

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
SPECIAL MEETING  
Tuesday, September 30, 2014**

The Special Meeting of the Downtown Development Authority was held Tuesday, September 30, 2014, at 8:00 a.m. in the City Commission Chambers of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

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

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Noeleen Foster, Farmers' Market Manager  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:20 a.m.

**2. Roll Call**

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

**3. Public Comments**

There were no public comments.

**4. Downtown Event Funding Criteria**

Mr. Jeffries stated there is a budget of \$25,000 for events and a determination will have to be made on which events the DDA will sponsor during the coming year. Mr. Jeffries provided the Board members with copies of the Powerpoint presentation regarding event funding criteria.

Mr. Jeffries stated for DDA sponsored events, a request is made to the CRA to fund the permit fees, and additional radio and print advertising is provided. Mr. Jeffries stated for sponsored events, the applicant is required to use the Riverfront branding and must mention the City of Daytona Beach and the DDA

in their advertising. Mr. Jeffries stated in July, the DDA approved the template that is to be used for advertising and noted a copy of the template is included in the packet as Exhibit B. Mr. Jeffries stated he is seeking direction from the DDA regarding the use of the template for advertising for events.

Kelley Koliopulus, BullsEye Direct Marketing, stated BullsEye would like to have flexibility in the template for advertising for their events and hopes there could be an agreement reached on creative elements, such as posters and newspaper ads. Ms. Koliopulus stated to use the proposed template reduces available space for information that needs to be relayed to the public.

Ms. Kozinski referred to Page 13 in the packet and stated she was of the understanding that that template was to be used in order to provide continuity so people recognized that an event will be in the Downtown. She stated she thought a sponsor was to work within that template for their advertising.

Ms. White stated the Board should discuss if the template is appropriate for all events; and if it is, it should be used. Ms. White asked if there is a proposal from Gold & Associates to create logos for events and asked if staff is considering funding logos for events.

Mr. Jeffries stated based on the conversation at the last meeting of the DDA, a proposal was received from Gold & Associates and outlined 5 events that do not have logos and suggested how those could be incorporated into the template.

Ms. White stated there seems to be inconsistencies in the logos for events and seems like there is a design issue, not an attempt to not mention the Riverfront Shops.

Ms. Cook stated she does not feel the "Craft and Beer" proposal as presented will fit with the flowered template that has been designed for the Riverfront Shops.

Mr. Abraham said he feels not all events may fit with the template; however, the DDA has been strong on branding and an attempt needs to be made to allow the organizer of an event to promote an event as unique.

Ms. Kozinski stated she thought the template was developed so the Riverfront logo could be used and event logos could be incorporated into the template. She stated the purpose of developing the template was because consistency had not been achieved in past advertising.

Ms. Koliopulus stated while she appreciates the DDA sponsorship for events, the DDA is not the number one investor for their events and the event sponsor must be considered as well.

Mr. Jeffries stated between the City and the DDA, almost \$50,000 is provided for the support of the events. Mr. Jeffries asked if there were sponsors that were providing more than that for their events.

Ms. Koliopulus stated there is one sponsor that could potentially provide that level of support but right now there is not that level of support from a sponsor.

Mr. Jeffries stated there are City event fees and there is a value for the advertising on the City's website and Facebook.

Ms. Koliopulus stated the City and DDA do not share in the risk that BullsEye faces for putting on an event.

Mr. Hopkins stated he is concerned that the DDA is questioning the decisions that were made months ago. Mr. Hopkins stated at that time, the DDA determined branding and consistency is paramount. Mr. Hopkins stated Gold & Associates were retained to provide professional advice on how the Downtown should be marketed. Mr. Hopkins stated consistency in the decisions that were made is important. Mr. Hopkins stated he would like to hear from Mr. Gold on why the DDA should depart from the decision that was made by the Board. Mr. Hopkins stated he feels the DDA should "stick to their guns" and promote themselves consistently as the Board decided to do.

Keith Gold, Gold & Associates, 6000 Ponte Vedra Beach, stated his firm was hired to develop branding for the Riverfront Shops; and when you look at the template that has been developed, it is recognized as the Riverfront Shops. Mr. Gold stated when the template was developed, several examples of proposed event advertising were presented to the Board to show how the template could be used for various events and could provide consistency. Mr. Gold stated the poster for the proposed Craft Beer event does not indicate where the event will be held. Mr. Gold stated consistency is important. Mr. Gold stated his firm has designed posters and advertising for major events, including the Olympics and the Super Bowl, and consistency is important. Mr. Gold stated at a glance, someone would not be able to determine that the Craft Beer event is tied to the Riverfront Shops. Mr. Gold stated it is the Board's decision on what will be used but he is here to advise the Board. Mr. Gold stated his job as the branding agency is to help and protect the brand.

Mr. Abraham stated from a branding point of view, what Mr. Gold has stated is correct. Mr. Abraham asked Mr. Gold if, in his opinion, from a successful event point of view, which is the better approach.

Mr. Gold stated the approach that has been presented by Gold & Associates is the better approach. Mr. Gold stated the advertising should be started from the format as approved and things should be designed to fit into the approved format.

Ms. White stated for an event to be considered for the funding criteria, an event is listed in the directory and listed on the palm cards as well as on printed posters. Ms. White stated Gold would need to have logos for events in order for materials to be produced and she feels that may be where there is a breakdown. Ms. White stated logos should be placed in templates that are consistent.

Mr. Hopkins stated he appreciates the comments made by Mr. Gold. Mr. Hopkins stated the parameters were established and he does not see an effort to work inside those parameters and he would be hard-pressed to depart from that.

Al Smith, 14 St. Johns Place, Ormond Beach, stated he agrees with Ms. White that this seems to be process oriented. Mr. Smith stated he has other sponsors for events and there must be a balance in what is presented. Mr. Smith stated the events are BullsEye events and the DDA is a sponsor. Mr. Smith stated the Craft Beer festival is actually two events which includes a car show and the beer festival. He stated advertising would now have to include a third logo for the Riverfront Shops.

Ms. Kozinski stated she does not see that the Craft Beer poster indicates a logo and does not see that a car show will be held.

Ms. White asked if there is not enough room on the template to include other sponsors.

Mr. Smith stated it is not an issue on a poster but it is an issue when buying display advertising in the News-Journal.

Ms. White stated if there is an issue with the template, it needs to be addressed; and maybe the template is too aggressive on the Riverfront side for newspaper advertising. She asked if alterations could be made without losing good balance and design.

Mr. Smith stated he has not talked with Mr. Gold but he is sure this issue can be worked out. Mr. Smith stated post cards have been distributed for the car show for the past year and he is attempting to layer the event with the Craft Beer festival.

Mr. Abraham stated the DDA is trying to maintain the branding and at the same time give the promoter the flexibility to promote events and he feels that can be accomplished.

Mr. Smith stated he feels the DDA has provided direction and would like to work with staff and Mr. Gold to get the issue resolved.

Mr. Abraham stated he does not feel the DDA needs to make a decision on anything different from what has been previously decided. He agreed that the parties should meet with staff and Mr. Gold to work out the issue.

Ms. Cook asked what is outlined in the agreement regarding the promotion of the DDA.

Mr. Jagger stated the agreement reads that the DDA must be mentioned as a co-sponsor and the DDA has the right to approve all promotional materials. Mr. Jagger stated anything beyond that is subject to the discretion of the Board and the agreement with BullsEye.

Ms. Cook asked if the City of Daytona Beach, DDA and Riverfront Shops logos are required to be on all materials.

Mr. Jagger stated whatever is prepared is subject to the DDA's approval so the DDA gets to decide what goes into the BullsEye promotional material. Mr. Jagger stated the promotional material must include the DDA's logo.

Mr. Jeffries stated the DDA has an obligation to the City to use the City logo through the DDA's contract with the City.

Mr. Abraham stated the Riverfront Shops logo can be decided by the DDA; but the City must be included and the DDA has to be acknowledged. Mr. Abraham stated the members of the Authority decided the Riverfront Shops logo is to be included as well.

Mr. Gold stated Page 8 of the packet shows the logo as approved by the DDA.

Mr. Smith stated Page 8 would be easier to work with.

Mr. Abraham asked that staff work with Gold and BullsEye to resolve the issue.

Mr. Hopkins stated BullsEye was asked to work within our guidelines. He stated he understands BullsEye has risk, but the DDA also has an investment. Mr. Hopkins stated he does not want to depart from the consistency in branding.

Mr. Abraham stated we will not be departing from the consistency in branding.

Mr. Hopkins stated we are not departing from the consistency but will be "reeling it in." Mr. Hopkins stated the Craft Beer advertising is not consistent with what the DDA envisioned.

Pamela Rudd, 1441 Richmond, Selby Realty, stated she agrees with what Mr. Gold has said. She stated there must be a footprint and advertising developed within that. Ms. Rudd stated the DDA must maintain control and brand the area. She stated she supports the DDA on this issue.

5. **Proposed FY 2014/15 Downtown Sponsored Events**

Mr. Jeffries stated included on Page 14 of the packet is a letter to the City regarding the sponsored events to be funded for the upcoming year. Mr. Jeffries stated there is a contract in place for the events planned by BullsEye; there is an existing relationship for the Halifax Art Show; and the DDA supports Riverfront Fridays. Mr. Jeffries stated there are three new events that are requesting sponsorship, which are outlined starting on Page 21 of the packet.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the listing of sponsored events as outlined on Page 14 of the packet, as recommended by staff. The motion carried unanimously (5-0).

6. **Event Budget**

Mr. Jeffries stated the requests for funding are outlined on Page 33 of the packet. Mr. Jeffries stated the DDA has a budget of \$25,000 and the requests total \$29,000.

a. **Downtown Event Series - BullsEye Direct Marketing**

**Daytona Nights:**

Mr. Jeffries stated the request for the Downtown Daytona Nights is outlined on Page 21 of the packet.

Ms. Kozinski asked if the event will remain on the north end of Beach Street.

Pamela Rudd, Selby Realty, stated the dates listed in the packet are incorrect and she will submit a revised application. Ms. Rudd stated the correct dates are April 10, May 8, June 12, and July 10. Ms. Rudd stated the events will remain on the north block.

Mr. Jeffries stated if the DDA chooses to sponsor this event, an agreement would be prepared similar to the BullsEye agreement. Mr. Jeffries stated he will let the merchants know this is a sponsored event and how they can participate.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve Daytona Nights as a sponsored event, subject to finalization of the agreement with Burgoyne Properties, in accordance with the staff recommendation as presented. The motion carried unanimously (5-0).

**Daytona State College Event:**

Mr. Jeffries stated this is a request by the students at Daytona State College to perform a benefit concert on December 4.

Mr. Jeffries stated the DSC concert will be held in the park and, if approved, would be a sponsored event. Mr. Jeffries stated there will be a cost to the CRA for the permit fee.

Mr. Abraham stated an agreement would have to be developed with Daytona State College for management of the event.

Mr. Hopkins stated Item 2 of the application should have been scored 20 points and it scored 60. Mr. Hopkins stated the application scored 150 which is the maximum it could receive and this event has never been produced before. He stated he would like to see more honesty in the applications.

Mr. Jeffries stated he completed the scoring. He stated this event has not occurred before but DSC has participated in the Riverfront Music Festival so he gave them scoring based on that.

Mr. Abraham stated this appears to be a worthwhile event that the DDA should be promoting in the downtown.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook to approve sponsorship for the Daytona State College Event on December 4, in accordance with the staff recommendation, subject to the development of an agreement with Daytona State College. The motion carried unanimously (5-0).

**Recess:** There was a break in the meeting at 9:55 a.m.; the meeting reconvened at 10:00 a.m.

**Music in the Park:**

Mr. Jeffries stated this event will be held every Saturday in April ending the first week in May.

Ms. Kozinski stated there is a conflict on the dates with the Relay for Life event.

Mr. Smith stated Relay for Life is in a confined area.

Mr. Jeffries stated he believes it was held in Jackie Robinson ballpark last year.

Ms. Cook stated Saturday, October 25, will be a busy date since early voting will be taking place; the Dream Cruise is scheduled; Making Strides against Breast Cancer is scheduled; and the Farmers' Market will be held.

Mr. Jeffries stated the Breast Cancer walk will start in the stadium and proceed through the City streets. Mr. Jeffries stated as the event is promoted, participants will be encouraged to park behind the shops. Mr. Jeffries stated the Farmers' Market will set up the barricades the night before.

Ms. Foster stated she is concerned that people will not be able to enter the Farmers' Market to do shopping.

Mr. Abraham asked if golf carts could be used to transport people from the courthouse to the Farmers' Market.

Mr. Abraham suggested getting information on the cost to rent golf carts for that day.

Ms. White stated there is a vendor in DeLand where shopping carts could be rented.

Mr. Hopkins stated he is concerned about the evaluation criteria for an event that has never been held before. He stated he does not think staff is being honest with the DDA in placing this request before the Board and at some point it has to stop.

Mr. Smith stated this is not a request for funding, just sponsorship.

Ms. White asked when the Art of the Auto will be happening.

Mr. Jeffries stated the date has been changed to April 11 but nothing has been formally submitted to the City for the date change.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. White, to approve the sponsorship for the Music in the Park Series, in accordance with the staff recommendation. The motion carried unanimously (5-0).

b. **Riverfront Fridays**

Mr. Jeffries suggested changing the date for Riverfront Friday in December to December 12.

Stefanie Mason-Teague, 76 Orchard Lane, Ormond Beach, stated the calendar for Riverfront Fridays has been printed and advertised and the date is listed as December 26. Ms. Mason-Teague stated arrangements have been made for renting the movie through Cinematique for December 26. Ms. Mason-Teague stated the movies are free to the public but there is an expense involved and presented through the work of volunteers. She stated she would hope Cinematique could receive kudos in advertising for the efforts in putting on this

event. She stated the movies attract between 200 to 400 people each time a movie is shown.

Mr. Jeffries stated the DDA has approved everything that is outlined in the letter included in the packet on Page 14 but corrections will need to be made for the dates for Daytona Nights, and changing the name of the Dream Cruise and Riverfront Food and Wine Festival. Mr. Jeffries stated the letter requests the CRA fund the fees for the events.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to hold the Riverfront Fridays on December 26 as originally planned. The motion carried unanimously (5-0).

**Board Action:**

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to submit the letter as presented on Pages 14 to 17 of the packet with corrections as recommended by staff for the date changes for Daytona Nights and correct name changes for the Dream Cruise and Riverfront Food and Wine Festival. The motion carried unanimously (5-0).

Mr. Smith stated Art of the Auto will be held in April; and he is not comfortable with having a similar event so close to the one planned by BullsEye. He stated this is of great concern to BullsEye.

Mr. Abraham stated nothing has been presented to the DDA and the Board is acting on the sponsored events.

Mr. Jeffries stated \$25,000 is available and the requests total \$29,000. Mr. Jeffries stated in order to increase the request over the \$25,000 that is available, a formal request would have to be made to the City Commission. Mr. Jeffries stated the request is outlined on Page 33 of the packet. Mr. Jeffries stated the DDA could request additional funding from the CRA but there is no guarantee that it will be approved. Mr. Jeffries noted the \$25,000 is within the authority of approval by the City Manager. Mr. Jeffries stated the request to the CRA would be to fund event fees as outlined on Page 17. The Riverfront Shops advertising in the amount of \$15,000 is a carry-over from this fiscal year.

**Board Action:**

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to adopt the event budget and request funding from the CRA in order to support the sponsored events as outlined on Page 33 of the packet. The motion carried unanimously (5-0).

7. Adjournment

Mr. Jeffries stated he will be providing all of the businesses along Orange Avenue with a meeting notice for a meeting with the City Commission regarding the Orange Avenue project on October 1 at 4:30 p.m.

Mr. Jeffries stated the report by Dr. Marbutt regarding the homeless and Safe Harbor project will be presented on October 1 at 6:00 p.m. Mr. Jeffries encouraged the Board to attend.

There being no further business to come before the Board, the meeting adjourned at 11:05 a.m.



Robert Abraham, Chairman



Becky Groom  
Recording Secretary