



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, June 23, 2015 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: May 26, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager Report**
7. **Discussion: Farmers' Market SNAP Program Update**
8. **Adoption of Millage Rate for Fiscal Year 2014/15**
9. **Adoption of Fiscal Year 2014/15 Budget**
10. **FY 2015/16 Proposed Event Schedule**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, May 26, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, May 26, 2015, at 8:00 a.m. in the Commission Chambers, 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. Ben Gross, Assistant City Attorney
Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:05 a.m.

Mr. Abraham thanked Commissioner Trager for attending the meeting.

2. Roll Call

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

Mr. Abraham stated Ms. White was unable to attend today's meeting and provided comments for the Board in writing on various items from Ms. White.

3. Approval of Minutes: Regular Meeting: April 28, 2015

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of April 28, 2015. Ms. Cook 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 9 of the packet.

Mr. Abraham asked if marketing was decreased for the Farmers' Market, how it will affect the market.

Mr. Jeffries stated the revenue was based on the vendor rentals, not the revenue received from customers. Mr. Jeffries stated there was marketing through the City's website, social media, and a designated Facebook page for the Farmers' Market.

6. **Farmers' Market Manager Report**

Mr. Jeffries stated the monthly report from Ms. Foster was included on Page 12 of the packet.

Mr. Abraham asked if more vendors would be attracted if the DDA did more marketing.

Ms. Foster stated the feedback from the vendors was varied. She stated the summer months are always a slow period. She stated if tourists visit the Market, they will not be buying produce so she does not feel advertising will help attract more tourists. She stated most people who are buying produce are local and she feels it may help to advertise pricing since prices are lower at the Farmers' Market than they are in the grocery stores. She stated the signs that are displayed for the Market do help attract visitors to the Market.

Ms. Cook stated she feels the Facebook page for the Market should be updated on Wednesday or Thursday of each week to let people know what items are available at the Market.

Mr. Jeffries stated items are provided to him from Ms. Foster and that information was forwarded to Gold & Associates and the website manager for updating the sites.

Ms. Kozinski asked if Craig's List was used to attract new vendors.

Ms. Foster stated Craig's List was a good suggestion.

Ms. Kozinski suggested Ms. Foster talk with Perrine's on Ridgewood Avenue to see if they are interested in participating in the Market.

Ms. Foster stated Perrine's was already in an established location but she will follow up with them.

Mr. Abraham stated Ms. White asked if the vendors are using Square.

Ms. Foster stated a few are using Square but most do not want the paperwork.

Mr. Jeffries stated included in the monthly report on page 13 are the numbers and types of vendors.

7. **Farmers' Market SNAP Program**

Mr. Jeffries stated the report was included on Page 14 of the packet. Mr. Jeffries stated procedures have been prepared by the City's Finance Department to outline how the program will work within the City's finance system. Mr. Jeffries stated attempts are being made to obtain a title sponsor for the Mr. Jeffries asked for Board approval to proceed with the program and continue to seek sponsors to offset the costs.

Ms. Cook asked when payment will be delivered to the vendors after the tokens are turned in.

Mr. Jeffries stated the vendors would turn in the tokens at the end of the day and the Market Manager would provide a receipt to the vendor. He stated the Market Manager would then have to compile the report and on Monday morning would submit the report to the City for reimbursement to the vendors. Mr. Jeffries stated checks would then be issued on Friday.

Ms. Kozinski asked how many vendors are interested in participating in the program since some vendors have stated they do not want to have a paper trail of the business they do at the Market.

Ms. Foster stated she was concerned about vendors not participating because of the paper trail. She stated if the Market loses vendors, we will not qualify for the SNAP program. Ms. Foster stated Ormond Beach does not operate their Market through the city and she suggested the city contracting out the Farmers' Market. She stated if the money did not have to go through the city, the vendors could be paid from a petty cash fund at the end of the day.

Mr. Abraham stated that would require changing the contractual arrangement the DDA has with the city.

Mr. Jeffries stated other Farmers' Markets in Florida that accept SNAP are not operated by the City.

Ms. Foster stated she does not feel we will receive a lot of cooperation from the vendors to participate in the program.

Mr. Abraham stated we will have to determine if participation in the program was worth the investment.

Mr. Jeffries suggested the Board approve participation in the program and continue to pursue a title sponsor. He suggested Ms. Foster start to sign up vendors that are interested in participating and that will determine interest.

Ms. Foster stated she feels vendor interest should be determined prior to talking with a sponsor.

Public Comments:

Al Smith, 14 St. John Place, Ormond Beach, stated participation in the program could be a PR move and would have public benefit. He stated the lack of a grocery store in the core area was a great concern.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to preliminarily approve participation in the SNAP program. The motion carried unanimously (4-0).

There was a break in the meeting at 9:05 a.m. and the meeting reconvened at 9:10 a.m.

8. Discussion: DDA Strategic Planning

a. DDA Mission & Goals

Mr. Jeffries stated the existing DDA Mission and Goals are included on page 36 of the packet.

Mr. Jeffries stated he would like to see the budget include funding for upgrading the website and creation of an additional Downtown Daytona Beach website. He stated the photos need upgraded that are used in the marketing materials.

Ms. Kozinski stated she had a conversation with Mr. Nicely from Daytona State College regarding the event that was held in April and asked if there was a way the City could assist smaller groups that would like to do events that may not know the process and procedures as well as those who put on several events a year.

Mr. Jeffries stated the DDA would have to budget for additional staff support for events.

Public comments:

Johnnie Ponder, 885 Maley, asked if the residential units Mr. Jeffries mentioned that will be developed in the downtown will be student housing.

Mr. Jeffries stated he did not have cost information.

Commissioner Ruth Trager, 610 Bostwick, asked if the Daytona State College students in the School of Photography could be involved in the photos that are needed for the marketing materials.

Mr. Jeffries stated he has previously talked with them.

Ms. Ponder asked if Bullseye could work with Mr. Nicely to help with any events he may want to have in the downtown.

Al Smith, 14 St. John Place, Ormond Beach, stated he felt the issue with the car show held in April was that Mr. Nicely tried to meet the template outlined for Daytona State College as well as the template outlined by the City. Mr. Smith stated the event organizers for the car show "over-ran" the college and there was a problem when Mr. Nicely tried to intervene. Mr. Smith stated it was a very ugly situation.

Mr. Smith expressed concern about two car shows being held in the downtown so close together. Mr. Smith asked the DDA to write a letter designating the "Spirit of the Auto" as a designated DDA event and ask the City to not allow another car show to occur within 90 days of that show.

Ms. Cook stated the car show held in April was not an event that was presented to the DDA. She stated the request was processed through Cultural Services and was not sanctioned by the DDA.

Mr. Jeffries stated there was benefit to an event to present a request to the DDA since the DDA will provide funding and marketing. He stated anyone has the right to contact Cultural Services to select a date to hold an event and as long as they pay the fees, the event can be held. Mr. Jeffries stated what happened in April was the event sponsor elected to not go through the DDA and went directly to the City to select a date.

Mr. Gross stated an event held at Jackie Robinson Ballpark was treated differently than one held at a public forum, such as a park. He stated he did not know if there would be a basis for Cultural Services to deny an event.

Mr. Abraham asked if Helen Riger could discuss the process with the DDA.

Mr. Abraham stated there was a consensus that the goals do not need to be modified.

b. **FY 2015/16 Proposed Budget**

Mr. Jeffries stated he has not received the property tax revenue estimate but he was projecting a 5% increase. Mr. Jeffries stated the budget was balanced and he will provide projected revenues at the June meeting. Mr. Jeffries stated he included the SNAP program in the budget.

c. **FY 2015/16 Proposed Event Schedule**

Mr. Jeffries stated the proposed event dates were due June 1 from the promoters and the FY2015/16 event schedule will be provided to the DDA at the June meeting.

9. **DDA Meeting Schedule**

a. **2015 Budget Hearings**

Mr. Jeffries stated the budget public hearings will be held on September 9 and September 23; and the DDA meeting regarding the budget will be held on September 23, 2015, at 4:00 p.m.

b. **Commissioner White Meeting Participation**

Mr. Jeffries stated Ms. White has asked that she be excused from the DDA meetings as needed and be able to attend and fully participate in the DDA meetings by phone or other appropriate electronic means due to her physical restraints during the course of her pregnancy and recovery.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to allow Ms. White to be excused from participating in person in DDA meetings as necessary and be permitted to appear by telephone and video during the next several months due to her medical condition. The motion carried unanimously (4-0).

10. **Board Comments**

Ms. Cook asked if the merchants could be provided an update on the Orange Avenue project.

Ms. Cook asked when the rack cards and directory will be printed.

Mr. Jeffries stated the rack card should be printed in mid-June; he stated he was in the process of updating the on-line version of the directories. He stated he will contact the vendor for the directories in the directory boxes to have them updated.

Ms. Kozinski asked if new merchants are being added.

Mr. Jeffries stated he was adding them and will update the directory when information was provided to him from the merchants.

Ms. Kozinski asked the status of the radio station/café.

Mr. Jeffries stated the owner has 6 months from the date of approval to open.

11. Adjournment

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

Robert Abraham, Chairman

Becky Groom
Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: June 19, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through June 19, 2015.

The Downtown Events line item is overspent and the Technical Services and Co-op Marketing line items are projected to be overspent based on previous DDA expenditure approvals. Staff is requesting a budget transfer of \$11,800 from the Downtown Marketing line item (revised appropriation: \$14,000) to increase the Technical Service line item by \$550 (revised appropriation: \$4,450), the Co-op Marketing line item by \$1,750 (revised appropriation: \$23,250), and the Downtown Events by \$9,500 (revised appropriation: \$30,500).

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 6/19/15	Balance
Contract Services	\$ 1,000	\$ 609.99	\$ 390.01
Supplies	\$ 2,020	\$ 1,529.45	\$ 490.55
Care and Subsistence	\$ 300	\$ 161.83	\$ 138.17
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 3,395.57	\$ 504.43
Professional Services	\$ 38,400	\$ 28,800.00	\$ 9,600.00
Co-op Marketing	\$ 21,500	\$ 13,982.00	\$ 7,518.00
Downtown Marketing	\$ 25,800	\$ 10,755.06	\$ 15,044.94
Downtown Events	\$ 21,000	\$ 23,411.72	\$ (2,411.72)
Total	\$ 114,370	\$ 83,065.62	\$ 31,304.38

Notes:

Note: Appropriations reflect budget transfers approved at January 27, 2015 meeting.

Farmers' Market Activities

Revenues	Projection		Received to Date As of 6/19/15		Balance
Vendor Revenue	\$	35,750	\$	20,189.00	\$ 15,561.00
Market Booth Sales	\$	1,200	\$	-	\$ 1,200.00
Total	\$	36,950	\$	20,189.00	\$ 16,761.00

Expenses	Appropriation		Spent to Date As of 6/19/15		Balance
Market Manager	\$	16,000	\$	11,255.00	\$ 4,745.00
Supplies	\$	500	\$	343.70	\$ 156.30
Liability Insurance	\$	1,250	\$	1,088.56	\$ 161.44
City Fees	\$	1,500	\$	1,500.00	-
Marketing	\$	15,200	\$	6,434.00	\$ 8,766.00
Market Events	\$	1,500	\$	-	\$ 1,500.00
Booth Merchandise	\$	1,000	\$	-	\$ 1,000.00
Total	\$	36,950	\$	20,621.26	\$ 16,328.74

Profit/Loss	\$ (432.26)
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Farmers' Market Revenue Comparison

	2012/13		2013/14		2014/15		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,440	53	\$ 2,728	58	\$ 2,085	47	-23.6%
November	\$ 2,516	54	\$ 2,946	63	\$ 2,189	49	-25.7%
December	\$ 2,619	55	\$ 2,854	62	\$ 2,308	51	-19.1%
January	\$ 2,680	58	\$ 2,678	59	\$ 2,456	54	-8.3%
February	\$ 2,604	57	\$ 2,396	53	\$ 2,439	53	1.8%
March	\$ 2,754	58	\$ 2,691	60	\$ 2,322	52	-13.7%
April	\$ 2,883	63	\$ 2,586	58	\$ 2,306	52	-10.8%
May	\$ 2,840	62	\$ 2,646	59	\$ 2,291	51	-13.4%
June	\$ 2,751	57	\$ 2,179	48			
July	\$ 2,173	49	\$ 1,946	49			
August	\$ 2,353	48	\$ 1,832	48			
September	\$ 2,299	47	\$ 1,873	45			
Total	\$ 30,912		\$ 29,355		\$ 18,396		-14.1%

Downtown Events

Revenues	Projection	Received to Date As of 6/19/15	Balance
Vendor Revenue	\$ 2,700	\$ -	\$ 2,700.00
Sponsorships	\$ 11,000	\$ -	\$ 11,000.00
Total	\$ 13,700	\$ -	\$ 13,700.00

Expenses	Appropriation	Spent to Date As of 6/19/15	Balance
Event Manager	\$ 5,400	\$ 1,278.00	\$ 4,122.00
Professional Services	\$ -	\$ -	\$ -
Event Music	\$ 7,200	\$ 800.00	\$ 6,400.00
Equipment	\$ -	\$ -	\$ -
Supplies	\$ 1,100	\$ 2.69	\$ 1,097.31
Total	\$ 13,700	\$ 2,080.69	\$ 11,619.31

Profit/Loss	\$ (2,080.69)
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MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager

From: Noeleen Foster, Downtown Farmers' Market Manager

Regarding: May 2015 Downtown Farmers' Market Manager Report

Date: June 8, 2015

Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
 - Continue researching, contacting and inviting local farmers to join our Market.
 - Continue visiting local Markets to make personal connections with other Farmers and vendors to encourage their participation.

2. Increase the variety of foods available for purchase at the Market
 - Pasta Fresca is an organic Italian Baker who does brisk business, has become a regular in the Market. His products include a wide variety of delicious fresh pasta, breads and baked goods.
 - Continue to welcome vendors experimenting with filling customer requests thereby expanding Market products.

3. Increase the number of vendors selling wholesale produce at the Market
 - Visit wholesale vendors from other local Markets and invite them to come and test our Market.

4. Increase the customer base at the Market
 - La Petite Ferme - A great new organic skin care product has become a regular and is anticipated to attract customers.
 - The current Vendor list has been updated and is available to use for advertising and promotion.
 - Explore ideas to bring music into the Market on a regular basis
 - Continue to implement plan to bring EBT to the Market

5. Hold two special marketing promotions per year to survey customers to gauge success of current Farmers' Market advertising
 - The Spring Customer Survey conducted on April 25, 2015 are being consolidated.



Morgan B. Gilreath, Jr., M.A., A.S.A., C.F.A.
Property Appraiser

June 1, 2015

City of Daytona Beach
PO Box 2451
Daytona Beach, Fl. 32115-2451

Attention: Patricia Bliss, Chief Financial Officer

Re: June 1 Notification of 2015 Tax Roll Values per F.S. 200.065(8)
Taxing Authority Number(s): 0570

Dear Ms. Bliss:

The June 1, 2015 Pre-Preliminary assessed total taxable value of property in your taxing authority is \$107,112,129. This amount includes the taxable new construction value of \$0 and annexations, to date, of \$ 0. Please note that this is a Pre-Preliminary estimate. The formal Preliminary Tax Roll, available on July 1, 2015, will contain detailed breakdowns of new construction, annexations and other stratifications, along with the DR420 form.

Percentage changes from last year for both the Just and Taxable values are shown below. Real estate market value changes are reflected in Just Value while the impact of Save Our Homes, the 10% Non-Homestead cap and other additional exemptions are reflected in the Taxable Values. The Net Change reflects actual change on properties without considering new construction.

	Previous 2014	Estimated 2015	% Total Change	% Net Change
Just Value	201,467,906	206,861,750	2.68	2.68
Taxable Value	104,691,039	107,112,129	2.31	2.31
New Construction	60,869	0		
Annexations		0		

If you have any questions, please contact me at (386) 736-5901 Ext. 5717 (DeLand area); (386)254-4601 Ext 5717 (Daytona area); or (386) 423-3315 Ext 5717 (New Smyrna Beach area).

Sincerely,



Morgan B. Gilreath, Jr.
Volusia County Property Appraiser

DDA 2015/16 PROPOSED BUDGET

	Adopted 2012/13 Budget	Adopted 2013/14 Budget	Adopted 2014/15 Budget	Proposed 2015/16 Budget
GENERAL DOWNTOWN PROMOTION				
REVENUE				
Ad Valorem Taxes	96,116	95,090	97,770	101,760
Merchant Co-op Program	53,800	30,875	16,500	18,000
Interest	100	100	100	100
Appropriation of Fund Balance	9,434	-	-	-
Total Revenue	\$ 159,450	\$ 126,065	\$ 114,370	\$ 119,860
EXPENDITURES				
Contract Services	1,000	1,000	1,000	1,000
Marketing Intern	-	-	-	5,750
Office Supplies	1,500	2,500	2,020	2,000
Care and Subsistence	400	400	300	300
Professional Memberships	600	565	450	450
Downtown Marketing	30,100	30,000	25,800	22,060
Co-op Marketing	50,000	28,500	21,500	26,000
Downtown Events	20,000	18,000	21,000	20,000
Downtown Holidays	8,750	5,000	-	-
Professional Fees	45,600	38,400	38,400	38,400
Technical Services	1,500	1,700	3,900	3,900
Total Expenditures	\$ 159,450	\$ 126,065	\$ 114,370	\$ 119,860
GENERAL FUND BALANCE				
Unreserved Fund Balance	\$ 37,887	\$ 24,145	\$ 24,145	\$ 24,145
Appropriation	\$ 9,434	\$ -	\$ -	\$ -
Ending Fund Balance	\$ 24,145	\$ 24,145	\$ 24,145	\$ 24,145
% of Ad Valorem Revenue	25%	25%	25%	24%
FARMERS' MARKET OPERATIONS				
MARKET REVENUE				
Vendor Revenue	28,800	35,750	35,750	30,000
SNAP Program Sponsor	-	-	-	25,000
Market Booth Sales	1,200	1,200	1,200	1,200
Total Revenue	\$ 30,000	\$ 36,950	\$ 36,950	\$ 56,200
MARKET EXPENDITURES				
Market Manager	14,200	16,000	16,000	25,000
Booth Cashier	-	-	-	5,800
Marketing Intern	-	-	-	2,600
Manager Supplies	1,000	750	500	1,000
EBT Program Equipment	-	-	-	1,750
Marketing	10,035	14,435	15,200	14,800
Market Events	1,000	2,000	1,500	1,500
Insurance	1,265	1,265	1,250	1,250
Booth Merchandise	1,000	1,000	1,000	1,000
City Fees	1,500	1,500	1,500	1,500
Total Expenditures	\$ 30,000	\$ 36,950	\$ 36,950	\$ 56,200
DOWNTOWN EVENTS				
EVENT REVENUE				
Vendor Revenue	-	1,600	2,700	-
Event Sponsorships	-	8,000	11,000	-
Total Revenue	\$ -	\$ 9,600	\$ 13,700	\$ -
EVENT EXPENDITURES				
Event Manager	-	3,150	5,400	-
Event Music	-	3,500	7,200	-
Equipment	-	700	1,000	-
Supplies	-	250	100	-
Total Expenditures	\$ -	\$ 7,600	\$ 13,700	\$ -