

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, June 23, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, June 23, 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
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

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 8:07 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: May 26, 2015

Board Action:

Ms. Cook made a motion to approve the minutes of the Regular Meeting of May 26, 2015. Ms. White seconded the motion and it was approved unanimously (5-0).

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report and a budget transfer request which is included on Page 9 of the packet. Mr. Jeffries stated the need for the budget transfer is due to the expenses related to the website security, costs related to domain names, and printing of brochures.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve a Budget Transfer of \$11,800 from Downtown Marketing and increase Technical Services by \$550, Co-Op Marketing by \$1,750, and Downtown Events by \$9,500. The motion carried unanimously (5-0).

6. **Farmers' Market Manager Report**

Mr. Jeffries presented the report which is included on Page 12 of the packet.

Ms. White asked about the outcome of the customer survey that was conducted in April.

Mr. Jeffries stated the surveys have been sent to Gold & Associates for analysis and the results will be presented as part of the Market Plan discussion in July.

Ms. Kozinski expressed concern that the market is down by 14%.

Mr. Jeffries stated if the market collects around \$2,000 per month, the total collected for the year should be around \$26,000.

Ms. Kozinski stated there is a need to draw additional produce vendors, even those that have an established building.

Mr. Jeffries stated he will ask Ms. Foster to include details of contacts she makes with potential vendors in her monthly report.

Ms. White stated she understood someone had talked with Ms. Foster about locating an ATM at the Farmers' Market. Ms. White asked that Ms. Foster follow up on that because she said it would be helpful to customers to be able to get additional cash if needed while at the Market.

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

Mr. Jeffries stated a presentation was made to Halifax Health. Mr. Jeffries stated a revision was made to the program budget prior to the presentation to Halifax Health.

Ms. White stated the costs for Halifax Health to sponsor the SNAP program will be part of their overall marketing budget for the year. She stated \$25,000 was requested and the request would be considered as part of their public health outreach program and would be combined with other programs that Halifax Health is currently working on. Ms. White stated Halifax Health requested additional information and DCF is working on a list that would show the demographics of who benefits from the SNAP program throughout the area. Ms. White stated a 3-year commitment was requested.

Mr. Jeffries stated Ms. Foster has talked with the vendors at the Market about participation in the SNAP program and 10 vendors have signed the form stating they would be interested in accepting SNAP as payment for purchases.

Ms. Cook asked if the City will be able to make payments to vendors quicker than a two-week turnaround period.

Mr. Jeffries said yes. Mr. Jeffries said the City issues checks every Friday so the Market Manager will have to provide the information to city staff by 8:30 a.m. on Monday morning in order for the requests to be processed.

Mr. Jeffries stated he is proposing to employ an intern to handle marketing and update Facebook posts and to work with the merchants in the downtown.

Ms. White stated with the implementation of the SNAP program, the Market Manager will be responsible for managing a cashier and volunteers. Ms. White stated a job description should be written to include the new responsibilities and the position should be opened and applicants interviewed, including Ms. Foster.

Mr. Jeffries stated the budget will have to be increased to reflect an increase in salary for the Market Manager due to the additional duties.

Ms. White stated it has been suggested to talk with other health care agencies about possible support of the Farmers' Market and the SNAP program.

Mr. Hopkins stated the market is unstable and he is not sure if the program will benefit the market as a whole and increase revenue.

Mr. Abraham stated he shares Mr. Hopkins' concerns.

Ms. White stated she feels to enter into the SNAP program it must be supported by someone that promotes public health and we must have a partner that will take on the financial commitment to support the program.

Ms. Kozinski stated a manager is needed at the Farmers' Market that will bring in additional vendors and she is not seeing that now.

Mr. Abraham stated he does not see the DDA offering SNAP without sponsorship from Halifax Health.

Ms. White stated no other Farmers' Market in Volusia County accepts SNAP.

Mr. Abraham asked if there are any privately-operated Farmers' Markets that accept SNAP. He stated if a market is being operated privately and is making a profit, perhaps there is a business model that could be followed.

Mr. Jeffries stated a privately operated market is more like a flea market.

Mr. Jeffries stated the time line for implementation of the SNAP program is a soft launch in October with implementation in January, 2016.

Public comments:

Johnnie Ponder, 885 Maley, asked if Mr. Jeffries has determined if the SNAP program has benefitted the Farmers' Markets in other communities. Ms. Ponder also commented that there are people throughout the city that receive SNAP, not just those in the area closer to the Market and Midtown.

Mr. Jeffries stated he is in the process of doing research and contacting other Farmers' Markets.

8. Adoption of Millage Rate for Fiscal year 2015/16

Mr. Jeffries stated the report from the Property Appraiser is included on Page 13 of the packet.

Mr. Abraham asked what the difference would be if the DDA adopted the rollback rate.

Mr. Jeffries stated \$4,000.

Ms. White stated she feels the DDA should adopt the rate of 1 mill.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to adopt the proposed millage rate of 1 mill for FY2015/16. The motion carried unanimously (5-0).

9. Adoption of Fiscal Year 2015/16 Budget

Mr. Jeffries presented the proposed budget which is included on Page 14 of the packet.

Mr. Jeffries stated the report will be presented at the July meeting outlining events to be supported by the DDA during the next fiscal year. Mr. Jeffries stated he has included \$4,000 to update the website. Mr. Jeffries stated Gold & Associates is proposing to update the graphics for Riverfront Shops as well as new photos which will be an additional cost. Mr. Jeffries stated funding is proposed to employ a Marketing Intern to interact with the merchants, update the web page, and gather information. Mr. Jeffries stated he is suggesting that a firm be employed to create and manage the rack cards. Mr. Jeffries stated this is the last year of the contract with Bulls Eye and he suggested that an RFP be developed for event production.

Ms. Kozinski asked if Ms. Riger could attend a meeting to discuss events.

Mr. Abraham stated Ms. Riger will be attending the July meeting.

Mr. Jeffries stated he is proposing that there be a match from event sponsors one for one for any funds the DDA may provide.

Ms. White stated if the DDA is funding an event, she wants to make sure the message is consistent to our customer base.

Ms. Cook stated she would like to know the amount that was actually spent by the sponsors for each event during FY14-15.

Mr. Abraham stated he would support adopting the proposed budget and noted a significant portion of the budget is for support of the Halifax Art Show which is a very successful event in the downtown. He stated the DDA will allocate funds for events in July.

Ms. Kozinski stated the Spirit of the Auto was very successful and compares to the Halifax Art Show in terms of success.

Mr. Hopkins stated the Spirit of the Auto event drew an older crowd and stated the advertising dollars went to the right place in order to draw the right demographic. Mr. Hopkins stated he would like to receive information from sponsors as to how successful their events were and the number of people that attended. He stated he does not receive any feedback on any events and sponsors are supposed to provide that information.

Mr. Jeffries stated a merchant survey will be conducted in order to determine what the merchants perceive as a successful event.

Mr. Abraham suggested providing the sponsor with a form to be completed that provides the DDA with information on the success of their events.

Mr. Hopkins stated he would like to see cost participation on advertising for events and believes dollar for dollar is a good idea.

Ms. Cook stated she believes the Spirit of the Auto drew a large cross of different demographics to that event. She stated sponsors should provide a summary of the success of their event when they submit their requests for funding.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the FY2015/16 proposed budget. The motion carried unanimously (5-0).

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

Mr. Jeffries provided a hand-out to the Board of proposed events for next fiscal year. Mr. Jeffries stated no new events are proposed. He stated the DDA will consider funding for the events at the July meeting.

Ms. Cook asked if Downtown Daytona Nights received funding.

Mr. Jeffries stated they did not receive event funding but money was spent on designing a logo for them which they are using.

11. **Board Comments**

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

Mr. Jeffries stated in the next couple of weeks. He stated he is waiting on the design from Gold & Associates.

Ms. Cook asked if the merchant update includes new businesses.

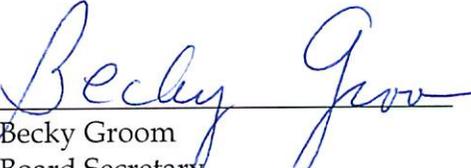
Mr. Jeffries stated what is available has been posted to the website.

Mr. Jeffries stated a new business, Hamburger Mary's, which is a national chain, will be located in the downtown.

12. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:52 a.m.


Robert Abraham, Chairman


Becky Groom
Board Secretary