

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, January 26, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, January 26, 2016, 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. Joe Hopkins
Ms. Tammy Kozinski
Commissioner Pam Woods

Board Members Absent

Ms. Sheryl Cook

Staff Members Present

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

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:00 a.m.

2. **Roll Call**

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

3. **Approval of Minutes:** Regular Meeting: December 22, 2015

Board Action:

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of December 22, 2015. Ms. Woods seconded the motion and it was approved unanimously.

4. **Public Comments**

Rena Robbins Wahba, 166 S. Beach St, presented a letter she had sent to the News-Journal regarding the homeless issue on Beach Street. Dr. Wahba stated she did not understand why Volusia County did not put up a “no trespassing” sign at the Volusia County building at 250 N. Beach Street where a homeless camp has been formed. She stated the homeless should be placed where services are available.

Ms. Woods stated it would be up to Volusia County to place a “no trespassing” sign on the property, not Daytona Beach. She stated Mike Pastore has encouraged the homeless to camp at the Volusia County building and is actively undermining the efforts of the Salvation Army to relocate the homeless to their site.

Johnnie Ponder, 885 Maley, thanked Ms. Woods for her efforts and asked what citizens could do to help her.

Ms. Woods stated pressure needs to be put on the County Council to encourage them to not close the administrative center at 250 N. Beach Street.

Noeleen Foster, Farmers Market Manager, stated the people moved to 250 N. Beach Street when Manatee Island closed and asked if that had an effect on the situation.

Ms. Woods stated that an individual had been pushing the city to contract with him to provide a shelter for the homeless so he could make money. Ms. Woods stated he told her when the city decided not to give him a site for the homeless, he would go to Josh Wagner about using the County building on Beach Street. Ms. Woods stated the situation has been orchestrated and is by design. Ms. Woods stated the situation has never been about helping the homeless; she stated it is about a certain individual who wants to be in the limelight and making money. Ms. Woods stated she has never heard him mention taking a homeless individual to get services or help.

Mr. Jeffries distributed a copy of the letter that was sent to Volusia County from the DDA regarding the homeless situation. He stated the donation site to help fund the homeless site is available through the City’s website. He also stated a card will be designed and made available to the merchants that will direct customers on how to donate.

Ms. Woods stated an attempt is being made to establish a 501 (c)3 where funds will be collected.

Stephanie Mason-Teague, Cinematique Theater, stated the public relations image that the City currently has will be hard to overcome. She stated her audience is afraid to come downtown. She stated a message needs to be sent out that it is ok to come back downtown.

Mr. Jeffries stated the bicycle patrol has returned to the downtown and other officers will be placed there as assigned.

Ms. Woods stated a police presence is critical to making customers feel comfortable.

Ms. Kozinski stated she knows of two vendors that will not be participating in the Wine Walk because of the downtown situation.

Mr. Jeffries stated that Bulls Eye has informed him that their pre-sales are on track with previous years.

Ms. Mason-Teague asked that the free movies provided by Cinematique not be advertised on any material that is distributed.

Ms. Foster asked if good-will ambassadors could be placed in the downtown to give people a sense of safety.

Ms. Woods stated she would discuss an ambassador program with the Chamber but stated she feels much safer with police there.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which is included on Page 8 of the packet.

Ms. Woods asked why there is a decline in revenue at the Farmers' Market.

Mr. Jeffries stated a long-term family vendor has left the market. He stated he applied for a grant to initiate the EBT program. He stated some technical upgrades will be occurring to assist with the potential of the EBT program. He stated cameras are also being installed due to the homeless issue. Mr. Jeffries stated Halifax Hospital has stated they will not be participating in the sponsorship of the EBT program. He stated he will pursue an agreement with Florida Hospital.

6. Farmers' Market Manager's Report

Mr. Jeffries stated the report is included on Page 10 of the packet.

Ms. Kozinski asked what is being done to attract wholesalers.

Ms. Foster stated the market lost two vendors who had been there for 25 years. She stated another vendor left because there is not a large customer base. Ms. Foster stated Daytona State College would like to do a class project to promote the market.

Mr. Abraham asked if the customer base is decreasing.

Ms. Foster stated it has been the same and is not increasing.

Ms. Foster stated Vio-LaSalle Farms planned on becoming a hydroponic produce vendor in the market but it would be a big commitment on their part.

Ms. Woods asked if the advertising would reflect that there is a new vendor.

Mr. Jeffries stated there was paper advertising and a new vendor would be added.

Ms. Woods asked if the Farmers' Market survey could be posted on the City's web page.

Mr. Jeffries stated yes.

Mr. Abraham asked if featured vendors would be listed on the web site each week.

Mr. Jeffries stated yes and Ms. Foster could provide information on the featured vendor.

Ms. Foster stated a Daytona State College student artist could be featured at the market each week.

Ms. Woods stated Daytona State College also had a culinary school and suggested they do recipes on site to promote seasonal foods, such as during strawberry season.

Ms. Foster stated most people tell her they learned about the market through the small signs that are placed along the street each week.

Ms. Kozinski asked about the status of the food court concept and stated maybe we needed to quit trying to do it.

Ms. Foster stated she keeps losing vendors that are interested in participating in the food court.

Mr. Hopkins stated we are trying to build an experience at the Farmers' Market and noted there are things other markets do to enhance the experience at their Farmers' Markets. He stated the existing program is stable. He asked if we have built ourselves into a corner without allowing flexibility in order to enhance the experience. He stated if we are relying on a third party to bring in the food court, it is not going to work.

Ms. Kozinski stated she agreed with Mr. Hopkins and stated we should do the food court or stop talking about it. She stated we are limited to what we can bring in. She stated maybe we need to ask the City to amend the guidelines in order to bring in more vendors and make it more like a public market instead of a Farmers' Market.

Mr. Hopkins stated if there is nothing to enhance the experience, traffic will not increase.

Mr. Abraham stated the goal has been to not turn the market into a flea market. He stated right now, we don't have any vendors to present to the city in order to amend the agreement.

Mr. Jeffries stated the agreement outlines there will be no more than 10% for crafts and 20% for plants and we have never gone over 2 to 3 percent for craft sales.

Ms. Kozinski stated perhaps we should recruit craft and plant vendors since we are not near the limit permitted.

Ms. Foster stated she has approached plant vendors and they expressed concern about chemical restrictions they may have used on their plants.

Ms. Foster stated benches cannot be placed in the market for the food court because of the homeless problem. She suggested a vendor place out the tables and chairs since they would be responsible for placing them out and then would take them away at the end of the day. Ms. Foster stated there are bakers and coffee sales at the market.

Ms. Kozinski stated she hears Ms. Foster saying both things. She stated Ms. Foster stated she said there are no vendors to put out tables and chairs yet she stated there are vendors who serve baked goods and coffee. Ms. Kozinski suggested putting out a table with 8 chairs and see if people use them. She stated Ms. Foster has to start somewhere or take it off the monthly report. She said perhaps other vendors will see the table and chairs and then perhaps place their own out.

Ms. Foster stated most vendors state they like the Farmers' Market because there are no t-shirt and second-hand items for sale.

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

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

Ms. Kozinski asked if Instagram and Pinterest could be used and asked if a Downtown Daytona Beach Board could be formed on Pinterest.

Mr. Jagger stated he is not familiar with the site but there may be a problem with public records.

Mr. Jeffries stated he would meet with the vendors and prepare a draft site plan for the February meeting.

Mr. Abraham stated we should be encouraging individual merchants to use those sites, not the City.

Mr. Jeffries stated two candidates have been interviewed for the intern position. He stated one individual has worked in the music industry and one has worked with social service agencies.

Public Comments:

Rena Robbins Wahba stated she feels the Riverfront Shops logo should reflect Daytona's historic district in the downtown.

Mr. Jeffries stated the Coastal Charm tag line talked about historic Beach Street, which was done as part of the marketing research five years ago.

Stephanie Mason-Teague asked if merchants can link their websites to the City's.

Mr. Gold stated a link can be added to the website. He stated a merchant can be listed in the newsletter with an individual message. Mr. Gold stated a merchant can send information to him at any time.

8. Discussion: Downtown Marketing and Promotions RFP

Mr. Jeffries stated the contract with Gold & Associates for the Riverfront Shops campaign ends this fiscal year. Mr. Jeffries stated the contract with Gold covers the marketing of downtown and the Farmers' Market. He stated the contract with BullsEye ends this year for coordination of downtown events.

Mr. Jeffries stated for the Board's information that he and Ms. White have been meeting with a representative from a major corporation that puts on events who lives in Daytona Beach.

Mr. Hopkins stated the proposed scope of the RFP is very broad. He stated he felt the RFP should be divided into two RFP's, one for promoting the downtown and one for downtown events.

Ms. Kozinski stated she agrees and feels the RFP should be divided into two separate RFP's.

Mr. Abraham asked that two separate RFP's be presented at the next meeting.

Mr. Jagger suggested breaking the RFP down into tasks.

Ms. Kozinski asked if the tasks are divided into the Farmers' Market, events, and promotion, would the result be putting the Market Manager's position out for advertising in conjunction with the RFP.

Mr. Jagger stated it would not be an advertisement for the position. He stated the RFP would just be for promotion and advertising of the Farmers' Market.

Mr. Abraham stated the first paragraph of the RFP gives the impression that we have \$130,000 to pay an agency and we don't. He stated \$130,000 is the entire DDA budget.

Mr. Hopkins stated he felt the RFP should be broken into tasks and a bidder can select the tasks they would want to address.

Mr. Abraham asked Mr. Jeffries to revise the RFP in accordance with the Board's comments and present it at the next meeting.

Mr. Hopkins stated he felt 5 years is a lengthy time for entering into a contract and stated he would have liked the time frame to be for 3 years.

Mr. Abraham stated he would like to see a three year contract with an option for a two year extension.

Ms. Kozinski stated she agrees with a three year contract and an option for a two year extension.

Mr. Gold stated production is a different set of skills than marketing. He stated bidders who produce events would go where their strengths are and then marketing will suffer.

Ms. Kozinski stated she felt the Farmers' Market Manager should work more on promotion of the market and stated the Market Manager's position should be advertised as well.

9. **Board Comments**

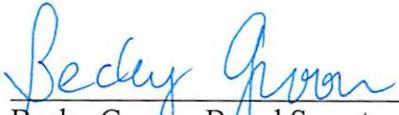
There were no Board comments.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:00 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary