

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, December 20, 2016

The regular meeting of the Downtown Development Authority was held Tuesday, December 20, 2016, at 8:00 a.m. in Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook (left the meeting at 9:15 a.m.)
Mr. Joe Hopkins (left meeting at 8:25 a.m.)
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Ms. Lori Slight, 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: November 22, 2016

Board Action:

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

Mr. Hopkins asked that thank you letters be sent to the sponsors of the holiday events.

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 8 of the packet. Mr. Jeffries stated the report reflected the expenses through December 12, 2016, and the budget was on target. Mr. Jeffries stated \$5,775 was collected for the Downtown Dazzle campaign.

Mr. Jeffries stated \$3,000 had been collected for the Farmers' Market and there had been \$4,000 in expenses and there was a deficit right now of \$1,200.

Ms. Cook asked when something would be done to stop the "bleeding" of the Farmers' Market.

Mr. Jeffries stated the advertising had been increased and he does not project there to be a deficit year long. Mr. Jeffries stated the Market collected about \$1,700 monthly in revenue. Mr. Jeffries stated Hurricane Matthew and the Orange Avenue bridge project had an effect on the market. Mr. Jeffries stated he planned to visit the Farmers' Market in Gainesville since that market was successful and had reached the maximum number of vendors of 75.

Mr. Hopkins stated the Farmers' Market in Palm Coast was successful and was very different than the one on City Island. Mr. Hopkins stated the vendors sold a lot of prepared foods and merchandise.

Public Comments:

There were no public comments.

6. Downtown Marketing Contracts

Mr. Jeffries presented the report which was included on Page 11 of the packet.

a. Gold & Associates

Mr. Hopkins left the meeting at 8:25 a.m. but stated he was in favor of the contract with Gold & Associates as presented.

Mr. Jeffries stated what was proposed for the Gold & Associates was a contract with 3 phases:

Phase 1 would cover a branding and planning update – cost = \$6,000

Phase 2 would be for creation and updates of the templates – cost - \$6,200

Phase 3 would be the monthly payment for the contract in the amount of \$1,140 per month for the months of March through September, 2017

Mr. Jeffries stated the letter sent to the City Manager requesting the CRA pay for the graphics and website update had been approved.

Mr. Jeffries stated another graphic artist might have to be retained to do some art work that staff would be unable to absorb. He stated Cultural Services did use someone who charges \$35 per hour to do their posters.

Mr. Jeffries stated there were members of the community who had expressed concern to him about how the DDA spends money.

Keith Gold, Gold & Associates, stated what was proposed was at a much smaller cost than had been proposed to the DDA in the past. Mr. Gold stated the hourly rate had been cut in half. Mr. Gold stated Phase 2 would create a new phase of overall branding. He stated Phase 2 would cover creation of the templates which would be animated and someone could click on a picture and drag it into their proposed ad. Mr. Gold stated outside vendors would not be needed to create posters as was suggested by Mr. Jeffries. Mr. Gold stated the process would make everything easier and the City would have the templates which would be placed on a hard drive for the City, since it was the City's asset. Mr. Gold stated the process would be easier and he would continue to do many items pro bono as he had in the past.

Mr. Jeffries stated there were some benefits to the approach as presented by Mr. Gold but he did have concerns about the newsletter and posters. He stated he may have to come back to the DDA to request the use of a graphic artist to finalize work.

Mr. Abraham stated the DDA had a history with Mr. Gold and knew he was willing to work with us.

Mr. Gold stated he was confident that an outside graphic artist would not have to be used.

Mr. Abraham stated what we wanted to do was elevate the brand without overloading the work on staff within the confines of the money that was available to be spent.

Ms. White asked if there was a possibility of doing the newsletter quarterly.

Mr. Gold stated he would do whatever the DDA decided and perhaps it could be done every other month. He said perhaps the merchants could be invited to a workshop to discuss ad creation and posts.

Ms. Cook asked if the DDA decided to change the number of newsletters created, could that be changed within the scope of the Gold contract.

Mr. Jagger stated there was not a contract to be presented today, and what was before the DDA was a proposal. Mr. Jagger stated contracts could be amended with agreement of both parties.

Mr. Gold stated in January he would be reviewing the marketing plan with Mr. Jeffries.

Mr. Jagger stated additional work could be done subject to a work authorization from the DDA.

Mr. Abraham stated what was proposed was a one-year contract with options to renew and it was not a long-term commitment. Mr. Abraham stated there was a merchant group that was questioning the DDA's allocation of resources which the Board would be dealing with soon. Mr. Abraham stated what was proposed would continue the work with Mr. Gold and he was not concerned about making adjustments during the year if those had to be made.

Mr. Gold stated his contract with the DDA ended December 31, 2016.

Mr. Abraham asked that a special meeting be held in early January to consider a contract with Gold & Associates.

The Board agreed to hold a special meeting on January 10, 2017, at 8:00 a.m. for the purpose of addressing the contract with Gold & Associates.

b. Bullseye Direct Marketing

Mr. Jeffries presented the report which was included on Page 11 of the packet.

Mr. Jeffries stated the contract with Bulls Eye Direct Market was included on Page 12 of the packet. Mr. Jeffries stated the contract was a one-year contract for 2017 and includes 5 proposed events. Mr. Jeffries stated Exhibit C of the contract included the criteria for event posters since that had been an issue in the past. Mr. Jeffries stated there were three corrections that needed to be made to the proposed contract: Section 4A should say 90 days “prior to” the cancellation of the event; in Section 9, subsection “a” should be removed; and the deadlines needed to be corrected on Page 20.

Ms. White stated she would like a statement included to clarify event graphics that would be needed.

Mr. Jeffries stated on Exhibit B, Page 20, the specifications could be added under Event Graphics.

Mr. Jagger stated Exhibit B would be clearer if the event listing showed only the events to be put on by Bulls Eye and not all of the events. Mr. Jagger suggested designating the events that would be put on by Bulls Eye with an asterisk.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the contract with Bulls Eye Direct Marketing for the calendar year 2017, with the amendments as stated above, which were: Section 4A should say 90 days “prior to” the cancellation of the event; in Section 9, subsection “a” should be removed; and the deadlines need to be corrected on Page 20, in accordance with the item as presented by staff.

The motion was amended to include the comments from the City Attorney as stated above that the Bulls Eye events be designated by an asterisk on Exhibit B.

The motion carried unanimously (5-0) as amended.

7. **Downtown Events**

- a. Riverfront Fridays
- b. Riverfront Market

Mr. Jeffries stated the committee that worked on the Downtown Holiday Dazzle met yesterday and they were looking at performance and improvements that would be made to the event. Mr. Jeffries stated the CRA would be paying for the event permit fees. Mr. Jeffries stated there was about a \$2,000 deficit in expenses for the event.

Ms. Kozinski stated she wanted to thank everyone that supported the event, especially those who were not located in the downtown.

Mr. Jeffries stated he had contacted the Merchants Association and they had not come back with a proposal for Riverfront Fridays. Mr. Jeffries stated he proposed that staff take over the responsibility for Riverfront Fridays and the cost would be about \$300 per event and each event would have a theme. Mr. Jeffries stated staff would continue to look for a sponsor for the event. Mr. Jeffries stated he proposed to continue the Riverfront Market in the spring during March and April and use the \$4,500 that had been allocated for the merchants to support those events.

Ms. White asked what the content would be for Riverfront Fridays and asked if staff had a strong event proposed.

Ms. Cook left the meeting at 9:15 a.m.

Mr. Jeffries stated he had spoken to a number of people that signed the petition and the merchants wanted more events and wanted them in front of their businesses. Mr. Jeffries stated the merchants wanted the DDA to rotate events throughout the entire downtown area. Mr. Jeffries stated the first 4 Riverfront Fridays would be focused on the north block. Mr. Jeffries stated the merchants wanted the tents more consolidated for the Riverfront Market.

Ms. White expressed concern about the DDA being too involved in doing events. Ms. White stated it did not seem responsible to her to put on the events since the events had struggled in the past.

Ms. Kozinski asked if the staff could do the event in January and then decide if they would coordinate future events.

Mr. Jeffries stated the DDA had a year long contract with the News Journal for sponsoring the Farmers' Market and there was a similar contract with Southern Stone.

Mr. Abraham stated he shared Ms. White's concerns. He stated the events did not have a real identity. He stated he was concerned about having the DDA put on events. Mr. Abraham stated he would be in favor of deferring a decision of the spring events so it could be discussed in more detail.

Ms. White stated she would be in favor of spending the \$4,500 that was set aside for the merchant's events on something that was more thought out with a vendor.

8. Farmers' Market Insurance

Mr. Jeffries presented the Staff Report which was included as part of the packet.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the renewal of insurance with Brown & Brown for the Farmers' Market, in accordance with the staff report as presented. The motion carried unanimously (3-0).

9. **Merchant Survey**

Mr. Jeffries reviewed the proposed Merchant Survey which was included as part of the packet. Mr. Jeffries stated the survey included the DDA's budget priorities, the Riverfront Shops campaign, and downtown events.

Mr. Jeffries stated there were concerns expressed on the petition presented by the merchants about how the DDA should use their resources and the survey would ask for the merchants' opinions on the DDA's spending.

Ms. Kozinski asked if the DDA could address policing issues.

Mr. Jeffries stated the DDA could pay funding for a rental officer to be assigned to the downtown.

Mr. Abraham stated the DDA had previously paid up to \$25,000 for security in the downtown. He stated the DDA did not pay a security company but funds were allocated to the City's Police Department for police presence.

Mr. Abraham stated the proposed survey would be used to help with future planning purposes and asked that that be noted in the survey.

Ms. White stated if the DDA doesn't brand and market downtown, no one else would.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to proceed with the Merchant Survey. The motion carried unanimously (3-0).

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 9:37 a.m.


Robert Abraham, Chairman


Becky Groom, Board Secretary