

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, January 27, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, January 27, 2015, 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

Board Members Absent

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 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: December 16, 2014

Mr. Jeffries stated a correction needs to be made on Page 4 in the 5th paragraph of the December 16, 2014 minutes. The sentence should read "Ms Foster stated she has talked with the Embry-Riddle students that conduct their radio show and stated they would be willing to broadcast *for Riverfront Fridays* for \$100."

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of December 16, 2014, as corrected. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

4. Public Comments

Pastor Michael Pastore, New Promises Ministry, Daytona Beach, stated he is an advocate for the homeless population in Daytona Beach. Rev. Pastore stated he feeds the homeless at a location on North Street and supports the Safe Harbor initiative. Rev. Pastore stated he feels it will be another 24 months before a shelter is in place and is concerned about what will be done for the homeless in the meantime. He stated he has set up a task force and is meeting with the Mayor tomorrow and hopes to establish a site for the homeless, possibly in a vacant school or gymnasium. Rev. Pastore stated he has set up a website which is www.DaytonaHomeless.com.

Suzanne Altamar, 453 Golf Blvd., Daytona Beach, stated she has talked with Commissioner Kelly White who suggested she attend today's meeting. Ms. Altamar stated she has coordinated contests in other parts of the country and coordinated a sand sculpture trail. Ms. Altamar stated she would like the Board to consider a similar activity in this area.

Dan Harshaw, 115 Lenox Avenue, stated he is concerned about the proposed outlet mall that is to be located near LPGA. Mr. Harshaw stated he is concerned that everything is now being built west of I-95 and nothing is being done to preserve the area east of U.S. 1. Mr. Harshaw stated the ISB corridor project will not start for another 10 years and feels downtown will not survive waiting another 10 years for streetscaping. Mr. Harshaw stated the city staff should listen to the citizens on how the area should be developed and not tell the citizens how it will be developed. Mr. Harshaw commended the City of Ormond Beach for the way Granada Blvd. was developed. Mr. Harshaw stated he feels the development along LPGA will only hurt downtown.

Mr. Jagger stated written comments have been provided to staff from Ms. White on agenda items for today's meeting and will be included as part of the record.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Financial Report which is included on Page 11 of the packet. Mr. Jeffries stated the revenue has increased slightly in the Farmers' Market with an average of 51 spaces rented for the month. Mr. Jeffries stated the Technical Services account is overspent and a budget transfer needs to be made to offset the overage.

Ms. Cook asked if the transfer is necessary due to the fees for the new web company, InFocus.

Mr. Jeffries said yes, and that includes a \$900 fee for the mobile app work.

Ms. Cook asked if the Board will receive reports from InFocus on the work they are doing.

Mr. Jeffries stated the information is collected by Gold & Associates when they complete their analytical report. Mr. Jeffries stated InFocus' responsibility is to update the website and the content is provided to InFocus by other people. Mr. Jeffries stated the merchant directory still needs to be updated and he will be discussing the updates with the merchants.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to transfer \$1,000 from the Supplies line item and \$1,200 from the Downtown Marketing line item to increase the Technical Service line item by \$2,200. The motion carried unanimously (4-0).

6. Riverfront Shops of Daytona Beach Quarterly Report

Keith Gold, Gold & Associates, presented the report which is included on Page 14 of the packet. Mr. Gold stated access to the website has increased 12.2% each year and stated there has been a slight increase in the number requesting the newsletter. Mr. Gold stated his concern is that nothing is being done to re-engage the existing customers and stated new offers from merchants would encourage people to visit the area. Mr. Gold stated he feels the newsletter should be redesigned and he would offer to do that at no charge.

Mr. Harshaw asked what is being done to draw people to the downtown from the hotels.

Mr. Gold stated there is a designated section about the downtown in the in-room concierge book; rack brochures are in the lobbies of the hotels; palm cards are provided to the hotels; and he stated the partnership with the Convention & Visitors Bureau is stronger than it has been in a while.

Mr. Jeffries stated there is an ad on the resort maps and the downtown area is advertised on the Beach Channel.

Mr. Hopkins asked what can be done to the newsletter to draw interest.

Mr. Gold stated the merchants could be approached to discuss offering a promotion for the entire area, such as 10% off at any store. He suggested having a meeting with the merchants to discuss promotion ideas with them.

Ms. Kozinski asked if an article could be placed in the newsletter about new housing in the downtown area. She asked if the newsletter is doing anything to

make the area seem exciting, such as including articles on the Dunn Building or the new Indian Motorcycle shop. She also stated traffic and parking information could be included.

Mr. Jeffries stated in the past there have been articles regarding housing but the focus has been to lead with a merchant story or special events.

Ms. Cook stated she has visited the website site and attempted to sign up to receive the newsletter and the most current newsletter at the site is from August, 2013. She asked why InFocus is being paid if they are not keeping the website up to date.

Johnnie Ponder, 437 Maley Avenue, stated she has attempted to sign up for the newsletter and has been unable to do so.

Mr. Gold stated Gold & Associates used to handle the maintenance of the website and their company no longer does that.

Mr. Abraham suggested presenting a redesign of the newsletter at a future meeting. He stated he does not want news articles to overshadow events that are taking place downtown.

Mr. Gold stated he would have his staff go through the website and make suggestions on changes that should be made to city staff.

Al Smith, Bullseye Direct Marketing, stated people go to Facebook for information and that site should be kept up to date and current with news on the downtown.

Ms. Cook expressed concern that InFocus has not updated the website. She stated they were hired quite a while ago and they should be held accountable.

Mr. Jeffries stated he would have a conversation with InFocus regarding Ms. Cook's concerns. He stated InFocus is being paid monthly so the service could be canceled.

7. **Downtown Events**

Mr. Abraham stated written comments from Ms. White were provided and are included for the record.

a. **Downtown Event Funding Criteria**

Mr. Jeffries presented the staff report which is included as part of the packet on Page 18. Mr. Jeffries stated advertising standards were discussed at the September 30, 2014, Special Meeting of the DDA. Mr. Jeffries stated staff was directed to work with Gold & Associates and Bullseye Direct Marketing

to develop revisions to the standards and Bullseye is requesting additional flexibility in the poster design.

Al Smith, Bullseye Direct Marketing, stated having the blue background for every poster and changing information does not work. Mr. Smith stated he has done research in other cities and no other city markets their area through branding as has been suggested for the downtown. Mr. Smith stated it delays the process for Bullseye to have to go through a third party each time advertising for an event is being created. Mr. Smith stated Bullseye has tried to appease the Board but it causes delays for Bullseye to have to present designs to the city and then send them to Gold for review. Mr. Smith stated he feels what is presented is a good balance.

Keith Gold stated Gold & Associates was asked to develop a brand for the downtown area. Mr. Gold stated there has never been a delay in processing requests sent to Gold & Associates as has been suggested. Mr. Gold stated Gold & Associates developed a format as requested and it was approved by the Board. Mr. Gold stated Bullseye did not want to work with the limited area set aside on the posters for sponsors. Mr. Gold stated a design with an increased sponsor area was presented to the Board by Gold & Associates. Mr. Gold stated Bullseye did not want to use the logo that was approved with the flowers so the flowers were removed. Mr. Gold stated Bullseye did not feel the logo was acceptable, even though it was approved by the Board. Mr. Gold stated the branding should make a statement about the place.

Mr. Hopkins stated the destination is common for every one of the events and the Board's direction was to make sure the destination is promoted. Mr. Hopkins stated Bullseye has not abided by what was approved by the Board and it always ends up as a tug of war.

Mr. Smith stated what is proposed by Gold & Associates with the blue background does not look good and is hideous. Mr. Smith stated he feels Bullseye is being asked to compromise and it doesn't make sense to him.

Ms. Kozinski stated Bullseye is complaining about the blue background yet what they have proposed for March is a black background. Ms. Kozinski stated she does not feel the poster should be reinvented for each event.

Mr. Hopkins stated he thought the Board was clear about their direction. Mr. Hopkins stated the Board has invested with Bullseye; and after an agreement was developed, Bullseye has said they do not want to follow the rules.

Mr. Abraham read Ms. White's comments for the record. He stated the Board's direction was to provide something standard that the Board does not have to be involved in approving each time a poster is prepared. Mr. Abraham stated he is looking for a compromise.

Mr. Smith stated what is presented on Page 22 provides coverage to the downtown logo.

Mr. Jeffries stated when he was approached by Bullseye with their concerns, he suggested preparing a design that could be presented to the Board and that is what is included in the packet. Mr. Jeffries stated it is up to the Board to approve what is proposed.

Mr. Abraham stated Mr. Gold has provided to the Board everything that has been asked of him and it is up to the Board to provide clarity and a decision.

Mr. Hopkins stated the Board has provided clarity and the objective was to promote this destination. Mr. Hopkins stated if the event promoters and organizers feel so strongly that the Board made a bad decision, then that should be on the table and addressed. Mr. Hopkins stated he does not want to see this item presented to the Board again. Mr. Hopkins stated he would be hard-pressed to agree that what is presented by Bullseye promotes the destination consistently. Mr. Hopkins stated the Board needs to make a decision as to whether they will enforce their previous decision regarding branding.

Mr. Abraham stated he feels the matter should come back to the Board for a final decision and the full Board should be in attendance for that decision. Mr. Abraham asked that Mr. Jeffries place on the February agenda a decision to be made by the Board as to whether a template will be used and if the logo that was adopted for branding will be used in each poster.

Mr. Smith stated he feels the Board is focused on the wrong thing. He stated he feels the Board should focus on what people do once they get to downtown and there is no reinforcement provided to people once they arrive in the downtown. He stated the Board should look at how the Farmers' Market will interact with downtown. He stated there are bigger issues the Board should be addressing.

Mr. Abraham stated the Board has made a major policy decision to the branding in a certain way and feels that is important for the long-term benefit of the merchants. Mr. Abraham stated what is being talked about is a move away from that policy. He stated it is not a decision about one individual poster but is a decision about the policy of the Board concerning the branding.

b. Downtown Event Name Change

Mr. Jeffries presented the staff report which is included on Page 25 of the packet.

Mr. Smith stated the correct name should be Riverfront Festival of the Arts.

Ms. Cook asked if the logo presented on Page 25 is the logo that will be used.

Mr. Smith stated Riverfront will have to be part of the logo.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to accept the event name change for the event to be held on March 21, 2015, to the Riverfront Festival of the Arts. The motion carried unanimously (4-0).

8. **Farmers' Market Strategy**

Included in the Packet on Page 27 is a report regarding the Farmers' Market strategy.

Ms. Foster stated over the last couple of weeks, a number of small farms are participating in the market. Ms. Foster stated when there a good days at the market, it is when there are no other events in the area. Ms. Foster stated she would like the Board to think about increase the number of craft vendors that are permitted to sell at the market to 20%.

Ms. Kozinski asked if the conflicts for parking at the City's yard sale have been addressed.

Mr. Jeffries stated he talked with Cultural Services who agrees with the DDA's concerns. Mr. Jeffries asked if the Board would like him to draft a letter to the City Manager regarding the concerns with the conflict in parking for the City's yard sale.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to have the Chair send a letter to the City Manager and provide a copy to Leisure Services requesting that Leisure Services forego having the City yard sale on City Island since it is in competition with the physical demands of the Farmers' Market. The motion carried unanimously (4-0).

Ms. Cook stated in reviewing the minutes, we have been working on the SNAP issue for at least 4 years. She stated accountability was also discussed. Ms. Cook stated the Board discussed increasing the cost for the spaces and asked if anything had been done on any of these items. Ms. Cook stated she thought a workshop was to be scheduled to discuss these items.

Mr. Abraham stated he and Mr. Jeffries discussed a date for a workshop and were unable to come up with an agreeable date for the Board so they agreed to place this item on the regular Board meeting agenda.

Ms. Kozinski stated the Board discussed moving some things to the Pavilion and asked if we are moving in that direction.

Mr. Jeffries stated that was a project discussed with the previous Farmers' Market manager but that project has basically stalled. Mr. Jeffries stated it would be a CRA project to move the location of the Farmers' Market and infrastructure improvements would have to be made.

Mr. Abraham stated moving the Farmers' Market would be a longer-term objective. He stated in the short-term, the items listed in the report should be addressed to try to increase the revenue.

Mr. Jeffries stated alternatives for increasing revenue are outlined on Page 30 of the packet.

Ms. Foster stated there was discussion about giving a price break to vendors who take up multiple spaces. Ms. Foster stated she would not recommend doing that at this point since in order to offset that revenue, there would have to be an increase to what is charged to the smaller vendors in order to maintain the revenue.

Ms. Cook stated she agreed with Commissioner White's comments about the rates.

Mr. Jeffries stated the current rate structure as adopted by the DDA is \$15 per week and the monthly charge is \$44. Mr. Jeffries stated what Commissioner White is suggesting is perhaps we should look at another rate structure other than what is currently adopted. Mr. Jeffries stated the DDA has never increased the rates.

Mr. Abraham stated he agrees with the thought of attracting more small vendors. Mr. Abraham stated getting approval for the SNAP/EBT program will help attract vendors.

Mr. Jeffries stated in the past the DDA has tried to secure a grant to initiate the SNAP/EBT program and securing a grant has been unsuccessful. Mr. Jeffries stated what Ms. White is suggesting is to get approval for the SNAP/EBT payments, and she has a lead on a community group that might provide some support and funding for that. Mr. Jeffries stated it would be a \$15,000 to \$20,000 project including the equipment.

Ms. Kozinski stated she feels the Board should give Ms. White permission to pursue an agreement with the community group since she has already made contact with them.

Mr. Jagger stated he would suggest that Mr. Jeffries make the contact with the community group.

Ms. Cook asked if any of the other items presented are being done, such as putting pictures on Facebook since the website is not up to date.

Ms. Foster stated she has capability to take pictures and post them to a Facebook page.

Mr. Jeffries stated the Farmers' Market photos would be posted at the Riverfront Shops Facebook page.

Mr. Gold stated he feels there should be a separate Facebook page for the Farmers' Market and Gold & Associates will set that up as well, pro bono.

Ms. Cook stated she would like to receive a report from InFocus as to what they are doing for their money.

Ms. Abraham asked that a representative be invited to attend a DDA meeting.

Ms. Kozinski stated she would like all of the alternatives presented pursued.

Ms. Foster discussed rates and stated to give a break to a smaller vendor would cut the revenue.

Ms. Kozinski stated the discussion was to increase the rates charged to smaller vendors.

Ms. Foster stated the reason the market is attracting new vendors is because the rates are lower than at other markets. Ms. Foster stated the charge is \$15 for one day and other markets charge \$20. Ms. Foster stated the rate could be increased for one day to \$20 and \$60 for the monthly rate.

Mr. Jeffries stated at next month's meeting, information will be provided on the rate structures and what other markets are charging. Mr. Jeffries suggested surveying the vendors to get their opinions regarding the rates.

Mr. Abraham asked for consensus on the proposed alternatives and suggested adding a long-term alternative of relocation of the Farmers' Market to the pavilion area.

Ms. Kozinski stated efforts should be made to attract another wholesale vendor.

Mr. Abraham suggested revising the first alternative to include focusing on attracting smaller vendors while also trying to attract a wholesale vendor.

Ms. Cook suggested adding a separate Facebook page for the Farmers' Market.

Mr. Jeffries stated revised strategies will be presented to the Board at their next meeting that will include the comments discussed today.

Mr. Harshaw stated perhaps the Farmer's Market should be located to the west onto Riverfront Park.

Mr. Abraham suggested discussing the alternative of relocating the Farmers' Market. Mr. Abraham stated there was discussion about locating the Farmers' Market to Magnolia.

9. **Board Comments**

Mr. Jeffries stated the meeting dates for the Board will have to be rescheduled in November and December. The meetings have been scheduled for the third week in November and December.

Mr. Jeffries stated there is an initiative with the east side cities from New Smyrna Beach to Ormond Beach regarding comments from their CRA's regarding U. S. 1. He stated meetings are on-going regarding this subject.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:37 a.m.


Robert Abraham, Chairman


Becky Groom
Recording Secretary