

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

The regular meeting of the Downtown Development Authority was held Tuesday, July 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, City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:08 a.m.

2. Roll Call

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

3. Approval of Minutes – June 28, 2016

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the minutes of the June 28, 2016 Regular Meeting. The motion carried 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 7 of the packet. Mr. Jeffries stated the expenses were on track. He stated a few budget lines may go over the projections by the end of the year so budget

transfers would be presented at the September meeting in order to bring the accounts into balance. Mr. Jeffries stated he would provide a revenue report by vendor at the August meeting.

Ms. White asked for the status of the USDA grant.

Mr. Jeffries stated he received an email that the application was not moving forward in the review process.

6. Farmers' Market Manager's Report

Mr. Jeffries stated the monthly report was included on Page 9 of the packet.

Ms. White asked if the hours had been changed for operation of the market.

Mr. Jeffries stated Ms. Foster had discussed the hours being changed but there was no action taken by the DDA to change the operation hours.

Public Comments:

Kim Dibble, Holly Hill, stated she visited the Farmers' Market and clean-up takes place at 12:00 and cars drive thru the market after that time. Ms. Dibble stated she had been a vendor but would no longer participate and expressed concern about how the market was being managed. She stated the students had only been at the market twice that are doing the food demonstrations. She stated people do not feel safe at the market since there was no police presence. She stated there was no programming to draw customers to the market.

Ms. White stated during the last couple of months, starting and stopping times had been obscure and there had been a problem with vendor parking spaces. She stated the management of the market needed to be tightened up.

Ms. Dibble stated an individual was injured at the market when a tent blew over and Ms. Foster had already left the site and there was no one there to represent the market.

Mr. Jeffries stated he had noticed the cars driving through the area and he had discussed this with Ms. Foster. He stated he was sure this is a concern to the City's Risk Management and insurance.

Mr. Abraham stated some vendors leave at noon if they did not have customers.

Mr. Hopkins expressed concern about an individual that was in the Market preaching with an amplified device. He said it was loud and should have been curtailed.

Mr. Jagger stated amplified sound was a violation of the city's code.

Ms. Kozinski expressed concern about panhandlers along Beach Street.

Mr. Jeffries stated he had been working on other methods to implement the SNAP program. He had been working on getting SNAP into the market through Food Access of Volusia County. He stated he had a meeting with the News-Journal about potential sponsorship for the Farmers' Market.

Mr. Abraham stated he felt a list should be developed of specific issues at the Market so they could be addressed, such as hours of operation and traffic. He suggested Ms. Foster could come up with a list of things that could be done to tighten things up.

Ms. White stated there needed to be clear communication with the Market Manager about the issues and establish a timeline for correction. Ms. White stated she was ready to move on to the next step since this had been talked about a lot. She asked how something formal could be sent to the Market Manager with expectations for correction.

Mr. Jeffries stated the Board can discuss specific items and he would generate a letter.

Mr. Abraham stated he felt there should be an item on the agenda to discuss specific market issues at the next meeting.

Mr. Jeffries asked Board members to email him with their concerns and he would bring the list to the next Board meeting.

Ms. White stated a set-up schematic should be in place for vendor location.

Mr. Abraham stated perhaps there needed to be rules for the vendors.

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

Keith Gold, Gold & Associates, presented the quarterly report which is included on Page 10 of the packet. Mr. Gold stated the number of visitors to the site continued to increase. He stated new visitors to the site were connected through Facebook and the Convention and Visitors Bureau. He noted that 3 out of 5 of the top referred devices were mobile. He stated still more women visit the site than men.

Ms. White stated she was pleased to see improvement in the quality and distribution of the e-newsletter. She asked when the new web site would be launched.

Mr. Gold stated the programming had been worked on and Mr. Jeffries stated it should be launched in November.

Mr. Gold stated there would be updated graphics at the website and in the newsletter.

Ms. White asked if the Sweetheart Trail could be overlaid on the directory maps.

Mr. Gold stated yes.

Kelly Bales of Bullseye, asked if Pokémon-go was driving any business to the downtown area.

Mr. Gold stated it had not been reflected in his latest report.

Ms. Kozinski stated Pokémon had driven business to her shop.

Mr. Jeffries stated a Pokémon element would be built into the next Riverfront Friday.

8. **Downtown Events**

Mr. Jeffries presented a letter that was included on Page 14 of the packet from the Downtown Merchants Association. He stated a week and a half prior to Riverfront Friday, the Association notified the city that they would not be putting on the event. Mr. Jeffries stated the city was prepared to put on the event in August.

Tom Myers, President, Halifax Merchants Association, stated the merchants could not agree so they decided not to hold the event. He stated they agreed they did not want to hold their first event and not have it be successful.

Mr. Abraham asked Mr. Jagger the status of the contract with the Merchants Association.

Mr. Jagger stated the contract would be null and void and with the DDA's approval, the contract would be closed.

Mr. Jeffries stated the contract was specifically for Riverfront Fridays and gave the Merchants Association the opportunity to present additional events for budget consideration during the City's budgeting process.

Mr. Abraham suggested leaving the contract in abeyance for this meeting and then consider an amendment at the next meeting should the Merchants Association decide to continue with events.

Mr. Jagger stated there would need to be clear direction on who was running the event but he did not have a problem with leaving the contract in abeyance for now. He stated the City would need to notify the Merchants Association that as of today, the City would be running Riverfront Fridays based on their communication; and if the Merchants Association decided to take over the event, the contract could be entered into.

Mr. Myers stated he would have an answer for the DDA at the next meeting as to when they anticipate resuming responsibility for Riverfront Friday.

Mr. Abraham asked that the item be placed on the next DDA agenda.

Mr. Jeffries stated he would like a determination made now since the next Riverfront Fridays would be August 26 and that would not leave the City any time to coordinate an event should the Merchants Association decide not to coordinate it.

Mr. Myers stated he would discuss the August date with the Merchants Association and would let the city know within the week if the Merchants Association would hold the event. He stated that would also determine what would be done in September.

Mr. Abraham suggested putting the contract on the August meeting agenda and at that time the DDA could determine if the contract would be closed.

Ms. Kozinski suggested having the City coordinate the August Riverfront Friday and have the contract presented at the August DDA meeting and a determination made at that time if the contract would be closed.

Mr. Myer stated that would be fine with him.

Mr. Jagger stated the start date of the contract could be deferred.

Mr. Jeffries stated he agreed with the idea to have the August event coordinated by Staff and a determination made at the August DDA meeting if the Merchant's Association would coordinate the event in September.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to have City staff coordinate the August Riverfront Friday event. The motion carried unanimously.

9. **Board Comments**

Mr. Jeffries stated the DDA budget would be presented at the first public hearing meeting of the City Commission on September 7; and the DDA would meet at 4:00 p.m. on September 21 prior to the City Commission meeting that evening.

Mr. Jeffries stated the RFP for events and marketing would be presented to the Board in September.

Al Smith, Bulls Eye Marketing, stated not having the decision until September puts him in a difficult situation as far as obtaining sponsors for events to be held in the fall.

Mr. Jeffries stated a letter was sent to the City Manager from the DDA and the City Manager did approve a holiday display in the park. Mr. Jeffries stated he would work with the Legal Department to put the program details together for any agreements that needed to be done between the City and the DDA for the management.

Mr. Jeffries presented the survey results for surveys taken from merchants after events, including the Spirit of the Automobile, Art of the Auto, Island Festival, and Riverfront Fridays.

Kelly Bales, Bulls Eye, stated Bulls Eye was able to donate \$4,000 to Halifax Health through the car show event.

Ms. Kozinski stated she was approached by a woman who wanted to coordinate a fashion show. She stated it would be a sidewalk event and an in-store merchant event.

Mr. Jeffries stated the woman is a DDA merchant on Mary McLeod Bethune and had emailed him her proposed plans.

10. **Adjournment**

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


Robert Abraham, Chairman


Becky Groom, Board Secretary