

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
SPECIAL BUDGET MEETING  
Wednesday, September 21, 2016**

The regular meeting of the Downtown Development Authority was held Wednesday, September 21, 2016, at 4:00 p.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, Development Services  
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Mr. Abraham called the meeting to order at 4:00 p.m.

2. **Roll Call**

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

3. **Approval of Minutes**

a. Regular Meeting: August 23, 2016

**Board Action:**

Ms. Cook made a motion to approve the minutes of the Regular Meeting of August 23, 2016. Ms. White seconded the motion and it was approved unanimously.

b. Special Meeting: September 7, 2016

Ms. Kozinski made a motion to approve the minutes of the Special Meeting of September 7, 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 13 of the packet. Mr. Jeffries stated the budget was on target based on the budget transfers approved by the DDA last month. Mr. Jeffries stated a final update on the budget would be presented at the October meeting.

**Public Comments:**

There were no public comments.

6. **DDA Casual Employees**

Mr. Jeffries stated he was requesting to increase the salary of the Downtown Marketing Coordinator's salary from \$10 to \$13 per hour. Mr. Jeffries stated he is also proposing an assistant be employed as a casual employee to assist Ms. Slaight with Riverfront Market. Mr. Jeffries stated Jeannie Tolley has expressed interest in that position.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the salary for the Downtown Marketing Coordinator at \$13 per hour and a casual employee to assist Ms. Slaight to be paid at \$10 per hour and to make this request to the City Manager, in accordance with the staff report as presented. The motion carried unanimously (5-0).

**Public Comments:**

There were no public comments.

7. **Online Services**

- a. InFocus Media Group Website Maintenance
- b. iContact Email Service Fee

Mr. Jeffries presented the report which was included on page 15 of the packet. Mr. Jeffries stated the web site maintenance fee was \$900; the web site security was \$240; the annual contract with iContact was \$500; and the cost for technical services support was \$2,500.

Keith Gold, Gold & Associates, stated he had heard less complaints from the merchants and felt having a staff person to assist them had been beneficial.

Mr. Jeffries stated he had discussions with the News-Journal regarding the gang page and was giving consideration to no longer participating in the gang page.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski to approve web site maintenance fee in the amount of \$900; the web site security in the amount of \$240; the annual contract with iContact in the amount of \$500; and the cost for technical services support in the amount of \$2,500, in accordance with the staff report as presented. The motion carried unanimously (5-0).

**Public Comments:**

There were no public comments.

**8. Riverfront Shops of Daytona Beach Campaign – FY2016/17**

- a. Brighthouse Advertising
- b. Beach Channel Advertising
- c. Online & Social Media Advertising
- d. Print Materials

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve BrightHouse advertising in the amount of \$2,000 for the first quarter; Beach Channel advertising for one year in the amount of \$1,800; online and social media advertising in the amount of \$3,600 per year; and Facebook advertising in the amount of \$3,600 per year, in accordance with the staff report as presented. The motion carried unanimously (5-0).

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve print materials in the amount of \$835, in accordance with the staff report as presented. The motion carried unanimously (5-0).

**Public Comments:**

There were no public comments.

**9. FY2016/17 Downtown Event Budget**

Mr. Jeffries presented the report which was included on page 25 of the packet. Mr. Jeffries stated he would like to have a recommendation from the DDA for a list of sponsored events for 2016-17 today. Mr. Jeffries stated he had discussions with the Merchants Association but did not have a complete proposal from them.

Keith Gold, Gold & Associates, presented a merchant survey which was completed by 20 participants and presented the results to the DDA. Mr. Gold stated across the Board, the merchants all stated they would like to have more up-scale events, such as the Halifax Art Festival and the Wine and Chocolate Walk. He stated many had suggested having an Art Show in the spring. Mr. Gold stated most merchants stated they would like to have more attendance of events by tourists and snowbirds. Mr. Gold stated most merchants would like to see the Farmers' Market closer to Beach Street. Mr. Gold stated the merchants all like the car shows.

a. Downtown Sponsored Events – FY2016/17

Mr. Jeffries presented the proposed event schedule which was included on page 27 of the packet. Mr. Jeffries stated Riverfront Fridays would remain on the fourth Friday of each month, and the sponsored events would include the Halifax Art Show which would be held on November 5 and 6; the downtown event series sponsored by Bullseye; and the additional events would be the downtown holiday events. Mr. Jeffries stated a list of events had been provided by the Merchants Association for events they would like to hold during the upcoming fiscal year. Mr. Jeffries stated the theme for the holiday events would be Downtown Holiday Dazzle and the schedule would include the storybook event from November 18 through January 1. Mr. Jeffries stated Riverfront Friday was scheduled for November 18 and November 19 and would be the first Riverfront Market. Mr. Jeffries stated November 26 was Small Business Saturday and the Riverfront Market would also be held on that date. Mr. Jeffries stated on December 3, the Riverfront Market would be held as well as the boat parade and Festival of the Seasons at City Island. Mr. Jeffries stated there were no events planned until the Wine and Chocolate Walk in February; the Spirit of the Auto was planned for May; the Island Festival in June; and in September, the Riverfront Food and Wine Festival. Mr. Jeffries stated he had been approached by Mainland High School about the DDA sponsoring a music event and he had also had discussions about a planned fashion show to be held in the downtown. Mr. Jeffries stated he had asked the merchant group if they would be interested in being involved in the art show and music event.

b. Merchant Event Series – Historic Halifax District of Daytona Beach

Mr. Jeffries stated he met with the merchant group and they discussed holding monthly wine walks and monthly car shows.

Tom Myers, 200 N. Beach Street, stated there were difficulties within the proposed organization and he was having difficulty getting people more involved. Mr. Myers stated he wanted to work on the strategic plan to get the organization solid. Mr. Myers stated he would like the DDA to be patient with him until he could get a board he can depend on. Mr. Myers stated he would like to get Daytona State involved in the programs.

Mr. Jeffries stated the merchant group had discussed with him holding a wine walk every first Saturday of the month and a car show every last Saturday of the month. Mr. Jeffries stated permit fees to use Riverfront Park are \$2,000 per event and the wine walks held on the sidewalk would be \$125. He stated the permit to close the street is \$500.

Mr. Abraham asked if the merchant group would be coordinating Riverfront Fridays.

Josh Fortner, 172 N. Beach Street, stated the last discussion that was held among the merchants about Riverfront Fridays was that the Board would prefer that DDA funding be used for wine walks instead of Riverfront Fridays.

Mr. Myers stated they had a good event planned for this Riverfront Friday.

Ms. Cook stated she understood Mr. Myers' frustration but she would be reluctant to approve anything for them when they haven't put on an event yet.

Ms. Kozinski stated the merchant group proposed to hold a wine walk on February 4 but there was one already planned for February 11.

Mr. Fortner stated the Wine Walk that was planned by the merchant group was different from what was done by BullsEye. Mr. Fortner stated a higher-priced ticket was planned.

Kelly Koliopolis, BullsEye, stated they had 22 volunteers that helped with their events in addition to staff.

Mr. Abraham stated nothing could be placed on the event schedule that was not planned.

Mr. Fortner stated he was asking for sponsorships for the monthly wine walks.

Mr. Jeffries stated he understood this to be a financial request from the merchant group and the request was for the DDA to pay all of the costs, which would exceed the DDA's total budget.

Al Smith, 14 St. Johns Place, Ormond Beach, stated the DDA had cut BullsEye's budget every year that they have been doing events. He stated an art show was cut due to funding. Mr. Smith stated he would be willing to do more events and agreed with the Merchant Association that you needed more events but without funding, it would be difficult to do them. He stated there was a tremendous amount of risk and work involved in putting on events. Mr. Smith stated he felt the merchant group needed to become organized and then work on putting on events.

Mr. Abraham stated the DDA needed to compile the event list and adopt it, other events could be added during the year. Mr. Abraham stated everyone needed to keep in mind that there would be 15,000 Shriners in town next year and they would be looking for something to do. Mr. Abraham stated they would be looking for restaurants and shops and things for family members to do that were not involved with the Shriner events. He stated there would be an opportunity to bring some business downtown. Mr. Abraham stated a souvenir booklet would be printed and there needed to be a full-page ad placed in the booklet for the downtown. Mr. Abraham stated an event could be designed to take place while the Shriners were here. Mr. Abraham stated the Shriners group would be returning again in 2018.

Mr. Myers stated the merchant group would need help with the permits and fees for the planned Turkey Rod Run events. He stated he understood another group would be using Riverfront Park at that time and asked if the cost could be split.

Ms. Kozinski expressed concern about placing cars in the park when the storybook event and kids area was planned from mid-November to January 1.

Mr. Jeffries stated other individuals had been in touch with him and were proposing events for the downtown, including Downtown Daytona Nights, Art in the Alley, Spring Music Festival, and Fashion Week which would be held April 19 to April 22.

Kim Moten, 400 Mary McLeod Bethune Blvd., stated she had a tentative schedule and was working on sponsorships for the events but had not received any to date. She stated it was planned

to have the opening of the event at the Indian Motorcycle Shop on Beach Street and then finish the event possibly at the Speedway on Sunday.

Ms. White asked what permitting would be needed for this event.

Mr. Jeffries stated a permit would be needed if there would be artists in the alley. Mr. Jeffries stated the Friday event would be held on the sidewalk and a \$75 permit event could be included in the DDA funding. Mr. Jeffries stated the DDA would help promote the event.

Mr. Hopkins asked how many people would be participating in the fashion show.

Ms. Moten stated there would probably be 25 designers and she would like to include a couple of stores here as well as a department store. She stated there would be casting in February for the models.

Mr. Abraham asked how long she could wait if she decided to cancel the event.

Ms. Moten stated the event was going to work and planned to have the ball rolling by November. She stated she had several sponsorship requests submitted.

Mr. Jeffries stated there was information provided regarding Heidi's music event and they were looking for help with fees.

Mr. Smith stated Heidi's group was not looking for marketing money and would like to have the fees taken care of.

Mr. Jeffries stated the sponsored event list would be: Halifax Art Show, Dream Cruise, Festival of the Seasons, Wine and Chocolate Walk, Spirit of the Auto, Island Festival, Riverfront Fridays, Downtown Holiday Dazzle events which included the storybook exhibit. Mr. Jeffries stated Riverfront Fridays was an unknown. He stated it could remain on the list and be canceled if necessary. Mr. Jeffries stated he would recommend adding the fashion show to the list.

Mr. Jeffries stated Page 26 of the packet showed what was allocated to each event. He stated \$3,600 was allocated for Riverfront Fridays.

Ms. Kozinski stated she would not support events that the promoters did not have anything solid to present to them.

Mr. Jeffries stated he felt the \$5,000 should be approved for the Halifax Art Show, \$350 for radio advertising for Daytona Nights, and \$2,000 for Dream Cruise. He stated he would have a better idea of what was needed for events at the October meeting but approving the events mentioned would get the DDA through the fall events. He stated this would give him an opportunity to have a discussion with the merchants and further discussion with Bulls Eye.

Mr. Abraham asked if there were any additional public comments.

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the sponsored event list and the fashion show and Mainland High School spring music festival as sponsored DDA events, in accordance with the staff report as presented. The motion carried unanimously (5-0).

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve sending a letter to the City Manager requesting the above list be included in the City's approved DDA event listing of sponsored events, including the \$20,000 budget and to have permit fees paid by the CRA, in accordance with the staff report as presented. The motion carried unanimously (5-0).

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the advertising budget of \$20,000, including \$5,000 for the Halifax Art Show, \$1,200 for radio advertising, \$350 for the Downtown Daytona Nights, and \$2,000 for the Dream Cruise, in accordance with the staff report as presented. The motion carried unanimously (5-0).

Mr. Jeffries stated if the merchant group does come forward with a solid proposal, he will present it to the DDA for their consideration. He stated he will encourage them to start planning for events in February to give them time to get organized.

Al Smith stated as a long time downtown merchant and as a member of this Board, he would encourage the DDA to ask the merchant group to become part of the Main Street program, which is nationwide. He stated the merchant group lacks structure.

10. **Board Comments**

There were no Board comments.

11. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 5:52 p.m.

  
Robert Abraham, Chairman

  
Becky Groom, Board Secretary