

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, December 16, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, December 16, 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**

Mr. Robert Abraham, Chairman  
Ms. Sheryl Cook, Vice Chair  
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 8:07 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: Regular Meeting: November 18, 2014**

**Board Action:**

Ms. White made a motion to approve the minutes of the Regular Meeting of November 18, 2014. Ms. Cook seconded the motion and it was approved unanimously (5-0).

**4. Public Comments**

There were no public comments.

Mr. Jeffries introduced the newly-elected City Commissioner, Ruth Trager, who was in attendance.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which is included on Page 9 of the meeting packet.

Ms. White asked how much of the Marketing Budget is encumbered for radio and print.

Mr. Jeffries stated between \$9,000 and \$10,000 is encumbered. Mr. Jeffries stated the DDA approved advertising in the Hometown News and he will cut back on that expenditure.

6. **Volusia Safe Harbor - DDA Resolution of Support**

Mr. Abraham stated that prior to Dr. Marbut's report being submitted to the City Commission, the DDA adopted a resolution in support of the Safe Harbor project for the homeless. Mr. Abraham stated a suggestion has been made that the DDA might want to adopt another resolution based on Dr. Marbut's findings.

Ms. Kozinski stated she feels a resolution should be submitted to Volusia County since Volusia County has expressed concern about Dr. Marbut's findings and is considering hiring another consultant to review Dr. Marbut's report.

Mr. Jeffries stated the City Commission has agreed to continue Dr. Marbut's contract into 2015 to develop a strategy for implementation.

Mr. Abraham stated he feels an updated resolution should be prepared based on Dr. Marbut's report.

Mr. Jaeger stated he will draft a new resolution and cite the new contract with Dr. Marbut and the report that has been presented.

Ms. Kozinski stated she feels some of the benches should be removed along Beach Street, cleaned, and then placed in front of some of the businesses that do not have outdoor seating. She stated homeless use the benches and this is discouraging for customers who want to visit businesses.

Mr. Abraham stated shade and seating on the street for pedestrians who are not seated at a restaurant has been discussed many times. He expressed concern about removing benches.

Ms. Kozinski stated she did not feel they should be removed permanently but could be used as a temporary diversion.

Ms. Cook stated if there is a bus stop, there must be a bench at the bus stop.

Mr. Jeffries stated previously , many of the benches had been removed and then complaints were received that Beach Street was un-customer friendly. He stated new benches were installed, and the Police would make a sweep through the area to remove the homeless who were sleeping on the benches overnight. Mr. Jeffries stated when he visits Beach Street late morning or early afternoon, he sees customers using the benches.

Mr. Abraham stated taking away the benches may not remove the people who are objectionable.

Ms. Kozinski stated she feels benches should be less available.

Mr. Jeffries stated some of the benches have been moved based on the requests of merchants.

Mr. Abraham stated he does not feel removing the benches is the answer.

Mr. Jeffries stated an effort has been made to promote the Riverfront Shops and would hate to receive criticism for the benches not being available.

Mr. Abraham asked Mr. Jeffries to research the bench locations and discuss the item at a future meeting.

Ms. White suggested turning the benches around so they face the street to see if that helps.

7. **Market Manager Contract Amendment**

Mr. Jeffries presented the staff report which is included on Page 20 of the board packet.

Ms. Cook stated the revenues were not up during the spring months of last fiscal year.

Ms. Foster stated there are currently 30 vendors, but they are smaller businesses. Ms. Foster stated three vendors were to open in the market but they were unable to gain access to the market due to the congestion from the Leisure Services yard sale.

Ms. Cook stated the conflict in scheduling seems to be ongoing.

Ms. Foster stated there are some new higher-end vendors who report they are selling out of their products by the end of the day.

Ms. White stated if the DDA decides to include EBT and SNAP, that would broaden the scope as outlined in the contract and may change the nature of the Market Manager position since there may be accounting requirements.

Mr. Abraham stated that could be discussed as part of the strategy discussion to be held at a Special Meeting. He stated the proposed contract amendment would help balance the budget and provide Ms. Foster with some incentive.

Mr. Hopkins stated there are items outlined in the Scope of Services portion of the contract that he does not see addressed by the Market Manager. He stated there needs to be changes made to address the declining revenue. Mr. Hopkins stated he has not seen entertainment or holiday promotions as is outlined in the contract.

Ms. Foster stated there is no budget to hire entertainment or for promotions. She stated when she goes to other markets to recruit vendors, she invites entertainers.

Mr. Hopkins stated that perhaps the 40 hours that is outlined for Ms. Foster's salary could be applied to more creativity in reaching out to colleges or schools to bring something to the market. He stated he would like to see more results.

Ms. Foster stated she has talked with the Embry-Riddle students that conduct their radio show and stated they would be willing to broadcast at the market for \$100.

Ms. White stated the DDA is already spending money on marketing and feels some better coordination could be done that would not require extra dollars.

Ms. Foster stated perhaps the market could be promoted on social media.

Mr. Hopkins stated Ms. Foster reports to the DDA monthly and perhaps she could bring a report to the DDA as to what has been done to expand the market. He encouraged the Board members to offer suggestions on what could be done to expand the market. Mr. Hopkins stated this is no longer a budget item; it is a creative concept.

Ms. Kozinski stated schools could be involved, including high school and junior high school. She stated usually teachers that are involved in the drama or music departments are excited to get the students out in front of the public. She stated the music studio on ISB that sells guitars is always looking for a venue where their students can perform.

Ms. Foster suggested buying wireless speakers and placing them throughout the market so music could be played while customers are shopping at the market.

Ms. Cook stated she would like accountability for the 40 hours for which Ms. Foster is paid each month. Ms. Cook stated she would like to see a strategy on creativity.

Mr. Jagger stated the proposed contract removes the hourly billing program so that will take away the 40 hour cap. Mr. Jagger stated as far as her reporting to the DDA each month, it should be determined if the DDA would like the hours disclosed and how much detail is to be included in the report.

Mr. Abraham stated he is not focused on hours but is focused on results and feels the 40 hours should be removed from the contract.

Ms. Foster stated she spends times going to other markets and in recruiting.

Mr. Abraham stated that should be included in the monthly report but does not feel a specific 40 hours should be included in the contract.

Ms. White asked if the contract amendment should be tabled.

Mr. Hopkins stated he was not opposed to approving the contract amendment but feels the scope outlined in the contract should be reviewed during the strategy session.

Mr. Hopkins asked who benefits from the Leisure Services yard sale.

Mr. Jeffries stated the revenue is placed in the Leisure Services budget.

Mr. Hopkins stated he has visited the yard sale and it is fundamentally embarrassing. He stated he has never purchased one item at the yard sale and feels it is a poor reflection on our community. Mr. Hopkins stated perhaps Leisure Services could be asked to hold the yard sale at another location so it does not detract from the Farmers' Market.

Mr. Jeffries stated the yard sale could be held at the Marina or in Riverfront Park or on Manatee Island. He stated he would discuss the Board's concerns with Leisure Services.

Mr. Abraham stated at some point the DDA will need to discuss where the best place for the Farmers' Market is. He stated it has been discussed to be located on Magnolia Avenue or in downtown so it would be of more benefit to the merchants. He stated there was some discussion about holding a public market downtown and tying it together with the Farmers' Market. Mr. Abraham stated he is not convinced City Island is the best place for the Farmers' Market, considering the number of conflicts there are with other events. He stated this may be something to discuss during the strategy session. He stated the DDA should explore alternatives and if it is decided something else is appropriate, we should notify the city.

Al Smith stated any time there is anything else held on City Island, there is significant parking taken away from an event by the Farmers' Market. He stated he feels the Farmers' Market should be moved to the park behind the library.

Mr. Smith stated he does not feel the market is best served where it is currently located.

Ms. White stated previously there was a report done about expanding the use of the pavilions and asked if that report is available. She stated if the area in the pavilion was used it would stabilize the parking area on Saturday mornings.

Mr. Jeffries stated a draft report was prepared but was never completed.

Mr. Abraham stated we need to focus on short-term strategy because we need to increase the revenue at the Farmers' Market but stated the DDA needs to discuss the location to determine if there is a site that makes more sense.

Ms. Foster stated moving to the pavilion would work because it would provide a place for people to sit down while eating and would also provide a focal point for entertainers.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the proposed contract amendment for the Farmers' Market Manager, to include paying a monthly management fee of \$1,250 per month on or before the first of the month, based on the Manager providing a written report to the DDA two weeks prior to the fee payment; and provide a 50% performance bonus to the Market Manager based on the annual fiscal revenue collected over \$30,000, as outlined in the attached staff report. The motion carried unanimously (5-0).

**8. 2015 Riverfront Fridays Management**

Mr. Jeffries presented the report which is included on page 26 of the board packet.

Stephanie Mason-Teague, Cinematique Executive Director, stated this is the tenth year for showing movies under the stars. She stated her proposal is to continue to show the movie and to add some elements to draw people to downtown. She stated each quarter will be promoted as a themed event with the first quarter having a dance theme with music and dancing under the stars in the evening. Ms. Mason-Teague stated she is requesting \$400 to help cover costs for the movie rentals.

Ms. White stated there have been commitments made for the current budget.

Mr. Jeffries if approved, this event would be an arrangement similar to having a contract with an outside producer. The producer would receive the revenue and expenses would not go through the DDA. Mr. Jeffries stated there is money in the budget but it is all committed. Mr. Jeffries stated there is \$3,800 noted on Page 9 of the packet. Mr. Jeffries stated the DDA has already requested support from the CRA.

Ms. Cook asked where the extra \$400 per month would come from.

Ms. White stated the \$400 may not be as flexible as Ms. Mason-Teague's report suggests and may have to be reimbursable as with other promoters and may have to be committed to radio and print advertising.

Ms. Mason-Teague stated having the ability to use Riverfront Shops as a sponsor would help and advertising will help. She stated the branding of the event is very important and she would make sure the Riverfront Shops brand is included in all that she does.

Mr. Jagger stated he would prefer to bring back a contract to the DDA based on the comments made at this meeting.

Ms. Mason-Teague stated that would be fine with her.

Ms. Kozinski stated if the DDA could do some of the printing of posters that would take some of the printing costs away from Cinematique.

Mr. Hopkins asked what resources are available to Cinematique to effectuate the Riverfront Fridays program.

Ms. Mason-Teague stated there is a new Board of Directors and there will be an attempt to increase solicitation of sponsors.

Mr. Hopkins stated this is an investment for the DDA and he suggested the DDA should receive quarterly updates so they know if the event is successful. He stated he feels a responsibility to monitor the event. Mr. Hopkins stated the DDA is already paying BullsEye to market downtown events and asked where their support is of Riverfront Fridays. He stated he thought the DDA was paying BullsEye to promote downtown events.

Mr. Abraham stated BullsEye promotes specific events.

Mr. Smith stated he would be happy to use the Daytona Signature Events Facebook page to promote Cinematique's events.

Mr. Jeffries stated a meeting was to be held with Bulls Eye and Gold to discuss the issue of the event template and that meeting has not been held. He stated he hopes the meeting will be held within the next month.

Mr. Jagger asked if the DDA prefers for the \$400 for Cinematique to be a flat fee or a reimbursement for costs.

Mr. Jeffries stated it will have to be tied to the advertising budget.

Mr. Jagger stated it will be a reimbursement and the contract will outline the costs for reimbursement.

Mr. Jeffries asked if this is to be a one year contract.

Ms. Kozinski stated the DDA had agreed that they preferred a longer-term commitment.

Mr. Jaeger stated the contract will include a 30 or 60 day cancellation clause.

9. **Board Comments**

Mr. Jeffries stated the Downtown-Balough Redevelopment Board will be holding a special meeting to discuss parking issues. Ms. Cook asked if the DDA could be involved in that discussion. The Board members agreed that a joint workshop of the two Boards should be held.

Ms. Cook stated the parking lot situation is horrendous. She stated the lift station work that is being done should have been completed last July. She stated 8 parking spaces are being taken up due to construction work during the holiday season yet no work is being done. She has talked with the City Manager but he has not gotten back with her. Ms. Cook stated to have so many contracts going on at one time is unacceptable.

She stated she would like to meet with the Downtown-Balough Road Redevelopment Board.

Ms. Kozinski stated 32 parking spaces are taken due to construction issues. She stated both exits in the back are blocked. She stated the only way to access the back parking lot is through Federal Alley. Ms. Kozinski stated she has had sewage backed-up into the kitchen at her business and McKay's has had plumbers at their business four times. Ms. Kozinski stated she talked with the Public Works Director and he was unaware the lift station project was taking place, which is unacceptable.

Ms. Cook suggested the new Deputy City Manager attend a DDA meeting so he could hear some of the issues facing businesses.

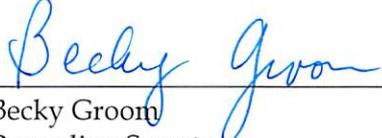
Ms. White stated the schedule for the Palmetto intersection project states the intersection should be open by December 19 and asked Mr. Jeffries if that project is on schedule.

Mr. Jeffries stated he has not heard anything that it is not on schedule.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:50 a.m.

  
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Robert Abraham, Chairman

  
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Becky Groom  
Recording Secretary