

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, August 18, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, August 18, 2015, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Robert Abraham, Chairman  
Ms. Sheryl Cook, Vice Chair  
Ms. Tammy Kozinski  
Ms. Kelly White

**Board Members Absent**

Mr. Joseph H. Hopkins

**Staff Members Present**

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

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:12 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: Regular Meeting: July 28, 2015**

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of July 28, 2015. Ms. White 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 8 of the packet.

6. **Farmers' Market Manager Report**

Mr. Jeffries stated he had not received the report from the Market Manager.

Ms. Cook noted there appeared to be more vendors in the Market.

Mr. Jeffries stated in looking at the Financial Report, it appeared the Market had stabilized.

7. **Merchant Co-op Program**

A. 2016 In-Room Concierge Book

Mr. Jeffries stated See Coastal was working to sell advertising in the Concierge Book and had secured 8 merchants for participation to date.

Johnnie Ponder, 885 Maley, asked that free parking be outlined in the In-Room Concierge book.

John Nicholson, 413 N. Grandview, suggested placing a "P" to point out where free parking was located.

Mr. Abraham stated he had a concern about being too specific in the materials and people may think there was no free parking on the street.

Mr. Jeffries stated he would talk with Gold & Associates to determine the best way to outline the parking.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the expenses for See Coastal Media in the amount of \$16,907, as was outlined in the staff report. The motion carried unanimously (4-0).

B. Daytona Tortugas Advertising Trade

Mr. Jeffries stated the Daytona Tortugas proposed a trade of advertising value with the DDA, similar to the request that had been approved for the past 3 years. The Tortugas would place a ½ page black and white ad for the Riverfront Shops in their game-day program. In return, the DDA would provide 2 spaces for advertising in the In-Room Concierge book and would provide a feature ad on the DDA website.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the advertising trade with Daytona Tortugas that would include the Daytona Tortugas placing a ½ page black and white ad for the Riverfront Shops in their game-day program and, in return, the DDA would provide 2 spaces for advertising in the In-Room Concierge book and would feature an ad on the DDA website, that was outlined in the staff report. The motion carried unanimously (4-0).

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

Mr. Jeffries stated he would be meeting later this month with Florida Hospital regarding participation. Mr. Jeffries stated Halifax Health was interested in participating but that had not been finalized.

9. **Board Comments**

Mr. Abraham stated the next DDA meeting would be September 23 at 4:00 p.m., prior to the City Commission budget hearing.

Ms. Kozinski stated most of the ratings on Trip Advisor for Daytona Beach were positive, but there were negative comments regarding the Downtown area panhandling.

Ms. Cook stated at the last meeting, the DDA had asked for a Police Officer to attend this meeting to address the Board's concerns.

Ms. Cook asked if funds would be included in the FY2015-16 budget for police to address issues in the downtown.

Mr. Abraham stated there was nothing in the DDA budget for policing.

Mr. Jeffries stated he would ask for a police representative to attend the next meeting. Mr. Jeffries noted there had been an increase in crime on the beachside so resources had been allocated to that area.

Ms. Cook stated extra police would be needed with the grand opening of Hamburger Mary's taking place this weekend.

Mr. Abraham asked if an appearance of authority would take place in the park, such as police drills or formations or the ROTC.

Mr. Jeffries stated he would talk with Capt. Newcomb about the suggestions.

Johnnie Ponder asked that Board members provide pictures of the homeless so the Police were aware of what is happening. She stated she would bring up the homeless issue at Thursday's Compstat meeting.

Ms. Kozinski stated piles of trash and mattresses were being left by the new dumpster enclosures.

Mr. Jeffries stated the mattresses were from the Bayview Hotel and he would provide them with the number to call for a special pick-up. Mr. Jeffries stated he would ask Public Works to post the phone number at the dumpster locations.

Ms. Kozinski stated the area next to Windy City was a hang-out for the homeless and asked if the area could be posted "no trespassing."

Mr. Jeffries stated he would talk with Capt. Newcomb about Ms. Kozinski's concern.

Ms. Cook asked for the status of the kiosk maps.

Mr. Jeffries stated he had been side-tracked but he would get back working on those. He stated he had a draft of the palm cards and was waiting for one vendor to approve their ad.

Ms. Kozinski asked about the status of the café to be located in front of the café on Beach Street.

Mr. Jeffries stated they planned to open in October.

Ms. Kozinski asked about the status of the restaurant to be located across from City Hall at 145 Orange Avenue.

Mr. Jeffries stated the applicant had to re-file for permits and the applicant had to pay fees for the permits.


Ms. White stated she attended the Safe Harbor meeting regarding the proposed homeless facility. She stated there was a large turn-out from the Faith community and Dr. Marbut pointed out that dropping off food to feed the homeless was not always helpful. She urged the DDA to support the project and become ambassadors for the proposal. Ms. White noted presentations would be made to individual cities regarding the proposal over the next two months.

Ms. Ponder thanked Daytona Beach for taking the lead and noted that all of the cities would have to work together on this issue.

Mr. Nicholson expressed concern about the churches that provide pick-up points for the homeless that caused the homeless to gather in specific areas. He stated he felt a temporary shelter was needed.

#### 10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:15 a.m.

  
Robert Abraham, Chairman

  
Becky Groom, Board Secretary