

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Wednesday, September 7, 2016**

The special meeting of the Downtown Development Authority was held Wednesday, September 7, 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, City Attorney
Ms. Marsha McDonald, Office Specialist II

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. Public Comments

John Nicholson, 413 N. Grandview, stated there had been discussions about installing a park near the library. Mr. Nicholson stated he encouraged the Board to support such a project since it would draw a number of women and children and the women would visit the shops along Beach Street.

4. Downtown Events

a. **Downtown Holidays: Storybook Exhibit Program**

Mr. Jeffries stated the boards would be painted by one individual and each Board would cost \$100. Mr. Jeffries stated there would be a specific story line to the exhibit and the proposed story line would be presented to the DDA for approval.

Ms. Cook expressed concern that there may not be sufficient sponsorship and the DDA would be responsible for paying for the boards. Ms. Cook suggested that payment would be required earlier than October 30 as was noted in the report.

Ms. Kozinski stated it had been discussed that this project would not go forward until the money was in hand.

Mr. Jeffries stated an agreement with the artist would be presented to the DDA for approval.

Mr. Hopkins asked if the agreement with the artist would be presented to the DDA at the September 19 meeting.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the proposed Downtown Holidays Storybook Exhibit Program, in accordance with the staff report that was presented. The motion carried unanimously.

b. **Holiday Riverfront Market Program**

Mr. Jeffries stated included in the packet were the Vendor Guidelines for operation of the Riverfront Market. Mr. Jeffries stated this was the City's attempt to bring back the French Market. Mr. Jeffries stated the Market would be operated on select Saturdays and would operate from 2:00 p.m. to 7:00 p.m. Lori Slaight would be responsible for the operations of the market. Mr. Jeffries stated the market would primarily offer arts and crafts items and fresh plants. Mr. Jeffries stated the Market would operate along the sidewalk in front of the storefronts. He stated Ms. Slaight was in the process of recruiting vendors and the vendors would be placed on the sidewalk from Orange Avenue to Bay Street.

Mr. Hopkins asked if the Market would be in conflict with any other events scheduled for the Downtown.

Mr. Jeffries said no. He stated Stephanie Mason-Teague was working to schedule some performances by the Bel Canto Players during the same time period.

Ms. White stated if 55 vendors were not recruited for the Market and if a sponsor was not secured for the Storybook Exhibit, the program would be operated with a loss.

Ms. Cook stated that she would like included in the agreement a stipulation that vendors would not be placed in front of competing businesses, such as food vendors in front of the restaurants, so as not to take away from existing businesses. The Board agreed by consensus with Ms. Cook's suggestion.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the Riverfront Market guidelines and proposed vendor fees, as presented in the staff report. The motion carried unanimously.

c. **First Amendment to License Agreement for Use of Downtown City Facilities**

Mr. Jeffries presented the staff report which was included as part of the packet. He stated this agreement was for the seasonal displays in Riverfront Park. Mr. Jeffries stated the amendment would be presented to the City Commission for final approval.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the First Amendment to the License Agreement for Use of Downtown City Facilities, in accordance with the staff report as presented. The motion carried unanimously.

5. Farmers' Market

a. **Market Manager Contract**

Mr. Jeffries stated Noeleen Foster, the Market Manager, had submitted her resignation. Mr. Jeffries stated the position would be advertised as a contract employee, similar to the contract that was in place with Ms. Foster, or would be hired as a casual employee through the City's personnel system. Mr. Jeffries stated if the individual was hired as a casual employee, the person would work about 8 hours on Saturday when the market is open and a couple additional hours for office work. Mr. Jeffries stated if an individual was hired as a casual worker that would make additional money available from the budget that could be used for radio and print advertising. Mr. Jeffries stated Ms. Slight would be able to answer calls regarding the Farmers' Market and would assist with vendor recruiting.

Mr. Jagger stated a request would have to be made to the City Manager to employ a casual worker as the Market Manager.

Mr. Jeffries stated there were currently some casual workers that may be available for additional responsibilities.

Ms. White stated she would be in favor of employing a casual worker and possibly having the position grow into a contract employee.

Ms. Cook asked if the casual worker would be able to oversee the market if it was moved to the pavilion.

Mr. Jeffries stated some issues would have to be addressed before the market could be moved. He stated traffic would be an issue if half of the street were closed for the market.

Ms. White stated a portion of the street would have to be closed if the market is moved.

Mr. Abraham stated he felt the market would be better if moved closer to Beach Street and feels Magnolia would be a good location.

Mr. Jeffries stated he would work with staff to determine the costs for closing the street and bring that report to the DDA.

Mr. Hopkins stated he was concerned about the Farmers' Market and had seen a decline. He stated vendor support was needed and felt the vendors were looking to the DDA for support.

Ms. Cook stated there may have been concerns about parking if the Market was moved. She stated with the Orange Avenue bridge construction there may not be enough people visiting the market.

Ms. White stated the south block may be better for parking if the market was relocated.

Ms. Cook stated signs needed to be installed to direct people to the Farmers' Market.

Mr. Jeffries stated a proposal would be presented at the next meeting to outline an increased marketing campaign. Mr. Jeffries stated he met with the Convention and Visitors Bureau and felt there were opportunities that may have been there regarding the Farmers' Market.

Ms. White stated the vendors needed to be advised that Ms. Foster had resigned.

Mr. Jeffries stated he had prepared a letter which would be provided to the vendors informing them of Ms. Foster's resignation. He stated a letter would be provided to the vendors when a replacement was named.

Public Comments:

John Nicholson, 413 N. Grandview, stated he felt Beach Street should be one lane on one side and the trucks for the Market would be placed along the sidewalks. Mr. Nicholson stated information regarding the Farmers' Market could be placed on the new LED signs that would be installed as part of the Orange Avenue Bridge. He stated there could be issues with traffic if the Farmers' Market was relocated to an area near International Speedway Blvd. He stated the Main Street Merchant's Association had negotiated a price with the City for closing the street for their events and perhaps the DDA would negotiate a similar arrangement.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to employ a casual worker to operate as the Farmers' Market Manager, and to have the City Attorney draft a letter to the City Manager requesting the position. The motion carried unanimously.

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to accept the resignation of Noeleen Foster as Farmers' Market Manager, effective September 30, 2016, in accordance with her letter as submitted. The motion carried unanimously.

- b. Market Operations
- c. Fall Market Campaign
- d. News Journal Sponsorship
- e. SNAP Program
- f. DDA-City License Agreement for Farmers' Market Operations

6. **Board Comments**

There were no Board comments.

7. **Adjournment**

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



Robert Abraham, Chairman



Becky Groom, Board Secretary