA's Mission & Goals which is included on Page 15 of the packet.

Mr. Abraham stated he feels the document looks good since many of the goals have been accomplished. Mr. Abraham stated part of the mission is to create an environment in the taxing district to encourage residential as well as commercial development and that is not addressed in the goals. Mr. Abraham asked that language be added to clarify that.

Johnnie Ponder, 885 Maley, stated she feels the statement should be more inclusive to reflect that all people are welcome to the downtown.

Ms. White asked what not-for-profit groups the DDA has an alliance with.

Mr. Jeffries stated the goal refers to the DDA working with non-profits, such as the Halifax Historical Museum on Front Porch Fridays.

Ms. Cook stated there are many events held in the downtown with not-for-profit organizations, such as the cancer walk.

7. **Adoption of Millage Rate for Fiscal Year 2014/15**

Mr. Jeffries stated a letter from Morgan Gilreath outlining the proposed taxable value is included on Page 16 of the packet. Mr. Jeffries noted the taxable value has increased by 4%. Mr. Jeffries stated if the DDA adopts the 1 mill rate, it will generate \$97,770.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to establish the millage rate of 1 mill for Fiscal Year 2014/15. The motion carried unanimously (5-0).

8. Adoption of Fiscal Year 2014/15 Budget

Mr. Jeffries stated the proposed budget is presented on page 17 of the packet.

Mr. Abraham noted the co-op revenue is substantially less.

Mr. Jeffries stated the budget proposes a reduction in the rates to the merchants for the in-room concierge book and rack cards.

Mr. Jeffries stated the CRA will pay expenses for the Downtown for holiday decorations.

Ms. Kozinski asked if a smaller quantity of map pads could be printed.

Mr. Jeffries stated yes.

Ms. Kozinski asked if a digital map could be located at the map directory sites.

Mr. Jeffries stated the map is posted on the website.

Ms. White stated perhaps we should stop printing the map pads since people do look at the directories.

Mr. Jeffries stated included on Page 20 of the packet is a listing of responses received from merchants and comments are included regarding the directory map.

Ms. White stated she would be in favor of tabling the funding for the map pads.

Ms. Cook asked if the rack cards have been printed.

Mr. Jeffries stated he is waiting on event information for the summer events prior to printing.

Keith Gold, Gold & Associates, stated comments from the merchants are included on Page 20 of the packet. Mr. Gold stated several merchants suggested using Pandora which is personalized radio streaming. Mr. Gold stated to customize marketing for a smaller market is very expensive and feels local radio and newspaper advertising will reach this area's market.

Mr. Gold stated merchants suggested using more outdoor advertising at the edge of the district.

Ms. White suggested working with merchants, such as Angell & Phelps, to develop a billboard, similar to what was developed with Zappi's.

Mr. Gold stated merchants suggested using window posters but noted those were discouraged in the Gibbs study and local ordinances may also prohibit posters.

Mr. Gold stated the merchants indicated the data base is important to help increase the number of visitors to the area.

Mr. Gold stated the merchants indicated the website should be kept up to date so people are aware of upcoming events.

Mr. Gold stated the merchants expressed concern about the cost to print the map pads. Mr. Gold stated digital directories are expensive but can be updated easily.

Mr. Gold stated the merchants suggested printing branded merchandise with the Riverfront Shops logo, such as t-shirts, and feel that could generate revenue.

Mr. Gold stated the banners need to be lowered since many are not visible due to the trees.

Mr. Jeffries stated some of the brackets are fixed and may be difficult to lower.

Mr. Gold stated some of the merchants at the north end of Beach Street feel they are being overlooked and would like to be included in terms of marketing.

Ms. Kozinski asked if there is an app for the directory map.

Mr. Jeffries stated it would cost about \$5,000 to develop an app.

Ms. Kozinski asked if we could partner with Daytona State's school of photography for the web photos in order to reduce the cost.

Mr. Gold stated he would like to have more video of special events on the website.

Ms. Cook asked if merchants are mentioning the Riverfront Shops in their advertising and noted we should be working as a cohesive group. She noted not everyone has a marketing person.

Mr. Gold stated the he has looked at many of the websites for the downtown merchants and only a few mention Riverfront Shops. He stated he could put something together for the merchants to encourage the use of Riverfront Shops.

Ms. White asked if there would be a fee increase to Gold & Associates to have them handle more of the updates for items such as Instagram, Twitter, and mobile.

Mr. Gold stated that everything could be done with the exception of creating an app.

Ms. White stated she would like to make it a goal to have the website mobile.

Ms. White stated she would like to set a goal for a certain number of additions to the database each year.

Ms. White stated she feels we should have a booth at every Riverfront event where licensed products can be sold. She stated it should be a quality booth that is staffed at each event.

Ms. White stated she would like to know at the next meeting the cost for getting the website mobile and the cost for having a person to staff a booth at events. Ms. White stated she would like the goal statement to include language regarding increasing the database for distribution of the newsletter.

Al Smith stated he could see that a booth is staffed but having a quality booth where information can be provided is important.

Ms. White stated she would like to know the cost for developing a quality booth that is logo specific where licensed material could be sold and feels that should be a goal for the upcoming fiscal year.

Mr. Jeffries stated part of the Bullseye contract is to provide a booth.

Mr. Jeffries stated money is not included in the budget for billboard advertising so that would have to be added and stated many of the items being discussed will take more money to accomplish. Mr. Jeffries stated the estimated cost for outdoor advertising is \$15,000.

Mr. Gold stated if the billboard is a co-op, that cost could be reduced by 50%.

Ms. White suggested adding \$7,000 to the merchant co-op revenue and consider partnering for a billboard.

Mr. Abraham stated the proposal is to increase merchant co-op revenue to \$16,500 and increase co-op marketing expenses to \$21,500.

Ms. White stated she feels a booth is needed to market the Riverfront Shops brand and suggested using the \$1,000 that was set aside for the map pads for this item.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to adopt the proposed budget, including \$7,000 in additional Merchant Co-op Revenue and Expenses for billboard advertising. The motion carried unanimously (5-0).

Mr. Jeffries noted there are no changes proposed to the Farmers' Market budget.

Johnnie Ponder asked the status of use of EBT cards at the Farmers' Market.

Mr. Jeffries stated the City did not receive the grant that would fund the EBT card equipment and Ms. Foster is exploring other grant opportunities.

9. **FY2013/14 Downtown Event Update**

Mr. Jeffries stated a report is included in the packet on Page 25. Mr. Jeffries stated Bullseye is requesting an additional \$8,650 to support the remaining events for this fiscal year. Mr. Jeffries stated \$5,000 which is budgeted in the holiday budget line item can be used toward this request but there will be a shortage of about \$3,000. Mr. Jeffries stated the DDA budget cannot fund the total amount and will see if the CRA will fund the additional \$3,000.

Kelly Koliopulos, 140 S. Beach Street, stated she is not sure how much should be spent to promote the event coming up in July. Ms. Koliopulos stated she was told there was an amount that was budget but then there was a change in permitting costs and now there is \$8,650 less than what she was originally told.

Mr. Jeffries stated all of the events for this year except two were new events.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to transfer \$5,000 from the holiday decorations line item to events in order to pay the additional \$5,000 requested by Bullseye, with the understanding that the funds will be reimbursed by the CRA. The motion carried unanimously (5-0).

Mr. Jeffries stated there is a name change for Art of the Auto of the Event to the Spirit of the Auto. Mr. Jeffries stated notification of the name change to the city is required as part of the agreement with Bullseye.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the name change to Spirit of the Auto for the 3rd Saturday in May. The motion carried unanimously (4-0 - Ms. Cook had stepped out of the meeting at this time).

Mr. Jeffries presented a proposed poster created by Bullseye for the Island Festival to be held on July 26.

Ms. Kozinski stated the poster on Page 27 is too busy.

Mr. Gold stated the merchants suggested that everything be branded with Riverfront Shops and the poster should have overall graphic identity. Mr. Gold stated the poster that is presented was already created by Bullseye.

Ms. White stated the date should be prominent and the date is lost in what is proposed.

10. Board Comments

Ms. Kozinski asked for the status of opening Federal Alley. She expressed concern about directing people to the back lot during construction of Orange Avenue.

Ms. White stated this is an item that the Downtown Redevelopment Board should discuss as well.

Mr. Jeffries stated the Public Works Director has safety concerns regarding opening of the alley.

Ms. Kozinski stated she feels like Public Works is "stone-walling" the DDA.

Mr. Jeffries stated the Redevelopment Staff agrees with the Board's desire but Public Works has the final say regarding public safety.

Mr. Hopkins stated that is an opinion from the Public Works Director and stated we could go to the City Manager and make a formal request. Mr. Hopkins stated he feels there is a design that could be implemented to facilitate one-way traffic through there. He stated maybe the Public Works Director needs someone to override him on his decision.

Ms. White suggested having Federal Alley open as a trial period during the Orange Avenue construction and it would give us a chance to see how it works. Ms. White noted there is no one at the Windy City location right now.

Mr. Jeffries stated he would discuss this item with Paul McKittrick.

Mr. Abraham stated he agreed with Ms. White and suggested proposing this as a temporary relief measure.

Mr. Hopkins stated at the Kress Building, you walk right out into the roadway.

Ms. Cook expressed concerns about the Riverfront Shops website and noted it is not up to date. She stated the Harley Museum is still listed and has been gone for 6 months and events that took place two weeks ago are still listed. Ms. Cook stated new businesses are not listed.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:17.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary