

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Tuesday, January 10, 2017**

The special meeting of the Downtown Development Authority was held Tuesday, January 10, 2017, 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. Sheryl Cook
Ms. Kelly White

Board Members Absent

Ms. Tammy Kozinski

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Assistant City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:04 a.m.

2. Roll Call

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

3. Public Comments

There were no public comments.

4. Gold & Associates Contract

Mr. Jeffries presented the proposed contract. Mr. Jeffries stated the contract was for a one-year period with an option for renewal. Mr. Jeffries stated the cost for the proposed contract was \$1,100 per month for the tasks as outlined in Task I in the proposed contract. Mr. Jeffries stated the total cost for Tasks II and III is \$10,500. Mr. Jeffries stated the proposed contract was in line with the current budget and stated the Tactical Plan would be presented at the February DDA meeting.

Keith Gold, Gold & Associates, stated the budget was less than it had been in the past. Mr. Gold stated Gold & Associates would be presenting new ideas regarding the branding program. Mr. Gold stated his team would be working with city staff to make it easier to upload items for the newsletters and other materials.

Mr. Jagger stated two minor changes had been made in the proposed agreement: the renewal clause was only for Task I and Section 7A would read “written” notice of termination.

Ms. Cook asked if new photos would be taken for the website or if pictures would be used from previous events.

Mr. Gold stated funds had been set aside in the City’s overall budget for photos but it would be the Board’s preference. Mr. Gold stated he felt the photos needed to look a little less staged.

Ms. Cook asked if InFocus would be updating the website.

Mr. Jeffries stated updating the website was part of Ms. Slaight’s responsibilities and InFocus did not update the website. He stated InFocus was responsible for maintenance and repairs when there were glitches.

Ms. Cook asked if the color scheme would change in the logo.

Mr. Gold stated he did not recommend changing the color scheme.

Ms. Cook stated she would have liked to have seen something that showed good things happening in the downtown. Ms. Cook asked if the website would be a revenue generator.

Mr. Jeffries stated there had not been a charge for ads on the website but he would see if that could be an option.

Ms. White asked what the projected date for the new website was.

Mr. Jeffries stated April 1.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the proposed contract with Gold & Associates for one year at the cost of \$1,100 per month for Task I and a total cost for Tasks II and III in the amount of \$10,000, in accordance with the staff report as presented and changes requested by the City Attorney. The Board agreed unanimously (4-0).

5. **Board Comments**

Mr. Abraham stated a discussion of the petition that was submitted by the merchants would be scheduled for the January 24, 2017 DDA meeting.

Ms. Cook stated there needed to be information transmitted to the merchants regarding the DDA’s authority.

Mr. Abraham stated the Board needed to discuss the Board’s role and inform the merchants that there were some things the DDA did not have control over, such as the composition of the Board. Mr. Abraham stated the merchants wanted the downtown divided into sections and had a representative from each section of the downtown serving on the DDA. Mr. Abraham stated the DDA had a responsibility to the entire taxing district since the entire district was required to pay the

additional 1 mill tax levied by the DDA. Mr. Abraham stated the merchants were responsible for the success of their businesses, not the DDA.

Ms. Cook asked if the newsletter would be sent out to notify the merchants of the January 24 DDA meeting.

Mr. Jeffries stated the newsletter would be going out soon since the DDA would be contacting the merchants regarding the upcoming Wine Walk.

Ms. Cook asked that Mr. Jeffries put an article in the newsletter that the dumpsters in the downtown were not for private use but for the use of businesses that pay for the dumpster placement.

Mr. Jeffries stated he would put an update on that in the newsletter.

Ms. Cook expressed concern about parking in the downtown and stated there was only one space available after 12:00 p.m. yesterday.

6. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:37 a.m.



Robert Abraham, Chairman



Becky Groom, Board Secretary