

**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 will it affect the market.

Mr. Jeffries stated the revenue was based on the rentals and 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 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 event listing was due June 1 from the promoters so the 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