

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, May 24, 2016

The regular meeting of the Downtown Development Authority was held Tuesday, May 24, 2016, at 8:00 a.m. in Conference Room 149B, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present:

Mr. Robert Abraham, Chair
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present:

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Assistant City Attorney
Ms. Marsha McDonald, Office Assistant

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**

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of April 26, 2016. Ms. Kozinski seconded the motion and it was approved unanimously.

Mr. Hopkins made a motion to approve the minutes of the Special Meeting of May 12, 2016. Ms. Kozinski 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 as part of the packet. Mr. Jeffries stated the expenditures for the Farmers' Market were generally in balance with a slight

surplus. He stated revenues were down by 7%. He stated the account would be in balance.

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

Mr. Jeffries stated the Managers' Report had been provided to the board.

Mr. Jeffries stated he attended a meeting with representatives of Halifax Health and the staff person who oversaw the Farmers' Market from Ormond Beach. Mr. Jeffries stated there was a presentation by the Florida Organic Growers who stated they had access to funds to provide the EBT machines to the Farmers' Market. Mr. Jeffries stated if there were no objections, he would pursue the partnership to bring the machines to the Farmers' Market.

Ms. White stated she had discussions with the City Manager about use of the pavilion area for use by the Farmers' Market. She stated the pavilion would be available to the Farmers' Market if use there was considered since there were new grills and picnic tables there. She stated perhaps a specialty vendor may want to use the pavilion.

Mr. Hopkins stated access to the pavilion could be a problem for vendors for their set-ups.

Noeleen Foster stated having food demonstrations might keep the customers in the market.

7. **2016 Downtown Holidays**

Mr. Jeffries presented the report which was included as part of the packet. Mr. Jeffries stated there had been a committee of merchants meeting to discuss the overall plans for the holidays. Mr. Jeffries stated Page 12 outlined items that were proposed by the merchants. Mr. Jeffries stated the holiday decorations would use the same theme as was previously used. Mr. Jeffries stated the decorations were CRA expenses. Mr. Jeffries stated he will pursue having the contractor that installed the wreaths to place lights in the trees. He stated the cost would have to be determined.

Johnnie Ponder, 543 Maley, asked if the lighting would be extended to the Mary McCloud on the east side of Ridgewood.

Mr. Jeffries stated no, there would be other decorations placed in Midtown and Ms. Ponder could talk to Charles Bryant.

Mr. Jeffries stated the Riverfront Friday event in November would be moved to November 18 so it would be held the week before Thanksgiving. He stated the Saturday after Thanksgiving is Small Business Saturday. The Christmas Boat Parade was scheduled for Saturday, December 3 and a Craft Show was planned during the holiday season in the downtown. Mr. Jeffries stated there were plans to hold a Riverfront Market on Saturday, December 3. Mr. Jeffries stated the committee was working on scheduling downtown caroling.

Ms. Kozinski stated discussions had been held to have the Bel Canto singers perform during the holiday season and performances by the Daytona Playhouse. Ms. Kozinski stated there were plans to place themed boards in downtown to create a Storybook Lane during the holiday season, which will cost about \$250 for each board.

Mr. Jeffries stated the Riverfront Market would have to be included in the budget for next year. Mr. Jeffries stated support of the Storybook Lane would have to be processed through the DDA since the boards would be placed on city property.

Ms. Kozinski stated grant money was being pursued since live performances would be held. She stated she was looking to the DDA to sponsor the boards since the merchants group was not ready to move forward on this.

Ms. White stated the request would have to be brought through for action by the DDA. She stated it would be easier for the merchants to work with the new merchants group as far as payment for the boards.

Mr. Abraham stated he did not see why Ms. Kozinski could not continue to work out the details and once those are finalized, perhaps the merchants group would be in a position to take over the project.

Mr. Jagger stated since the Storybook Lane was proposed to be in the park, the sign ordinance would have to be reviewed to make sure the signs are in compliance and would be allowed in the parks. He stated perhaps it would be a project the City may want to take on instead of the DDA.

Mr. Abraham suggested that this item be discussed with the City Manager and then discuss this project at the next meeting. He asked that a letter be drafted outlining the request and indicating the DDA's support of the project.

Ms. White stated the park would have to be reserved for 5 weeks.

Mr. Jeffries stated Cultural Services would have to review the request and a determination would have to be made regarding the fees.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to have a letter sent to the City Manager indicating the DDA's support of the Storybook Lane event. The motion carried unanimously.

8. **Discussion: FY 2016/17 Proposed Budget**

Mr. Jeffries stated the proposed budget was included on Page 14 of the packet. Mr. Jeffries stated the Property Appraiser's figures would not be available until June 1 so he had projected a slight increase in the taxes. The merchant co-op program was proposed at \$25,000. He stated the only changes made to the expenses were increases for downtown marketing.

Mr. Abraham stated changes would be made to the budget once the ad valorem tax figure was determined.

Mr. Jeffries stated he had not included funds in the budget for the grant that was submitted for the Farmers' Market. He stated those funds would be included if the city was awarded the grant.

Mr. Jeffries presented a proposed schedule and costs for downtown events based on the previous years' activities.

Ms. White stated she would like to see the new Merchants' Association take over some of the events since the DDA did not have the manpower to support events.

Mr. Abraham stated the reason the DDA was involved in events was due to the requests to the city regarding the waiver of fees for events.

Mr. Jeffries provided information on the previous French Market and stated that it generated about \$6,000 in revenue. He had included plans in next year's budget for the proposed dates to hold the French Market during the holiday season.

9. **Discussion: Downtown Merchant Organization**

Joshua Fortner stated the goal of the association is to bring additional funds to the downtown area. He stated the group will be applying for 501 (c) 3 status. He stated the group will be open to the public and will encourage participation by everyone. He stated the merchants are interested in participating in this group. He stated the group plans to develop a website that will complement the website of the DDA. The name of the group will be the Historic District of Daytona Beach.

Joshua Fortner stated Mr. Jeffries approached the merchant's group about taking over Riverfront Fridays. He stated initially they thought that would be a good way to launch the group; however, the group had a very limited bank account and did not want to take over something they could not support. He stated the group would start preparing their calendar for events in 2017.

Ms. White stated she hoped there would be a liaison between the merchants group and the DDA so everyone knew what events were planned. She stated she wanted there to be communication between the groups.

Ms. White asked if Ms. Slaight could be hired by the merchants group.

Mr. Jeffries stated she worked part-time for the city.

Ms. Kozinski asked what would happen with Riverfront Fridays since the merchant group would not be taking it over and the event was advertised.

Mr. Jeffries stated Ms. Slaight had organized the event for May and he would evaluate the event after this month.

10. **Redevelopment Project Update**

Mr. Jeffries stated parking would be discussed at the next meeting. He noted the City Commission would be discussing parking issues as well.

11. **Board Comments**

Ms. Cook asked for the schedule of meetings for the remainder of the year.

Mr. Jeffries stated he would talk with the City Clerk about the schedule. He stated he would let the Board know when the September meetings are scheduled.

Ms. White stated she had been working on the East Coast Freeway Trail which would go through downtown. She stated naming of the trail and the alignment had been discussed. She stated most of the trail already existed and the goal was to tie it into other sites. Ms. White stated the group had been trying to tie the history of the tours that were conducted on the Halifax River into the Trailway project.

Ms. Cook asked about the status of the signage.

Ms. White stated Public Works said a sign would be placed there and it is at the printer.

Mr. Hopkins expressed concern about flooding in the proposed trail area between Wilder and the southern city limit. He stated he hated to see this expenditure so poorly designed.

Mr. Jeffries stated the signage would be part of the parking discussion.

12. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.


Robert Abraham, Chair

for 
Becky Groom, Board Secretary