

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, October 28, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, October 28, 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. 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 8:08 a.m.

**2. Roll Call**

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

Mr. Jeffries introduced the new Deputy City Manager, Gary Shimun.

**3. Approval of Minutes:**

a. Regular Meeting: September 17, 2014

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of September 17, 2014. Ms. White seconded the motion and it was approved unanimously (5-0).

b. Special Meeting: September 30, 2014

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the Special Meeting of September 30, 2014. Ms. Cook seconded the motion and it was approved unanimously (5-0).

**4. Public Comments**

Kevin Killian, Chief Organizational Development Officer, Volusia-Flagler YMCA, spoke regarding a 5K run/walk that will be held on November 7. He asked for the DDA to help promote the event.

Mr. Jeffries stated the event will be mentioned in the e-newsletter and will be posted on Facebook. He stated it is already listed on the Riverfront Shops calendar.

**5. DDA Monthly Financial Report**

Mr. Jeffries outlined the Monthly Financial Report with the final expenses for last fiscal year that is included on Page 19 of the packet.

**6. Payment Request: Riverfront Wine & Food Walk**

Mr. Jeffries stated this is the payment request per the contract with Bullseye, which is outlined on Page 22 of the packet.

Ms. White stated she feels we are moving in the right direction.

Mr. Jagger stated Mr. Hopkins has completed a Conflict of Interest form on this item and will abstain from voting.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve payment of \$1,794.11 to Bullseye Direct Marketing for radio and print advertising for the Riverfront Wine & Food Walk. The motion carried unanimously 4-0 (Mr. Hopkins abstained).

**7. Riverfront Shops of Daytona Beach Quarterly Report**

Mr. Jeffries presented the report that is included on Page 31 of the packet.

Ms. Kozinski stated she is concerned about the number of Facebook pages for downtown events.

Mr. Jeffries stated he has talked to Gold & Associates about this issue and their opinion is that there should be one page focusing on all Riverfront Shop activities, including downtown events. Mr. Jeffries stated he would discuss the issue of multiple pages promoting events with Gold & Associates and Bullseye.

Ms. Cook stated the DDA hired a firm to update the website and asked when the updates would be made.

Mr. Jeffries stated the firm has completed the update and the site is now mobile. He stated the website will be updated on Fridays.

A-1. **Daytona Beach News-Journal Advertising Sponsorship proposal**

Jennifer Arnold, Daytona Beach News-Journal, presented a proposal which is included as part of the packet regarding sponsorship.

Mr. Jeffries stated the News-Journal would be stationed at the information booth at the Farmers' Market but would have a separate booth for Riverfront Fridays.

Mr. Jagger asked about the contract and the proposed match from the News-Journal.

Ms. Arnold stated the match would be for Riverfront Fridays and the Farmers' Market would be at a discounted rate.

Mr. Jeffries stated the Board has already approved funding for advertising.

Mr. Abraham stated approval of this request would be to receive more advertising for the same amount of money.

Mr. Jeffries stated that is correct.

Mr. Jagger stated the signature block will need to be changed on the proposed contract.

Mr. Abraham asked if there are other sponsorship opportunities available and if entering into this agreement would prohibit future sponsorship agreements.

Ms. Arnold stated there is no exclusivity in the agreement.

Mr. Jagger asked for clarification on the platinum level.

Mr. Jeffries stated all printed materials will have the News-Journal logo on them and will be mentioned as a sponsor on radio advertising.

Mr. Jagger stated there needs to be specificity for the platinum level and that should be outlined as an attachment to the agreement.

Ms. Arnold stated the News-Journal marketing department will provide that information to Mr. Jagger so it can be included as an attachment. Ms. Arnold stated the platinum level includes use of the News-Journal logo on printed materials, permission to operate a booth at events, mention of the News-Journal on radio advertising, and an individual will be located in the information booth at the Farmers' Market.

**Public Comments:**

John Nicholson, 413 N. Grandview, questioned spending \$3,000 per month for advertising.

Ms. Arnold stated the \$3,000 is spread out over an 11-month period.

Mr. Nicholson asked what the cost would be for a ½ page.

Ms. Arnold stated the ad would cost \$4,000.

Mr. Nicholson asked if the merchants do not place ads, will the DDA be responsible for additional funds.

Ms. Arnold said no.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed advertising contract with the News-Journal, subject to final review of the platinum level sponsorship details as requested by the Deputy City Attorney. The motion carried unanimously (5-0).

**8. Discussion: 2015 Riverfront Fridays**

Ms. Foster talked about the last Riverfront Friday and stated it was very chaotic. Ms. Foster stated the event was held at the same time as the car show and beer fest, and one of the sponsors had set up in the wrong space but everyone cooperated.

Stephanie Mason-Teague stated better coordination is needed if more than one event is held on the same day. She stated people could not get to the park to see the movie presented by Cinematique. She stated a better site plan is needed so events do not conflict. She stated this is the third time this year there have been conflicts in setting up other events. She stated all 3 events were set up on the corner of Magnolia and Beach and items were delivered on Friday for Saturday's event which were detrimental to the aesthetics of the park.

Mr. Jeffries stated the site plans are provided during the permitting process. He stated he would talk to the coordinator of the event about the conflicts.

Ms. Cook stated information provided by the Cancer Society instructed participants to park behind the business and the survivors were to park at the courthouse but that did not happen. She stated people associated with the car show parked in front of her business and blocked access to her business.

Mr. Abraham stated we have control over our events and asked who we would coordinate with for other events.

Mr. Jeffries stated Rick Dilooley coordinated the car show. He stated he observed the Craft Beer Fest and BBQ got lost in the car show and would discuss the issue with the event promoters.

Ms. Kozinski stated she agrees with Mr. Jeffries and feels the Craft Beer Fest and BBQ should be held separately from the car show.

Mr. Hopkins stated the DDA's investment is with Bullseye, not Rick Dilooley. He stated Bullseye paired up with Mr. Dilooley and the DDA should look for better coordination through our investor and see that Bullseye coordinates better with Cinematique. Mr. Hopkins stated the DDA should inform Bullseye that the DDA expects the events to be better coordinated.

Ms. White suggested a mandatory pre-event meeting be held to coordinate events.

Mr. Jeffries stated there was a meeting held through Cultural Services with representatives from the Cancer Walk and Bullseye and he attended representing the Farmers' Market. He stated perhaps there needs to be better coordination with those who are responsible for the events while the events are being held.

Ms. White stated the DDA has budgeted again for these events and the goal is to break even.

Ms. Foster stated S. R. Perrott has expressed an interest in becoming a sponsor and an attorney has also expressed interest.

Ms. White stated she would like to see the sponsorship package and stated it would be difficult for her to financially support events if they do not meet the budget.

Mr. Jeffries stated the sponsorship package will be presented at the next meeting as well as budget plans for next year. He stated he will talk with Gold & Associates to see if Cinematique can be more prominent on printed materials.

Ms. Mason-Teague stated Cinematique under the Stars spends \$1,000 per month to provide a free movie to the public and stated she feels Cinematique should be listed as a major sponsor of Riverfront Fridays because of their financial responsibility, with their branded name.

Mr. Jeffries stated Cinematique is listed as a sponsor on the 4 x 6 palm cards and is also listed on the posters.

Ms. White stated the Friends of the Bandshell rent chairs for events held at the bandshell and asked if that could be pursued as a revenue source.

Ms. Mason-Teague stated storage of the chairs would be a concern. She also stated she has no one that could put the chairs out and then remove them.

Ms. Kozinski stated other cities rent shopping carts for use at their Farmers' Markets.

Ms. Mason-Teague asked if twinkle lights could be placed in the trees in the downtown area.

Mr. Jeffries stated upgrades are needed for the lighting along Beach Street as well as additional outlets. He stated Planning Solutions is working on grant funding for various projects and they plan to include the lighting improvements needed on Beach Street as part of a grant request.

### **Public Comments:**

John Nicholson, 413 N. Grandview, stated there is plenty of parking. He stated the cancer walk started early in the morning and the car show did not start until 10:00 a.m. He stated cones could be placed along Beach Street so people attending the cancer walk do not park along Beach Street. He stated the cones could be removed at 9:30 a.m. for use by those attending the car show.

### 9. **Board Comments**

Mr. Jeffries asked about the meeting dates through the holidays in November and December. The Board agreed to meet on November 18 and December 16.

Ms. Cook asked if there are any new vendors at the Farmers' Market.

Ms. Foster stated Mr. Evans will be returning. She stated the apple vendor will return and other vendors are returning for the fall.

Ms. White stated she would like the directories updated.

Ms. White stated she would like to know what can be done to implement the food stamp program. She stated perhaps more could be charged for the vendor spaces in order to accept food stamps.

Ms. Foster stated all food products must be sold in order to accept EBT. She stated all of those vendors are now in place. She stated she continues to pursue grant opportunities to cover this function.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.



Robert Abraham, Chairman



Becky Groom  
Recording Secretary