

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, November 22, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, November 22, 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
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Ms. Lori Slaughter, Development Services
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:07 a.m.

2. **Roll Call**

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

3. **Approval of Minutes**

Regular Meeting: October 25, 2016

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of October 25, 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 10 of the packet. Mr. Jeffries stated this was the first financial report of the new fiscal year. Mr. Jeffries stated a budget transfer was needed and requested the Board approve the transfer as outlined on Page 10.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the budget transfer of \$5,000 from the Exhibit Supplies line item and \$700 from the Event Supplies line item to the Event Advertising line item. The motion carried unanimously.

Public Comments:

There were no public comments.

6. **Downtown Holiday Dazzle Campaign Update**

Mr. Jeffries presented the report which was included on Page 13 of the packet. Mr. Jeffries stated the Festival of the Seasons was tied to the boat parade and the holiday market would be held on five Saturdays during the season and would include holiday performances in the park. Mr. Jeffries stated there was only \$5,400 planned in revenue and \$18,000 in expenses. Mr. Jeffries stated it was planned for the CRA to cover the expense for the permits in the amount of \$3,650. He stated the advertising expenses were budgeted in the DDA marketing and event line items. Mr. Jeffries stated he anticipated about \$1,200 in expenses that currently were not budgeted.

Ms. Kozinski stated the Daytona Auto Mall provided \$1,900 for the trackless train and would be bringing Santa in every week. Ms. Kozinski stated Indian Motorcycles was providing a photographer to take photos with Santa. Ms. Kozinski stated Southern Paint donated the paint for the storyboards. She stated the storyboards were in place and was appreciative of the merchant support. Ms. Kozinski stated Volusia County Cultural Services had helped with the performances in the downtown.

Mr. Jeffries stated he would be requesting a police presence during the evening hours to address the homeless issue in the area.

Public Comments:

There were no public comments.

7. **Downtown Marketing Contracts**

- a. Gold & Associates
- b. Bullseye Direct Marketing

Mr. Jeffries stated he had met with both Gold & Associates and Bullseye Direct Marketing regarding their contracts. Mr. Jeffries stated both vendors would like to revise their scopes of services and the proposals would be presented to the DDA at the December meeting. Mr. Jeffries

stated Gold & Associates would like to provide an update on the branding campaign; and Bullseye would like a one-year contract and they would provide a list of proposed events with a budget.

Ms. Kozinski spoke regarding the Halifax Art Show and stated patrons have told her it was nicer to have the food vendors located in the park instead of along the street. She stated customers told her there was a need for a spring art show.

Ms. Cook stated the parking was horrible during the Halifax Art Show. She stated vendors did not do what they said they would and by 8:00 a.m., she did not have 4 spots for her employees to open her business.

Mr. Abraham asked if off-site parking would be a possibility.

Mr. Jeffries stated there was a parking plan in place and it did not work. He stated the artists were to park at city hall but they arrived early and were in conflict with city hall business hours.

Ms. Cook stated parking permits should be issued for designated parking for the vendors.

Al Smith, Bullseye Direct Marketing, stated parking concerns were a good problem; he stated he had been involved in the Halifax Art Show since 1997 and the current group was the best he had worked with. Mr. Smith stated the event coordinator had concerns as well about how parking was handled.

Ms. White asked if a briefing was held after the art show to discuss how the event went and if there were any problems.

Mr. Jeffries stated he would meet with the event coordinators.

Public Comments:

Al Smith, Bullseye Marketing, stated Bullseye needed assurance that event fees would be covered by the DDA for events, particularly events like the car show.

8. Historic Halifax District of Daytona Beach, Inc. Contract

Mr. Abraham stated he received a petition from the merchants late yesterday afternoon and he was not prepared to discuss the petition today. Mr. Abraham stated he would like to discuss the item that is on the agenda and discuss the petition at the January meeting.

Mr. Jeffries stated a report was included on page 15 of the packet. Mr. Jeffries stated the contract was included on page 16 of the packet. Mr. Jeffries stated the contract outlined that the Historic Halifax District of Daytona Beach group would take over Riverfront Fridays. Mr. Jeffries stated the contract was approved on June 28 and the group was to coordinate Riverfront Fridays in July. Mr. Jeffries stated the group did not coordinate the event so staff coordinated the event. Mr. Jeffries stated the group held one event in September; and the event was scheduled for October and was cancelled on the day of the event. Mr. Jeffries stated the Merchant Association presented to the DDA that they would coordinate Riverfront Fridays and two new events, a monthly car show and a monthly wine walk. Mr. Jeffries stated the DDA approved \$3,600 for Riverfront Fridays and the October event was cancelled. Mr. Jeffries stated he had not received any plans for

any events. Mr. Jeffries stated he had given notice to the group that the contract was on the agenda for possible cancellation.

Mr. Jagger stated the contract had 2 requirements: a schedule of events must be provided and they must produce the events; in exchange, the DDA would provide permitting fees. Mr. Jagger stated they had failed to produce events that were scheduled so there was potential for termination for breach and that would be his recommendation.

Tom Myers, 200 Beach Street, spoke representing the Historic Halifax District of Daytona Beach. Mr. Myers stated the petition was presented to him by the merchants. Mr. Myers stated the events that were held in the downtown did not help North Beach Street because people did not want to cross ISB. Mr. Myers stated parking and panhandling were problems that affect the downtown. Mr. Myers stated an individual entered his store armed and it took 1-1/2 hours before police arrived. Mr. Myers stated issues needed to be addressed before successful events could be held. Mr. Myers stated churches from Ormond Beach bring homeless individuals to the downtown, and they brought 55 homeless to downtown during the Halifax Art Festival. Mr. Myers asked why the police can't help. Mr. Myers stated skateboarders and bicyclists interfere with pedestrians. Mr. Myers asked why the DDA couldn't work with the police to have a relationship to address these issues.

Mr. Abraham stated it did not appear the Merchants Group was prepared to put on any events. Mr. Abraham stated the contract could be re-worked if and when the merchants were ready to proceed.

Mr. Myer stated he was fine with the contract being cancelled.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to terminate the contract with the Historic Halifax District of Daytona Beach and to have staff send a letter to the group notifying them of the termination of the contract. The motion carried unanimously.

9. **Discussion: Farmers' Market Strategy**

Mr. Jeffries stated there were two locations being reviewed for the Farmers' Market. One location was on City Island on the paved area near the City Island restrooms. The second location was on Beach Street and there would be logistics issues with that location due to the closing of the street. Mr. Jeffries stated he would provide a more detailed report later.

Ms. Kozinski asked if Wi-Fi and power issues would be addressed.

Mr. Jeffries said yes and those issues would be part of the timeline. Mr. Jeffries stated he would like to wait for the new Market Coordinator to be hired before some of the issues were addressed.

10. **Board Comments**

Mr. Jeffries stated he would like to discuss the branding comments raised by Gold & Associates. Mr. Jeffries stated Gold was talking about new photo shoots and asked what the DDA expected in terms of branding. Mr. Jeffries asked if the DDA would like Gold to re-do all of the graphic elements.

Ms. White stated she did not feel the core colors needed change but maybe some of the colors, such as the flowers, could be changed and new photography incorporated. She suggested using clip art to place figures in the pictures without incurring the costs for models.

Mr. Abraham stated he preferred to see the pictures of the stores without models.

Mr. Jeffries stated the models were there to convey shopping.

Ms. White stated there was not a lot of shopping that could be done in the downtown.

Ms. White stated the logo needed to be refreshed. She stated she felt we should stay with the gold and blue color pattern but it was dated and the photos need updated. She stated the font could be sharper.

Ms. Kozinski stated she felt the background should be in a darker blue similar to the darker blue at the bottom of the web page.

Mr. Jeffries stated the Riverfront Market was designed for all three blocks. Mr. Jeffries stated the merchants did not participate and the market was too spread out.

Ms. Kozinski stated it was difficult to get merchants to participate.

Mr. Jeffries stated it appeared some merchants were working against the events.

Mr. Abraham stated at the January meeting, the Board needed to discuss what it legally was tasked with and what the DDA had the authority to do.

Mr. Jeffries stated he would provide the board some background information on decisions the DDA made regarding marketing.

Mr. Abraham asked that the Board be provided with copies of the Charter and the Board's Mission Statement.

Mr. Jeffries stated on the petition, there are only 11 business owners who signed the petition; most of the signatures were by employees.

Ms. White asked if the DDA could contract with security firms similar to what are in place in the area malls.

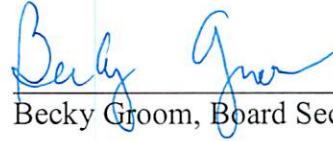
Ms. Kozinski stated churches bringing buses into the area and leaving homeless people was a city problem.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:00 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary