

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, July 28, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, July 28, 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. Robert Jagger, Deputy City Attorney  
Becky Groom, Board Secretary

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:10 a.m.

2. **Roll Call**

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

3. **Approval of Minutes:** Regular Meeting: June 23, 2015

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of June 23, 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 presented the report which was included on Page 11 of the packet.

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

Keith Gold, Gold & Associates, presented the report which was included on Page 13 of the packet.

**Public comments:**

Al Smith stated the same photos has been on Facebook for about a year. He stated instead of paying someone to take new photos, photos of events that he has coordinated in the downtown could be used on the website.

Mr. Jeffries stated event images were posted on the website in the gallery.

8. **Riverfront Shops of Daytona Beach Campaign – FY 2015/16**

Mr. Jeffries stated the proposed budget has been reduced in marketing by \$2,000. Mr. Jeffries stated the goals for next year are to upgrade the website; improvement to the graphics on the website; have new professional photos taken and used on the website; improve merchant responsiveness through assignment of an intern; and rack card management by an outside firm.

Mr. Jeffries stated the budget proposed included \$34,000 for the Riverfront Shops campaign which included a request of \$15,000 from the CRA. Mr. Jeffries stated he also proposed reducing the BrightHouse advertising to \$11,900.

Mr. Gold stated he conducted a merchant survey which was included on Page 17 of the packet. Mr. Gold stated the survey shows the merchants did not feel the palm cards were effective. He stated the merchants felt radio and News-Journal advertising was effective. Mr. Gold stated the merchants indicated they would like to participate in some type of DDA website advertising and pay \$100 or less per month for such advertising. Mr. Gold stated the merchants indicated they would like to see the kiosk and website updated more frequently. He stated merchants indicated they would like to have street closings during special events and would also like restrictions placed on outside vendors during special events. He stated concerns were expressed about parking and the homeless.

Ms. Kozinski stated she feels merchants should be made aware of the DDA's budget and the limited amount that was available.

Mr. Jeffries stated the budget was part of the information the intern will share with the merchants.

Mr. Gold suggested updating the merchants on the budget in the e-newsletter. He stated the results of the merchant survey would also be included.

**Public comments:**

Johnnie Ponder, 413 Maley, stated merchants should attend the DDA meetings so they are aware of what the DDA was doing.

Break in the meeting: There was a recess at 8:53 a.m. and the meeting reconvened at 8:58 a.m.

9. **Proposed FY 2015/16 Downtown Event Schedule**

Mr. Jeffries outlined the proposed event funding levels for FY 2015/16 which were included on Page 22 of the packet. Mr. Jeffries stated the request was sent to the CRA to help with fees for the events.

**Public Comments:**

Al Smith stated the Halifax Art Festival was a successful event and he plans to coordinate an art festival to be held in the spring. He stated in order to arrange such an event more capital than he was able to commit to such an event was needed and he will need funds to help with the prize money. He asked the DDA to consider funding for such an event.

Mr. Abraham expressed concern about allocating funds for an additional event. He stated perhaps adjustments could be made in the budget later.

Ms. White stated she did not feel a decision would have to be made right now.

Mr. Jeffries stated the budget could be amended throughout the year.

Mr. Jagger stated if the list was approved, that would be the events for which funds are allocated; however, an event sponsor could come back and request reallocation.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the proposed event schedule and budget for FY2015/16 in accordance with the staff report as presented. The motion carried unanimously (4-0).

10. Discussion: Separation of Downtown Events

Mr. Abraham stated concern had been expressed by a promoter about having two similar events within a short period of time.

Helen Riger, Cultural Services, outlined Ordinance No. 13-183 and the accompanying resolution which outlined criteria for permit approval of events. Ms. Riger stated if a date was available, an event could be scheduled if it meets the criteria outlined in the ordinance. She stated there was nothing that would permit a request to be declined.

Ms. Kozinski asked about the consequences if a promoter interfered with another event.

Ms. Riger stated the promoter would be made aware of the concerns.

Al Smith stated he coordinated the Spirit of the Auto show and another auto show was held within 6 weeks of his event. He stated having a similar event so close in time to his put his event in jeopardy.

Mr. Abraham stated Ms. Riger has stated there was nothing that can be done to deny an application if an event meets the criteria.

Mr. Jagger stated suggesting to amend the ordinance to prohibit similar events within a specified period of time creates legal issues. Mr. Jagger stated if an event meets the criteria, the City has no choice but to grant a permit.

Ms. Kozinski asked if the ordinance would have to be amended for events held city-wide or if something could be adopted specifically for the downtown.

Mr. Jagger stated the DDA could regulate time, place, and manner of an event and a regulation could possibly be put in place for a small area.

Mr. Abraham stated he felt it would be difficult to craft an ordinance to limit certain events within a timeframe.

A suggestion was made that perhaps events could be limited such as stating that automobile events can only be held on park property once a year and not state a specific event but address potential damage to property.

Mr. Jagger stated maintenance issues would be a legitimate basis for limiting events but there are other issues.

Mr. Abraham stated there would then be problems as to who reserved a space first.

Johnnie Ponder stated the deadline for submittal of applications should be adhered to.

Ms. Riger stated the deadline was followed; however, the City Manager does have the ability to extend a deadline.

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

Mr. Jeffries stated Halifax Health was trying to tie their involvement with the SNAP program into other advertising activities they are involved with throughout the community. Mr. Jeffries stated he would like to make a presentation to Florida Health as another option.

Ms. White asked if CRA funds can be used to fund the SNAP program.

Mr. Jagger stated he will have to review the CRA funding requirements and make a determination on that.

12. **Board Comments**

Mr. Jeffries stated a joint meeting between the DDA and the Downtown Redevelopment Board has been scheduled for 4:00 p.m. on August 13. He stated items to be discussed include parking, capital projects, potential development, and incentive programs.

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

The Board discussed changing the date of the August DDA meeting due to scheduling conflicts of the Board members.

Mr. Hopkins thanked Mr. Gold for the excellent report that he presented at the meeting. He also thanked Ms. Riger for attending and providing input on the scheduling of events.

Ms. White stated the Safe Harbor project for the homeless was moving along and encouraged the Board to continue to promote the project.

Ms. Kozinski asked for a representative of the Police Department to attend the next meeting of the DDA to discuss concerns in the downtown area, such as prostitution and battery on merchants.

Mr. Jeffries stated Public Works was working on rewiring the outlets on Beach Street.

Johnnie Ponder asked if anyone was taking pictures of the homeless in the downtown area. She also stated people who address the City Commission at City meetings should be respectful.

12. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:12 a.m.

  
Robert Abraham, Chairman

  
Becky Groom, Board Secretary