

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

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

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:05 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: March 22, 2016

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of March 22, 2016. Ms. Kozinski seconded the motion and it was approved unanimously, 5-0.

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 7 of the packet. Mr. Jeffries stated the expenses were on target. He stated right now the Farmers' Market was running a surplus but expenses would be kept in line with the revenue.

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

Mr. Jeffries stated the Farmers' Market Report was included on Page 9 of the packet. Mr. Jeffries stated also included in the packet was a promotion that was available from the USDA and the City would like to apply for the grant that was outlined in the promotion. Mr. Jeffries stated the grant would be used to promote and implement the SNAP program. Mr. Jeffries stated the DDA would have to approve what was submitted so a special meeting of the Board would be needed to approve the grant application.

Noeleen Foster, Market Manager, stated there was a program that would match the SNAP dollars in Florida.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to proceed in preparing the documentation in order to submit the grant application to the USDA to promote and implement the SNAP program. The motion carried unanimously, 5-0.

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

Mr. Jeffries stated the report was included on Page 50 of the packet.

Keith Gold, Gold & Associates, stated there was an increase by 40% of the number of visitors to the web page. He stated social media drove people to the website and there was an increase in referrals through Facebook over last year. Mr. Gold stated there was an increase in the number of people receiving the newsletter.

Mr. Gold stated the efforts of Lori Slaight would be reflected in the next report since there was an increased interaction with the merchants by Ms. Slaight.

8. **Downtown Event Update**

Mr. Jeffries stated Cinematique under the stars had been cancelled due to budget constraints. Mr. Jeffries stated a determination would have to be made as to whether Riverfront Fridays would continue since the movie was the main draw for Riverfront Fridays. Mr. Jeffries stated the event was advertised in the concierge book and was listed on the website.

Stephanie Mason-Teague, 242 South Beach Street, spoke representing Cinematique. She stated a new Board of Directors had decided to no longer hold the movie under the stars.

The Board thanked Ms. Mason-Teague for the support she had given to the downtown through the years.

Mr. Abraham asked if the Board would like to continue Riverfront Fridays in some form or should the Board look to the merchants to support that event. He stated that would be a good event for the merchants since the event had been on-going and had some momentum.

Ms. White stated the new merchants' group that was forming may want to take over Riverfront Fridays. She stated perhaps the number of nights could be extended for Daytona Nights on Friday nights.

Ms. Kozinski asked if the merchants' group would be asked if they were willing to take over the Riverfront Fridays event.

Mr. Jeffries stated Ms. Slaight would be asked to contact the merchants to see if they were interested in continuing the event.

Ms. Slaight stated she had been asked to serve on the Board of the merchants' group and did not know if that would be appropriate.

Mr. Jagger stated it may be a violation of the City's internal policy for her to serve on the Board and could be a conflict. He stated she could serve as a liaison but not as a voting member.

Mr. Abraham stated he did not think it would be appropriate for Ms. Slaight to serve on the Merchants' group Board and it could conflict with some of her City responsibilities. He stated there would not be a problem with her attending their meetings but he would not recommend that she accept an appointment on the Board.

Ms. Mason-Teague stated she hoped the movies would start again in the fall and hopefully be in place to show the Christmas movie.

Ms. White asked the cost of the movies under the stars.

Ms. Mason-Teague stated it cost \$1,000 to rent the movie, plus costs for equipment and staff.

Mr. Jeffries reviewed the results of the merchant survey were included on page 55 of the packet.

Ms. Kozinski stated there were comments about events not being advertised and asked if there was advertising on the radio.

Mr. Jeffries stated this was a Southern Stone event and he stated he did not think they advertised the event as much as they should have.

9. **Merchant Co-op Program: 2017 In-Concierge Book**

Mr. Jeffries presented the report which was included on Page 59 of the packet.

Mr. Abraham asked if the DDA would be committing to a specific number of pages to be printed.

Mr. Jeffries said no; it would be based on merchant participation and he would determine the amount that would be included in next year's budget. He stated the policy is that ½ of the ad was to be paid up-front but some merchants are on a payment plan. He stated two accounts were in collections from previous years. Mr. Jeffries stated to require payment up-front may deter participation.

Ms. Cook asked if the sharing agreement was still in effect with the Daytona Tortugas for advertising.

Mr. Jeffries stated yes and the ad would be in color this year.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the pricing as outlined for advertising in the 2017 In-Concierge book. The motion carried unanimously, 5-0.

10. **Redevelopment Project Update**

Mr. Jeffries stated he would be attending a meeting later in the day regarding the Orange Avenue bridge construction schedule. Mr. Jeffries stated he believed the bridge would not be out of service until late summer. He stated he would email an update to the Board members regarding the schedule after the meeting.

Mr. Jeffries stated a request for bids was out for directional signage. He stated signs for the downtown were in an alternative bid package, which would include signage for directions to parking lots. He stated what was being worked on for city-wide signage exceeded the city's budget for the project.

Ms. Cook asked for an update on the vacant car lot properties.

Ms. White stated she understood the property had been sold.

Ms. Cook stated there continues to be parking problems on Beach Street.

Ms. Kozinski asked when the parking restrictions would start being enforced.

Mr. Jeffries stated he had not heard of any movement to have the two hour parking enforced.

Ms. White stated she was in favor of parking meters because they were revenue driven.

Mr. Jeffries stated the merchants attended a City Commission meeting and asked that parking meters not be installed and asked that two-hour parking be enforced. He stated as a result, the Police Chief sent out a letter saying the two-hour parking would be enforced, the merchants then said they did not want. He stated the city felt like they were getting mixed signals from the merchants.

Ms. Kozinski stated the city needed to make a decision on what they were going to do regarding parking enforcement.

Ms. Mason-Teague stated she felt the policy should be enforced. She stated that would eliminate merchant's employees parking in front of the businesses.

Ms. White stated we should get back on track with the strategic plan which included parking meters.

Mr. Abraham asked that the parking issue be scheduled as an agenda item for the May meeting.

11. **Board Comments**


There were no Board comments.

12. **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