

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, April 28, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, April 28, 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. Kelly White

Board Members Absent

Ms. Tammy Kozinski

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:08 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

3. Approval of Minutes: Regular Meeting: March 24, 2015

Board Action:

Ms. Cook made a motion to approve the minutes of the Regular Meeting of March 24, 2015. Mr. Hopkins 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 was included on page 5 of the packet. Mr. Jeffries stated he believes there will be additional costs related to the issues with the attack on the Farmers' Market website that took place on Friday. Mr. Jeffries stated he has received a proposal for \$4,000 to update the website.

6. **Farmers' Market Manager Report**

Mr. Jeffries presented the monthly report from Ms. Foster. Mr. Jeffries stated the monthly report was submitted along with the payment request from Ms. Foster for the month which was part of her contract amendment.

Ms. Cook expressed concern about the revenue shortage leading into the summer months.

Ms. Foster stated the market was doing very well and stated there were 32 vendors at the market on the previous Saturday. Ms. Foster stated she was encouraged since she feels the Market was attracting more and better vendors.

Ms. White stated there are more vendors that are taking up smaller spaces. She feels there was more of a variety now.

Ms. White asked that the number of vendors be included in the monthly report.

Mr. Jeffries stated he would add a more detailed breakdown of the vendors by category and type.

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

Mr. Gold presented the quarterly report which was included on page 10 of the packet.

8. **Farmers' Market SNAP Program Discussion**

Mr. Jeffries presented the report that was included on Page 14 of the packet. Mr. Jeffries stated the vendors were surveyed regarding their interest in accepting SNAP payments and there appears to be sufficient interest in putting the program together. Mr. Jeffries stated he met with the Finance staff regarding implementation of the program and the development of the accounting process for the program outlined in the staff memo. Mr. Jeffries stated the vendors have been informed of how the process will work and that there will be payment through a City-issued check at the end of the week. Mr. Jeffries stated the Finance Department was working to develop the program and information will be provided to the DDA on the procedures when the process was presented for implementation.

Mr. Abraham asked how long it will take after the Market day for the vendor to receive their checks from the City.

Mr. Jeffries stated a check could be issued within a week providing the information was submitted to the Development Staff on Monday morning. Mr. Jeffries stated the City only issues checks on Friday.

Ms. Cook stated small vendors need their money. Ms. Cook asked if Ms. Foster could pick up checks on Friday and hand deliver them to the vendors at the Market on Saturday.

Mr. Jeffries stated there was a payment process as part of the audit and checks must be mailed to vendors.

Mr. Hopkins asked if the program could be managed by the DDA without involving Finance. He stated he could not see a vendor participating in this knowing there was a possibility that they would have to wait two weeks for payment.

Ms. Cook asked if all tokens are not used by an individual on one day, could the tokens be used the following week.

Mr. Jeffries stated there will be unspent tokens that are already paid for.

Ms. Cook asked if the tokens could be turned back in if they are not spent.

Mr. Jeffries stated there was no way to refund the unspent tokens.

Ms. Cook asked how many times a card can be swiped in one day.

Mr. Jeffries stated that will be detailed in the procedures and that was probably governed by the SNAP rules. Mr. Jeffries stated he has a list of Farmers' Markets that participate in SNAP and he will look for a Farmers' Market that was operated by a DDA or City and determine procedures from those guidelines.

Public Comments:

Johnnie Ponder, 885 Maley, stated accepting SNAP was done all over the country so the rules and procedures should be available for staff to follow. Ms. Ponder stated she feels the program will enhance the Farmers' Market.

9. Downtown Event Update

Mr. Jeffries stated there are two letters included on page 16 of the packet regarding a conflict as a result of events that were scheduled by Daytona State College and the Art of the Auto. Mr. Jeffries stated he spoke with the organizer of the Art of the Auto event and told them to not interfere with the Daytona State College event; however, that did not happen. As a result, the fees were refunded to Daytona State College due to the inconvenience they experienced.

Mr. Jeffries stated he continues to work to finalize event agreements for the Halifax Art Show, Riverfront Fridays, Downtown Daytona Nights, and Daytona State College. Mr. Jeffries stated the agreement for the Art Show will be with the Museum of Arts and Sciences. He stated Daytona Nights would like to continue to have events so they can tie to the Riverfront Shops branding. He stated Riverfront Fridays continue to operate as was with DDA approval.

Mr. Abraham presented a draft letter to Bullseye which he stated he felt should be presented to the Board for input and approval.

Al Smith, representing Bullseye, stated he was not comfortable with the change that has been made to the template. He stated the template was too restrictive.

Mr. Abraham stated in February, the DDA discussed the issue of the template and the DDA approved 3 versions, one of which simply required the name and dates of the event at the top in a certain style and the Riverfront Shops banner at the bottom. He stated everything in between was available for artistic expression by Bullseye. He stated now Bullseye feels they cannot do an event with those restrictions.

Ms. Cook asked if payment had been made to Bullseye for previous events.

Mr. Abraham stated the payment for the February event will be issued Friday of this week.

Mr. Jeffries stated he was waiting to send out the check with the letter that was presented for approval by the DDA.

Ms. Cook stated she does not feel we stood up to our part of the bargain if we haven't paid Bullseye.

Mr. Abraham stated he agrees and feels Bullseye should have been paid.

Mr. Jeffries stated he received invoices from Bullseye but did not receive the back-up information that was required for processing payment.

Kelley Koliopulos, representing Bullseye, stated additional information was requested that she was not aware was needed in order to process the payment.

Mr. Jeffries stated nothing has changed. Mr. Jeffries stated an invoice, a copy of the invoice from the vendor, and an electronic version of the ad was needed for processing payment. Mr. Jeffries stated he also needs the email addresses that are collected at the event. Mr. Jeffries stated he received the invoice but did not receive the ad from Bullseye.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the letter as drafted from the DDA to Bullseye. The motion carried unanimously (4-0).

Public comments:

There were no public comments.

Mr. Abraham asked about the issues regarding the template and asked Mr. Smith and Ms. Koliopulos if they could work with the template that was previously approved.

Mr. Koliopulos stated a certain font was required and a blue background was required. She stated the requirement was to place their information in a set boundary.

Ms. White stated this issue was initially presented to the Board because art work that was created was not of the quality of other materials. Ms. White stated at that time, the DDA decided to have Gold work to design a template. She stated she does not understand why that process does not work.

Mr. Hopkins stated he recognizes the value of the consistency in the image that was presented. Mr. Hopkins stated the expectation of what the DDA was trying to do has been met with resistance and the DDA's objective was never accomplished. Mr. Hopkins stated he was frustrated that a compromise could not be reached.

Ms. White stated she thought development of the template would be helpful and was flabbergasted at what this has turned into.

Mr. Smith stated the problem was presenting materials to Mr. Jeffries and the time delay in forwarding them to Mr. Gold which causes delays.

Mr. Abraham stated he can see both sides. He stated it was important to the downtown to have events and we have an experienced event producer who wants to hold those events. He stated we also have a professional who has given the DDA advice on promoting those events. Mr. Abrahams stated he was flexible on the template and feels that could be done without compromising the branding.

Mr. Jagger stated the DDA was in the second year of a 3 year agreement with Bullseye. He stated the responsibility for the event producer was to simply acknowledge the DDA in printed promotional materials. The advertising must maximize the DDA and it was Mr. Jeffries' responsibility to see that that was addressed. Mr. Jagger stated the agreement can be terminated without cause with 90 days notice; however, once the DDA commits to financing, the financing cannot be withdrawn. Mr. Jagger stated Bullseye can terminate the agreement on a 90 day notice.

Ms. Cook asked that a detailed report of the co-op marketing and events be presented at the next meeting.

Mr. Abraham asked if the template that was proposed was feasible to Bullseye.

Ms. Koliopulos stated the format was ok; however, each event was unique and coloring would be a factor. She stated the other sponsors must be considered.

Mr. Smith stated he had no problem with the logo and Riverfront shops tag line.

Ms. Koliopulos stated she has an issue with the blue background.

Mr. Gold stated the Riverfront Shops logo should be visible as well as including the other sponsors. He stated the consistency of the logo was important.

Mr. Smith stated he agrees.

Mr. Hopkins stated he feels the DDA should amend their directive in order to provide flexibility.

Board Action:

A motion was made by Ms. Cook, second by Mr. Hopkins, to allow Bullseye Marketing and other DDA sponsors for events to present advertising that includes a banner at the bottom separated by a border that includes the DDA approved logo; reference to the website in a standard font; and there are no color requirements for the background. The motion carried unanimously (4-0).

10. **Board Comments**

Mr. Jeffries stated this was the second time the website has been attacked through a third party. Mr. Jeffries stated InFocus has taken several measures in adding protection to the website. Mr. Jeffries stated he has a proposal from InFocus in the amount of \$4,000 to overhaul the website.

Ms. White stated it appears it has been fixed and does not see the emergency in spending an additional \$4,000.

Mr. Hopkins stated he agrees.

Ms. White thanked Mr. Jeffries for the work he has done on the SNAP program and would like work to continue on getting the directories updated.

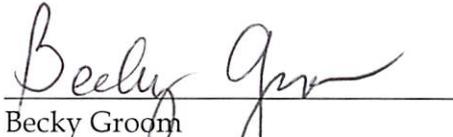
Ms. Cook stated she has talked with the City Manager about the lack of parking in the downtown. She stated staff was working with Cobb & Cole to gain additional parking at their former site and would like to see those talks continue.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:15 a.m.



Robert Abraham, Chairman



Becky Groom
Recording Secretary