

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, March 28, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, March 28, 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. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Marsha McDonald, Office Specialist II
Ms. Lori Slight

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.

4. Approval of Minutes: February 28, 2017

A motion was made by Ms. White, seconded by Ms. Cook, to approve the minutes of the February 28, 2017 meeting as presented. The motion carried unanimously.

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet on page 9.

Mr. Abraham stated the DDA was midway through the fiscal year and was lacking in revenue.

Ms. Cook expressed concern about the deficit.

Ms. Slight stated she had been visiting other markets to try to determine strategy and to talk with vendors that were at other markets about joining the Daytona Farmers' Market.

Mr. Jeffries stated he had learned by visiting other markets that their revenues were also down.

6. Merchant Co-Op Program: Imperial Session Program

Mr. Jeffries presented the staff report which was included on page 12 of the packet. Mr. Jeffries stated he anticipated receiving about \$1,500 in revenue thru merchant participation.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to spend \$1,700 on advertising in the Imperial Session Program for the Shriner's Convention to be held in 2017, in accordance with the staff report as presented. The motion carried unanimously.

7. Discussion: FY2017-18 Strategy and Budget Planning

Mr. Jeffries presented a Power Point presentation regarding the proposed budget for FY2017-18. Mr. Jeffries stated included in the Power Point was the DDA's Adopted Goals and Mission Statement. Mr. Jeffries stated he would like to receive input from the DDA to determine if the mission needs to be updated or changed. Mr. Jeffries stated the DDA may want to focus more on downtown appearance or safety.

Public comments:

Deb Smith, Sea Magazine, stated she wondered if the merchants were aware of the responsibilities and structure of the DDA. She stated perhaps a meeting could be held with the merchants so they better understood the process.

Ms. Kozinski stated merchants were invited to meetings with the City but most do not attend.

Mr. Jeffries stated emails providing information about the DDA were provided to all merchants. Mr. Jeffries stated the DDA's website was being updated which should be a good resource for the merchants and citizens as well.

Mr. Abraham asked if the Board felt there should be a redirection of resources for safety concerns or other improvements to the downtown area.

Al Smith, Bulls Eye Direct Marketing, stated he felt the DDA was doing a good job with their limited resources. Mr. Smith stated it was not the City's or the DDA's job to do the marketing for the businesses in the downtown.

Ms. Kozinski stated to reallocate funds for policing in the downtown would be a limited amount and expressed concern at how many hours a small designation of funds would provide in terms of police service.

Josh Fortner, 172 N. Beach Street, stated a merchants group had been formed in the downtown and the members felt there were certain functions the merchants group could provide that were currently handled by the DDA, such as marketing and generating revenue.

Ms. Cook stated she felt forming a merchants' group was a great idea. She stated the merchants group had been coming forward with proposals and the DDA supported their efforts; however, the organization needed to come up with plans and be more cohesive and present solid plans to the DDA for budgeting items.

Brian Miseveth, Daytona Media Group, Daytona Beach News Journal, 601 Sixth Street, stated his company offers free training seminars on how to market a business.

Johnnie Ponder, 885 Maley Avenue, stated businesses needed to be more involved in the downtown area as a whole and businesses should market themselves.

Mr. Hopkins stated he would like to see a stable merchants' association and one that was developed through the Main Street program; but right now, he did not see a stable unit where any of the DDA's responsibilities could be turned over to them.

Mr. Abraham stated he believed he had heard from discussions by Board members that the DDA should continue on the current course; there was a perception that the DDA allocated resources to a certain portion of the downtown over others. Mr. Abraham stated he does not know to what extent that was true. Mr. Abraham stated there were portions of the downtown that pay taxes to the DDA and that deserved some consideration.

Mr. Jeffries stated there was some truth to it and there was a lot of focus on the three-block retail district.

Brian Miseveth stated he would support more arts and entertainment in the downtown and felt those events benefit the entire district.

Mr. Abraham stated he did not associate Beach Street with arts and music, except for the Halifax Art Festival, and wondered how Beach Street could become an art district.

Ms. Kozinski stated she envisioned jazz being played in some of the restaurants and possibly having art galleries located there.

Ms. White stated she envisioned public art in the park or the alley ways.

Mr. Abraham stated it made sense to try to incorporate art and music into what was already there.

Mr. Fortner stated the merchants group was not thinking of an art and music district for the downtown for the purpose of branding.

Ms. Slight stated art and music were a part of Riverfront Fridays. Ms. Slight stated to say it was an art and music area, we have to be sure there was art and music provided. She stated the same could be said for branding the area as historic since there was not a lot of history in the downtown.

Mr. Smith stated he has had two very successful meetings with the Art League and they had a lot of programming at their site.

Ms. White expressed concern about the Farmers' Market and specific spots that were allocated for certain businesses. She stated if the revenue was down, maybe we should charge more; but she felt the market could be better organized and more attractive. Ms. White stated if someone was using specific spaces and was bringing a truck, that parking space needed to be considered.

Mr. Jeffries stated there were several vendors that only attend the Farmers' Market once or twice a month.

Mr. Miseveth stated vendor spaces for artists at other events generally were at a much higher rate.

Ms. Kozinski asked what the restrictions were for micro-breweries.

Mr. Jeffries stated there were two in the downtown prior to his starting employment with the City. Mr. Jeffries stated a brew pub can be placed where food is sold; however, if there was no food served, it would have to be treated as a boutique bar.

Mr. Abraham stated there was history in the downtown but does not know how that could be marketed. He stated some cities market areas as the "Old Downtown."

Ms. Kozinski stated September and October are slow periods for merchants and stated those months should be kept in mind in planning events.

Mr. Abraham stated that in the past, the DDA had agreed that the riverfront needed to be marketed.

Ms. Smith stated, as far as historic areas in the downtown, there was Jackie Robinson Park, the Halifax Museum, the old Fire Department at Orange and Beach which had historic value, and the Post Office.

Mr. Jeffries stated the historic area discussion was part of the branding for the Riverfront Shops. Mr. Jeffries stated it was an old downtown but referring to it as a historic district could be detrimental since it is not St. Augustine, Savannah, or Boston.

8. Discussion: Downtown Holiday Dazzle Review

Mr. Jeffries presented the report which was included on page 17 of the packet. Mr. Jeffries stated included in the report was the merchants' survey responses and responses from the vendors themselves. Mr. Jeffries stated this was the first coordinated holiday event held in the downtown.

Ms. White stated other support would be needed in the future to assist staff with coordinating the event.

9. Discussion: Downtown Maintenance

Mr. Abraham asked that this item be postponed until the April meeting.

Mr. Jeffries stated many of the merchants did not want the benches placed back along the street.

Ms. Kozinski stated as a merchant, she cannot police a bench that is on city property.

Mr. Jeffries stated he would talk with merchants that want benches at their businesses about other options, such as providing their own chairs and benches.

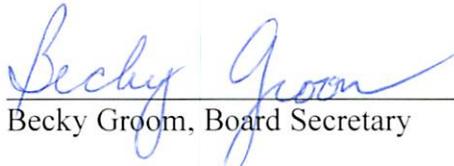
10. **Board Comments**

There were no Board comments.

11. **Adjournment**

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


Robert Abraham, Chairman


Becky Groom, Board Secretary