

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, December 22, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, December 22, 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  
Commissioner Pam Woods

**Board Members Absent**

Mr. Joseph H. Hopkins

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Ben Gross, Assistant City Attorney  
Ms. 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.

Mr. Abraham welcomed Commissioner Woods who was temporarily appointed by the City Commission for Commissioner Kelly White during her absence.

Mr. Abraham also welcomed Commissioner Ruth Trager who was in attendance in the audience at the meeting.

Mr. Abraham stated that Mr. Hopkins would not be in attendance at today's meeting; but he had submitted comments in email format. Mr. Abraham stated he would read Mr. Hopkins' comments when each item on the agenda was presented.

3. **Approval of Minutes:** Regular Meeting: November 24, 2015

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of November 24, 2015. Ms. Cook seconded the motion and it was approved unanimously.

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 6 of the packet.

Rena Wahba asked what the money budgeted for downtown marketing is spent on. She stated there was caroling in the downtown and it was poorly attended. She stated she does not see advertising for events in the downtown.

Mr. Jeffries stated the funds allocated for Downtown Marketing cover Facebook advertising, Google advertising, and BrightHouse advertising.

Commissioner Trager asked if the recent event was posted on the City's website.

Mr. Jeffries stated the City's web page provides a link to the Riverfront Shops web page. Mr. Jeffries stated the City does not advertise merchant activities, just events that are sponsored by the City.

Mr. Abraham stated the caroling event was not a DDA event.

6. **Farmers' Market Manager Report**

a. **Manager's Report**

Mr. Abraham read Mr. Hopkins' comments which were included in the email.

Ms. Kozinski stated she agreed that the food court should be in a more central location. She noted there are 11 vendors at the market that serve prepared foods.

Mr. Jeffries stated he would talk with the Market Manager about placing the food court in a more central location.

Johnnie Ponder, 885 Maley, stated she does not feel there are sufficient vendors to support a food court.

Mr. Abraham stated other vendors may be drawn to the market if the food court is in place but he does not feel there is sufficient information from the Market Manager to act on this item today.

b. Annual Report

Mr. Jeffries stated the draft of the annual report that is to be presented to the City was on Page 10 of the packet.

Commissioner Woods asked the status of obtaining corporate sponsors for the EBT program.

Mr. Jeffries stated there have been discussions with Halifax Hospital and a discussion is planned with Florida Hospital regarding sponsorship. Mr. Jeffries stated staff is requesting \$25,000 from the sponsors for implementation of the program.

**Board Action:**

A motion was made by Ms. Cook, seconded by Commissioner Woods, to ask Mr. Abraham to sign the annual report letter that has been drafted and submit it to the City, in accordance with the letter as presented. The motion carried unanimously (4-0).

c. Insurance and City Fee

Mr. Jeffries stated the DDA needs to authorize the payment for the annual liability insurance and \$1,500 for the annual license fee to the City, as required by the Farmers' Market Agreement.

**Board Action:**

A motion was made by Commissioner Woods, seconded by Ms. Kozinski, to authorize the expenditure of \$1,167.44 for the annual payment of the City's liability insurance for the Farmers' Market and \$1,500 for the annual license fee to the City, in accordance with the staff report as presented. The motion carried unanimously (4-0).

7. **Riverfront Shops of Daytona Beach Campaign Funding**

Ms. Kozinski stated she is pleased to see the Daytona Beach Visitors Center will be located in the downtown.

Ashley Sheridan, 204 S. Beach Street, stated she feels there is a lot of advertising but she often hears negative comments on the pictures that are on the website and the marketing

strategy. She stated that she feels people want to see more of what is going on in the Downtown.

Mr. Jeffries stated some of the issues regarding the website will be addressed early next year. He stated the photos will be updated and live shots will be incorporated.

Ms. Kozinski stated Al Smith has stated he is willing to let the City Bulls Eye's photos from events and have offered to have specific photos taken that the City may need.

Mr. Jeffries stated the City has agreed to allocate \$20,000 towards events and Riverfront Shops marketing. Mr. Jeffries stated staff recommends \$4,500 be removed from the DDA advertising fund for the photo/video shoot and \$5,500 for the hotel rack card.

Rena Wahba, 166 S. Beach Street, stated she feels the name of the campaign should be changed to Downtown Daytona instead of Riverfront Shops to let people know that the area is the downtown.

Mr. Abraham stated a lot of planning went into the adoption of the Riverfront Shops logo and the campaign has advertising support. Mr. Abraham stated many of the merchants use the Riverfront Shops name in their advertising. Mr. Abraham stated the DDA feels the campaign is working and it would be a mistake to change the name at this point.

Mr. Abraham stated that Mr. Hopkins' email reflected support of the recommended spending and budget cuts as proposed.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Woods, to approve the expenditure in the amount of \$2,750 for Bright House advertising to promote the Riverfront Shops of Daytona Beach to the local market with media times proposed by Gold & Associates, in accordance with the staff report as presented. The motion carried unanimously (4-0).

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the transfer of \$1,000 from Merchant Co-op line item to the Downtown Marketing line item, in accordance with the staff report as presented. The motion carried unanimously (4-0).

**8. Downtown Event Schedule Change**

Mr. Jeffries stated included in the packet on Page 20 is a request by the merchants to hold a Redneck Rumble special event during Bike Week by Southern Biker Magazine and the Beach Street merchants. Mr. Jeffries stated there has been discussions in the past that Bike Week events do not present the type of image that is proposed for the downtown and have encouraged keeping Bike Week events along Main Street. Mr. Jeffries stated the merchants are also requesting to hold additional wine walks and car shows. Mr.

Jeffries stated he will meet with the merchants in early January to further discuss the proposed events.

Mr. Jeffries stated he is proposing that the DDA sponsor the Southern Biker Magazine event and they would be responsible for the event fees. Mr. Jeffries stated if the DDA is comfortable with the event, he will bring the contract back to the DDA at the next meeting. Mr. Jeffries stated Southern Biker has approached him in the past about putting on an event. Mr. Jeffries stated Southern Biker wants someone else to pay the permit fees and insurance. Mr. Jeffries stated Mr. Zappitelli is approaching Brown & Brown about a sponsorship and paying the insurance. Mr. Jeffries stated he could draft a letter to city staff that the DDA is willing to sponsor the event and if insurance is not received in January, the event could be canceled.

Mr. Abraham stated he does not want to discourage the merchants but noted for other events the DDA has sponsored, there is a contract in place with Bulls Eye. He stated for this event, the DDA would be entering into a contract with someone we are not familiar with.

Mr. Abraham stated that Mr. Hopkins' email states he supports the additional planned events by the merchants but does not believe the DDA has any reserves to fund additional events.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, that a letter be sent to Paul Zappitelli stating the DDA is willing to sponsor the Southern Biker event, contingent upon proof of insurance and all other documentation being provided to the city, including having the item listed as part of the Bike Week Master Plan. The motion carried unanimously (4-0).

**9. Board Comments**

Ms. Kozinski stated she would like to discuss Mike Pastore and the proposal to establish a tent city in the Downtown for the homeless on the agenda for the next meeting.

Ms. Woods stated she feels all merchants in the downtown should contact their County Council members about the proposed tent city. She stated she spoke with the City Attorney about the County's ability to implement the tent city proposal.

Mr. Gross stated case law does not support the assertion that the County is exempt from the City's zoning and land use regulations. He stated in the past, County would apply for a Public Use Permit from the City Commission to establish new or expanded uses within the City.

Ms. Woods stated since the County proposed the tent city, merchants should contact the County and express their concerns.

Mr. Jeffries stated the homeless service use would require a public use permit and is a prohibited use in Redevelopment Areas.

Mr. Gross stated the City Commission has the discretion to approve Public Use permits.

Ms. Kozinski asked if a letter could be sent from the DDA to Volusia County opposing the tent city.

Ms. Woods stated if the DDA wanted to send a letter with its position regarding the proposed tent city, it should take action at this meeting by directing staff to draft a letter on behalf of the DDA.

Ms. Kozinski stated the letter should be sent on behalf of the DDA and Downtown merchants. She stated she has had several merchants contact her expressing their concerns about the homeless tent city proposal since it was first mentioned by the County.

Rene Wahba, 166 S. Beach St, asked if the Downtown merchants should send a letter to the Volusia County Council.

Ms. Woods stated every merchant should send a letter to Volusia County.

Mr. Abraham stated each merchant should be encouraged to send a letter or place a call to Volusia County.

Mr. Jeffries stated he would provide a copy of the signed DDA letter to the merchants.

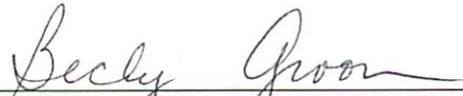
**Board Action:**

A motion was made by Ms. Kozinski, seconded by Commissioner Woods, to have staff draft a letter for Mr. Abrahams' signature to be sent to the Volusia County Council stating that the DDA vehemently opposes the establishment of a tent city in downtown Daytona Beach. The motion carried unanimously (4-0).

**10. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:25 a.m.

  
Robert Abraham, Chairman

  
Becky Groom, Board Secretary