

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, October 20, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, October 20, 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
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

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 8:17 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: September 23, 2015

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of September 23, 2015. Ms. White seconded the motion and it was approved unanimously.

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report (FY 2014/15)**

Mr. Jeffries presented the Financial Report which was included on Page 9 of the packet. Mr. Jeffries stated the report reflected the expenses through September 30, 2015. He stated the revenue for the Farmers' Market was down 6.2% for the year.

Mr. Jeffries stated he was requesting two budget transfers. One transfer was for \$100 from Co-Op Marketing to Contracted Services line item to cover expenses for the Board secretary. The second budget transfer requested was for \$500 from Market Events to increase the Market Manager's account by \$300 and supplies by \$200.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the budget transfers of \$100 from Co-Op Marketing to Contracted Services and \$500 from Market Events to \$300 to cover the Market Manager's account and supplies by \$200. The motion carried unanimously (4-0).

6. **Farmers' Market Manager Report**

Mr. Jeffries stated the August and September reports were included in the packet.

Ms. White stated she had noticed Perrine's is accepting EBT payments. She stated Perrine's has set up the EBT on their own and it is a good test. Mr. Jeffries stated there may be a technical issue and Public Works may have to update the data line.

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

Keith Gold, Gold & Associates, presented the quarterly report which was included on Page 15 of the packet. He stated it was a record-breaking year with visits to the website up 10% over last year.

Mr. Jeffries stated he had encouraged the merchants to add him to their mailing lists for their newsletters so information could be added to the City's newsletter and web pages.

Paul Zappitelli, Zappi's, asked if there would be any new video posted to the site.

Ken English, Daytona Beach Video Marketing, asked about video updating.

Mr. Gold stated BullsEye posts images after events. He stated a new website would be developed with new images.

Dr. Wolf, Twisted Spine, asked if there was a way for businesses to link to the Riverfront Shops website.

Mr. Jeffries said yes and he would provide that information to the merchants.

Mr. Hopkins asked if the \$4,500 budget for on-line social that was approved by the DDA would be sufficient to fund the budget for the year.

Mr. Jeffries stated Finance would notify him if the budget was running out.

Mr. Abraham stated budgeting would be an ongoing issue since the DDA was locked in on revenue.

8. **Downtown Event Schedule Change**

Mr. Jeffries presented the report included on Page 19 of the packet. Mr. Jeffries stated 30% of the budget was for direct advertising for events, 1% was set aside for overhead, and the remainder was used for marketing of downtown. Mr. Jeffries stated the sponsored events for the upcoming year were the Halifax Art Show and the monthly Riverfront Fridays. Mr. Jeffries stated the DDA had a Contract with BullsEye Direct Marketing for a series of events, which included the Cruise In; Festival of the Seasons; Wine and Chocolate Walk; Riverfront Music Festival; Spirit of the Auto; Island Festival; and Wine and Food Walk. Mr. Jeffries stated additionally, 4 events had been approved for Daytona Nights on the north section of Beach Street. Mr. Jeffries stated anyone could submit an application to Cultural Services and pay the fees to hold additional events. Mr. Jeffries stated events could be held at the ball park through the Tortugas and the Tortugas would retain the revenue from those events.

Mr. Jeffries referred to Page 22 of the packet. He stated \$59,000 had been requested for event funding and the proposed budget is \$34,935. Mr. Jeffries stated the Halifax Art Show was a very important event for downtown. He stated the downtown event series was coordinated through a contract the DDA had with BullsEye. Mr. Jeffries stated Riverfront Fridays was a monthly event and 4 events are included for Downtown Daytona Nights. Mr. Jeffries stated in order to support all of the events, funds would have to be removed from the marketing campaign. Mr. Jeffries stated an option would be to remove the Riverfront Festival of the Seasons and the Riverfront Festival of the Arts from the budget.

Al Smith, BullsEye Marketing, stated he believed events were the best way to draw people to the downtown. He stated the Festival of the Seasons was planned to take advantage of the boat parade put on by the Halifax Yacht Club. Mr. Smith stated the wine walks have been the most successful events. Mr. Smith stated the Riverfront Festival of the Arts was planned in order to hold an art festival in the spring. He stated the art festival would need seed money in order to grow. Mr. Smith stated he was hoping to add a wine walk on November 21 and is hoping the merchants would pay to support the event without relying on the DDA. He stated he has received four messages from merchants that would support the event and two have said no.

Mr. Abraham stated the DDA does not pay for events to be put on but provides support in the form of marketing and offsets permit fees.

Mr. Smith stated the Festival of the Seasons would be held behind City Island and the Daytona State music program had offered to provide free entertainment.

Ken English, Daytona Beach Video Marketing, stated he planned to do a live streaming of the boat parade; but in the event that did not happen, he had talked with the Tortugas about holding an event there and using a large screen to project the parade. Mr. English stated if the parade was video streamed, the restaurants could also show the parade. He stated there would be no additional fees to hold an event at the Tortugas ballpark since they have a contract with the city for events.

Ms. Kozinski stated she liked the idea of the Festival of the Arts in the spring and feels that was an event that had potential to grow.

Mr. Smith stated to hold an event in the spring would require planning to start immediately.

Mr. Jeffries stated the advertising would only be about \$1,200 for an art festival but the prize money would be sufficient.

Stephanie Mason-Teague, 242 S. Beach Street, stated Riverfront Fridays was held every month but noted attendance is sometimes lackluster. Ms. Mason-Teague suggested reducing the number of events and holding movies in the park during the months of May through October. She stated that would perhaps help the budget.

Mr. Jeffries stated reducing the number of Riverfront Fridays would save about \$1,650.

Ms. Kozinski asked if the events held on the north block were effective and provided the exposure the businesses want.

Kathleen Parker, A+1 Interiors, stated the first two nights were energized but the others have slacked off.

Omar Brown, Kale Café, stated he does not feel the events have done much for his business and had stopped participating.

Dr. Wolf, Twisted Spine, asked why food trucks were permitted at events that take away business from the downtown restaurants.

Mr. Smith stated the outside vendors were a source of income for the event and help to keep people moving. He stated the food trucks bring energy to the event.

Mr. Jeffries stated the only event where there are outside vendors is the art show. He stated the restaurants were open and merchants have stated they cannot keep up with the amount of traffic during the art show.

Recess: There was a break in the meeting at 9:50 a.m. and the meeting reconvened at 9:56 a.m.

Mr. Hopkins stated the event schedule needed to be approved through the end of the year. He stated he had participated in the Riverfront Music Festival; and it was a parade and once the parade was over, people left. He stated he would have liked to approve what can be approved through the end of the year and then have an opportunity to again review the budget.

Mr. Jeffries stated the marketing was being prepared for the holiday season and it should be determined now if an event was going to be deleted.

Mr. Jeffries stated there would be a savings by the decrease in number of Riverfront Fridays as well as the advertising. He suggested some of the fee savings be used to pay fees to the Tortugas to hold the Festival of the Seasons at the ball park.

Mr. Smith stated what he heard from merchants was the wine walks are successful and he would like to add 2 more wine walks.

Mr. Gross stated the dates as listed are reserved so the City should be notified if changes are to be made.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to transfer \$1,650 from the budget for Riverfront Fridays into the Downtown Events series. The motion carried unanimously (4-0).

Ms. Mason-Teague stated outdoor movies would not be held January through April of 2016.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to exclude the Riverfront Friday events scheduled for January through April, 2016. The motion carried unanimously (4-0).

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to reserve the date for a wine walk to be held on November 21 as a sponsored event, with no additional funding from the DDA. The motion carried unanimously (4-0).

8. Discussion: Downtown Merchant Participation or Association

Mr. Jeffries referred to the memorandum included in the packet on Page 23. Mr. Jeffries stated there previously was a merchant partnership but that was dissolved; and the DDA has taken on the marketing of downtown.

Mr. Abraham thanked Mr. Zappitelli for taking the initiative to get the merchants to work together.

Paul Zappitelli, Zappi's Restaurant, stated he proposed the revenue from events would stay with the new committee to offset permit fees. He stated the frequency of events needed to increase and felt a wine walk and car exhibit should be held once a month. He stated other cities hold events more frequently and felt he needed to get to the bottom of the fees that are being charged. He stated permit fees deter people from holding events in the downtown. He

stated there was no need to outsource events and feels they can be coordinated by the merchants. He stated he felt he needed to address the City Commission to debate the fees that are charged.

Mr. Hopkins left the meeting at 10:30 a.m.

Mr. Gross stated the fees are set by resolution of the City Commission. Mr. Gross stated several years ago, the Commission directed staff to develop a fee system that covers the costs for events.

Ms. White stated in order to change the fee schedule, an ordinance change would have to be adopted by the City Commission. She stated the City Commission spent about 2 years discussing the fees.

Mr. Zappitelli asked what the permit fee would be for a wine walk.

Mr. Jeffries stated the rate for use of the sidewalk and police expense is about \$400.

Ms. White stated she would not support the DDA opening up to another group. She stated she feels it would be counter-productive.

Mr. Zappitelli stated there is no organized merchants association. He stated \$400 is not a lot to hold a wine walk but the permit fees for the parks for car shows were excessive. He stated he would like to volunteer his time and services to get the projects moving and get the fees for car shows to a reasonable fee. He expressed concern about the lack of police presence in the downtown. Mr. Zappitelli stated there are no working street lights along Beach Street and the trolley is no longer operating. He stated he does not support food trucks during events. He stated there should be a food festival along with the wine walk.

Stefanie Mason-Teague, 242 S. Beach Street, thanked Mr. Zappitelli for his efforts in organizing a merchants' group. She stated a lot of the problem with events held in the downtown was due to the lack of merchant participation. She stated in the 3 years she had put on Riverfront Fridays, she had noted very poor merchant participation. She stated the merchants were not open on Friday nights and the food trucks have been a saving grace for many of the events.

Ms. White stated she supports the merchants but does not want to create different directions.

Ms. White left the meeting at 10:45 a.m.

John Nicholson, 413 N. Grandview, stated there are many organizations helping the downtown, including the CRA and the Main Street Merchants Association.

Al Smith stated he feels Mr. Zappitelli was underestimating the amount of time and money that it took to coordinate events.

Dr. Wolf, Twisted Spine, stated times have changed and we shouldn't have the attitude that a merchants' association would fail.

Ms. Kozinski stated getting merchant participation was difficult.

Mr. Jeffries noted the downtown is on par with events that are held on Canal Street in New Smyrna Beach. He noted Main Street could be compared to Flagler Avenue in New Smyrna.

10. Board Comments

There were no Board comments.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:50 a.m.



Robert Abraham, Chairman


for Becky Groom, Board Secretary