

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, November 18, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, November 18, 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 Present**

Ms. Sheryl Cook, Vice Chair  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski  
Ms. Kelly White

**Board Members Absent**

Mr. Robert Abraham, Chairman

**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**

Ms. Cook called the meeting to order at 8:06 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: Regular Meeting: October 28, 2014**

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of October 28, 2014. Ms. White seconded the motion and it was approved unanimously (4-0).

**4. Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which is included on Page 9 of the packet. Mr. Jeffries stated the report includes the expenses for the first month of the new fiscal year 2014-15.

Mr. Jeffries stated the Farmers' Market revenue is down 25% over this time last year. He stated last year there were 58 spaces rented; this year there are 47. Mr. Jeffries distributed an attendance sheet and noted in 2013 the average attendance was 27 and is now down to 25.

Ms. Foster stated some vendors are going to other markets in order to increase their exposure, which she encourages. She stated this helps spread the word on the Daytona Farmers' Market. She stated she seems the same amount of vendors at the market on a regular basis and it does not seem that there has been a decrease.

Ms. White asked what contracts are in place for marketing.

Mr. Jeffries stated the DDA has agreed to \$5,000 for WNDB and has funded advertising at the News-Journal and Hometown News. He stated basically the DDA is committed for the \$10,000 annual amount set aside for advertising.

Ms. White stated we need to change something or we are going to end up with a deficit at the Farmers' Market.

Ms. Kozinski stated she agrees with Ms. White. She stated we cannot continue to run a business and not see growth.

Ms. White stated the DDA is spending money on marketing but the financial numbers are not up. She stated maybe we need to spend less on marketing or do different types of market.

Ms. Foster stated she spent hours during the Halifax Art Show distributing her card to artists in an attempt to get more artisans into the market. Ms. Foster stated one vendor left the market to go to New Smyrna Beach and has stated that he sells much more in New Smyrna because there is a higher-end clientele that attends the market there. Ms. Foster stated she goes to other markets and talks with vendors and encourages them to participate in the Daytona Farmers' Market.

Mr. Hopkins stated there is competition among the markets and there is a different demographic for each area. He stated the DDA has already committed funds for advertising and does not think now is the time to change strategy. Mr. Hopkins stated we need to do something different but he is at a loss as to what it should be.

Ms. Foster stated bringing the EBT will bring people to the market since there are many low-income people in this area.

Ms. White stated we should offer SNAP and double bucks for fresh fruits and vegetables. Ms. White stated this will cost the DDA money on the front-end. She stated perhaps a workshop should be held to further discuss how to proceed with the Farmers' Market. She stated perhaps more could be charged for the spaces if the Market accepts SNAP. She stated there has to be a way to recoup those costs and feels most of the cost would be in the accounting.

Ms. Foster stated she would like to work with Mr. Jeffries to determine the costs for SNAP. She stated the costs would be similar to having a credit card machine placed on site and perhaps that could be piggybacked since credit card machines are already used in the city. Ms. Foster stated her new telephone would be able to support the equipment and the site would not have to be wired. Ms. Foster stated she would be able to operate the machine without having to hire someone else to do that.

Ms. Cook asked if the vendors pay more if they rent weekly.

Ms. Foster stated the rate is \$44 per month and \$15 per week.

Ms. Cook asked if Ms. Foster would be able to visit other markets to talk with vendors.

Ms. Foster stated she already visits other markets that are held on days other than the Daytona Farmers' Market. She stated she could possibly set up the market and then leave to go to New Smyrna or Deland and be back in time to close the market here.

Ms. Cook asked Mr. Jagger how strict the lease is regarding the percentage of certain types of vendors. She asked if it would be easy to ask the City Commission to change the figures in order to draw other vendors so the market is not operating at a deficit.

Mr. Jagger stated it would be up to Mr. Wetzel to determine how strongly the percentages would be enforced. Mr. Jagger stated in order to change the percentages, that would require a full amendment to the agreement by the DDA. He stated in terms of enforcement, he is sure the City would be willing to work with the DDA to ensure the market is successful. He suggested a meeting be held with Mr. Wetzel to let him know we are not meeting the percentages.

Ms. Foster stated Al Smith had talked with her and suggested moving the Farmers' Market to the grassy area by the library in order to open up all of the parking since parking is always an issue, especially during special events. Ms. Foster stated she has talked with vendors and their concerns relate to mud when it rains.

Ms. White stated we need concrete strategies that are consistent, including use of SNAP and a strong recruiting strategy.

Mr. Jeffries stated he would bring back a strategy that is more detailed that focuses on single vendors and how to continue to pursue wholesale vendors and EBT.

6. **Farmers' Market**

a. **Annual Report**

Mr. Jeffries presented the 2014 Annual Report that is included as part of the packet on Page 12.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the 2014 Annual Report in accordance with the staff report as presented. The motion carried unanimously (4-0).

b. **Information Booth Product Sales**

Mr. Jeffries presented the report which is included on Page 17 of the packet. Mr. Jeffries stated this is in response to the Board's discussion about selling items at the Farmers' Market booth. Ms. Foster reviewed materials that were provided from Daytona Sportswear that outlines the costs for purchasing the items to be sold.

Mr. Hopkins stated he thought the DDA had discussed a sponsor providing the bags so there is no out of pocket expense for the DDA. He asked if the DDA feels it is prepared to enter the merchandising arena.

Ms. White stated she would like to wait until she sees the budget status in December before a decision is made regarding merchandising.

Ms. Kozinski stated she agreed with Ms. White.

Ms. Cook asked if the DDA wanted Ms. Foster to obtain pricing on lower-priced items.

Ms. White stated her urgency is to adjust the budget and framework to solidly target new vendors and update SNAP.

Ms. Kozinski stated she agreed and stated the budget needs to be solidified.

**Public Comments:**

Johnnie Ponder, 885 Maley, asked if the items will be available for purchase at the stores on Beach Street.

Ms. Foster stated the items would be available at the Farmers' Market and possibly during Riverfront Fridays.

Stephanie Mason-Teague, Cinematique, stated she feels the price points are high, particularly when grocery stores sell bags for \$1. She asked if perhaps the vendors could contribute and then place their logos on the bags and have them sell them at their sites.

7. **2015 Riverfront Fridays**

Mr. Jeffries stated a report is included in the packet on Page 18 regarding Riverfront Fridays.

Ms. Kozinski asked if an attempt has been made to get sponsors.

Ms. Foster stated she did not have anything definite from the Board that she can offer to sponsors for these events. Ms. Foster stated she has prepared a draft which is included on Page 20 of the packet for the Board's consideration.

Ms. White stated even if sponsors are obtained, we are still running the event at a loss. Ms. White stated we need to be honest and budget for it or get out of the event business. Ms. White stated she feels the DDA should manage their brand and operate the Farmers' Market, which is enough for the Board to handle. She stated she does not think the DDA should be in this business and she stated there is a way for Riverfront Fridays to continue without the DDA being the ones to run it.

Ms. Kozinski stated we have not obtained sponsors and the DDA is not benefitting from this. She stated this is just another item that is costing the DDA money.

Mr. Hopkins stated he brought up when the DDA first embarked on this, the DDA was entering the event business and would need an event person. Mr. Hopkins stated he feels the DDA may be out of its arena. He stated he hates to abandon what we embarked on because he thought there may be some merit to it. He stated the DDA needs to step back and approach it differently or abandon it. He stated we have Gold & Associates to help with strategies.

Ms. Kozinski stated that it was nothing against Ms. Foster, but she is not an event planner.

Ms. Foster stated there was a proposal from Mr. Hopkins' manager to help promote the event but could not be considered due to the conflict of interest with Mr. Hopkins serving on the DDA. Ms. Foster asked if that proposal could be explored in a different way.

Ms. White stated she is not suggesting that we fully abandon Riverfront Fridays. She stated the real value to our customers is coming to the movies. Ms. White stated most of the money set aside by the DDA is to pay musicians that probably play only one hour and there may be only 12 people there. She stated the value is the movie and we should concentrate on what's valuable and put our resources in a different place. She stated perhaps a partnership should be created with Cinematique much like we have with BullsEye to support the event. She stated everybody should be doing what they do best and this is not what this Board does best.

Mr. Jagger stated there would be a fundamental issue with doing business with the DDA and serving on the Board. He stated there would be no way for Mr. Hopkins to contract directly with the DDA.

Ms. Kozinski asked if Mr. Hopkins' manager could enter into the contract on his own.

Mr. Jagger stated as long as there is no financial gain to Mr. Hopkins, it could be done.

Ms. Cook stated if the DDA got out of running Riverfront Fridays and contracted it while working with Cinematique, it could support the proposal from Mr. Hopkins' manager through marketing. Ms. Cook stated this would be similar to how the DDA contracts with BullsEye.

Mr. Jagger stated that is correct. He stated the contract with Mr. Hopkins' associate would not be directly with the DDA and that would be all right.

Mr. Jeffries stated he would place this item on the December agenda since the DDA needs to make a decision as to what it will do for the next calendar year. Mr. Jeffries stated he would come back to the DDA with different proposals for management of the event. He stated there are other event promoters and will talk with BullsEye, WROD and Black Crow.

Mr. Jeffries stated he has concerns since the contract has not been finalized for Downtown Nights.

Ms. Mason-Teague stated she feels responsible for the DDA taking on this event because she had approached the DDA looking for support. She stated people do attend the movie and she is willing to take on the major role for coordinating the event but would ask for help with marketing and rental of the park. She stated it does not seem to be working to hold anything prior to the movie.

Ms. Cook asked Mr. Jeffries to come back in December with a plan on how to help Cinematique and get back to basics.

Mr. Jeffries stated the permit fee is to be paid by the CRA.

Ms. Kozinski asked if music has been set up for December.

Ms. Foster stated she does not have a band and is looking for a DJ to provide music for the day.

Ms. Kozinski stated she cannot see spending another \$500 for music in December if it is not working.

Mr. Jeffries stated there are marketing materials in place that state there will be live music in December.

Ms. Kozinski stated we should be consistent and if there are materials in place that state there will be music, then it should be provided.

Ms. Cook stated she would like Mr. Jeffries to come back in December with a suggestion on using the least amount of funds for providing music. Ms. Cook stated at the December meeting, the DDA will discuss the Farmers' Market and downtown events for the next calendar year.

Mr. Hopkins stated the DDA needs direction on attacking the revenue concern. Mr. Hopkins stated the DDA needs an event promoter to make the revenue projection a reality.

Ms. Cook stated she believes what the Board has discussed is getting out of the event promotion business.

Mr. Jeffries stated he will bring proposals at the December meeting from Cinematique and other event supporters and will present a new event budget.

Mr. Jeffries stated for the Board's information, there is a budget hearing on November 19, 2014, at 6:00 p.m. and Mr. Abraham will be in attendance to chair the DDA portion of the meeting.

8. **Board Comments**

There were no Board comments.

9. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:28 a.m.

Handwritten signature of Sheryl A. Cook in cursive script, written over a horizontal line.

Sheryl Cook, Vice Chairman

Handwritten signature of Becky Groom in cursive script, written over a horizontal line.

Becky Groom  
Recording Secretary