

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, March 22, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, March 22, 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
Ms. Kelly White
Ms. Sheryl Cook

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Assistant City Attorney
Ms. Lori Slight, Downtown Media Marketing
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:13 a.m.

2. Roll Call

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

Mr. Abraham welcomed Ms. White back to the Board meetings.

3. Approval of Minutes: Regular Meeting: February 23, 2016

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of February 23, 2016. 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 9 of the packet. Mr. Jeffries stated as of right now, there was a surplus of \$502 but revenue was down 2.5% overall. Mr. Jeffries stated there were a number of new vendors but they were not at the market every week.

Mr. Abraham stated we were reaching the mid-point of the fiscal year and we had received less than half of the projected vendor revenue. He asked if revenues were matched with expenses.

Mr. Jeffries stated before expenses were approved, he would make sure there was a match with the revenue. Mr. Jeffries stated he projected around \$26,000 in revenue for the year.

6. **Farmers' Market Manager's Report**

Mr. Jeffries stated the Farmers' Market Report was included on Page 7 of the packet.

Noeleen Foster, Market Manager, stated handmade items coming into the market include Ole Studios and Frankie and Alice. She stated Tanner Larson's Orchids were also a new vendor. She stated there were currently 33 vendors at the market, which was as many as we had ever had.

Ms. Foster stated a plant give-away was held two weeks ago for everyone that completed the survey about the market, and 200 plants were given away.

Ms. Foster stated a band had volunteered to play at the Market which had brought a nice young crowd with them. She stated the Market was attracting new people and what Ms. Slaight was doing was making a big difference.

Mr. Hopkins asked if the issue with the City yard sale being held on the same day as the Farmers' Market had been resolved.

Mr. Jeffries stated he sent an email to Cultural Services about the location for the yard sale but he had not received a response. He stated he reminded them that the DDA previously sent them a letter regarding the issue.

Mr. Hopkins stated he was concerned that the City did not have a plan in place for directing traffic to the Farmers' Market when the Orange Avenue Bridge is closed. He stated he felt signage needed to be in place.

Ms. Kozinski stated she was concerned that revenue was down over the previous two years. She stated she was concerned about the effect the closing of the Orange Avenue Bridge would have on the Farmers' Market.

Ms. White stated a flyer should be distributed to the customers so they were aware of the bridge closing. She stated communicating to the existing customer base was important.

Mr. Jeffries stated he had been told that Orange Avenue would be open up to the bridge.

Mr. Abraham stated if the vendors did not do enough business, they would leave the market. He stated it might be necessary to give the vendors a break in the rent in order to retain them.

Mr. Jeffries stated he would work with Public Works Traffic Division to make sure signs were in place regarding the Farmers' Market.

Ms. Kozinski asked that we work with WNDB to let people know about the construction.

Ms. Foster stated signage should be placed at the intersections of Magnolia/U.S.1 and Beach Street/International Speedway to identify the location for the Farmers' Market.

Mr. Abraham stated we should have something to hand out at the Farmers' Market since many people that go there were regulars.

Mr. Jeffries stated a palm card would be generated that showed a map of the entrances to the Market and provide the construction schedule.

Ms. Foster asked if the signs on Orange Avenue could be replaced since they have faded.

Ms. Cook asked when the Board would receive the results of the survey that was just conducted.

Mr. Jeffries stated it would be provided at next month's meeting.

7. **Downtown/Riverfront Shops Website**

Mr. Jeffries presented the report which was included on page 11 of the packet.

Mr. Jeffries stated at the beginning of the fiscal year, the Board only approved the contract for the website hosting services provided by InFocus for the first quarter. He stated many of those duties had now been transferred to Lori Slaight. Mr. Jeffries stated InFocus had agreed to reduce their fee by \$75 per month. Mr. Jeffries stated staff was requesting that the DDA approve \$1,065 to InFocus for their annual fee and Malware Firewall for the website.

Mr. Jagger stated an amended contract would be prepared with InFocus for this process.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve an amended contract with InFocus in the amount of \$1,065 for their annual fee and Malware Firewall for the website, in accordance with the staff report as presented. The motion carried unanimously (5-0).

Mr. Jeffries stated a report was included in the packet beginning on Page 14 from Gold & Associates, and what they were proposing was to streamline the website. Mr. Jeffries stated Page 16 of the packet outlined the new home page which highlights downtown Daytona as a place to live, work, and play. He stated Page 18 showed the outline for the Riverfront Shops home page. Mr. Jeffries stated Gold & Associates would do the graphics for the website and InFocus would update the website.

Ms. Kozinski asked what pictures would be used.

Mr. Jeffries stated Ms. Slaight was updating the site with new pictures.

Ms. Slaight stated she had been visiting businesses and had taken pictures to use at the website.

Mr. Jeffries stated a request would be made to the CRA to fund the contract.

Mr. Jagger stated the contract should be with the DDA so the DDA was responsible for enforcing the contract and the DDA should request the funding from the CRA.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the contract between the DDA and InFocus for programming the new web site based on the concept plan developed by Gold & Associates in the amount of \$4,000, contingent on funding being allocated by the CRA, in accordance with the staff report as presented. The motion carried unanimously (5-0).

8. **Board Comments**

Ms. Kozinski thanked Ms. Slaight for all she was doing and stated she was doing a really good job.

Ms. Cook stated she believed the police presence was helping in the downtown. She stated the Josie Rogers house may be made available to the police to be used as an office.

Ms. Kozinski asked when the parking restrictions would be enforced.

Mr. Jeffries stated he did not know.

Mr. Abraham stated, in the interest of disclosure, he wanted to let the Board know that he was contacted by a merchant in the downtown to assist in organizing a non-profit corporation to promote the downtown. He stated he would not be compensated in order to avoid any conflicts. He stated he had informed them that they needed to take the responsibility for the success of their businesses and cannot rely on the DDA to promote their businesses.

Public Comments:

Fred McCowen, 240 S. Beach Street, asked about the parking and when it would be enforced.

Mr. Jeffries stated the wayfinding system has gone out for an RFP in order to start implementing the system. Mr. Jeffries stated he would talk with Public Works to see what can be done temporarily.

Mr. McCowen expressed concern about people speeding on Beach Street. He stated he felt signs should be placed along Beach Street to inform people of the parking at the rear of the buildings.

Ms. Kozinski stated the sign directing people to Federal Alley is on the left hand side in the median and people cannot see it when they are driving.

Mr. Abraham asked that the discussion of signage and parking be placed on next month's agenda for discussion.

Mr. McCowen stated the time limits on parking should be consistent.

Mr. Jeffries stated the parking was 2 hours on the street and 3 hours in the back parking lots.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:20 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary