

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Wednesday, October 11, 2017**

The special meeting of the Downtown Development Authority was held Wednesday, October 11, 2017, at 8:00 a.m. in Conference Room 149A, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler
Ms. Sheryl Cook, Vice Chair
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Joanne Flick, Purchasing Agent
Ms. Becky Groom, Board Secretary

1. Call to Order

Michael Sznajstajler, Chair, called the meeting to order at 8:10 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. Request for Proposals: Downtown Event Promotion Services

Joanne Flick, Purchasing Agent, stated one response was received to the Request for Proposals for Downtown Event Promotion Services. Ms. Flick stated the Board would review the scores they had applied for each item of the proposals and would average the scores. Ms. Flick stated the RFP was issued on August 25, 2017, and proposals were opened on September 29, 2017.

Mr. Jagger stated normally a recommendation was made to the City Manager to negotiate a final Contract and asked what procedure would be used.

Ms. Flick stated if the DDA decided they wanted to proceed with the proposal, Mr. Jeffries could negotiate a Contract and bring it back to the DDA for approval.

Mr. Jagger stated he and Mr. Jeffries would negotiate a Contract and bring it back to the DDA for approval.

Ms. Flick stated since only one proposal was received, the Code allowed for the Contract to be considered as a sole source which would provide a lot of leeway for the Board.

Ms. Flick stated the first item on the scoring sheet was “Past experience in similar event promotion.”

Board Scores:	Mr. Sznajstajler	-	5
	Ms. Cook	-	4
	Mr. Hopkins	-	4
	Ms. Kozinski	-	4
	Ms. White	-	5

The Board agreed to an average score of 4.5

The next item scored by the Board was “Past experience of key personnel with similar event promotion.”

Board Scores:	Mr. Sznajstajler	-	5
	Ms. Cook	-	4
	Mr. Hopkins	-	3
	Ms. Kozinski	-	3
	Ms. White	-	4

The Board agreed to an average score of 3.8

Mr. Hopkins stated Frank DeMarchi of Southern Stone’s experience was stellar but his two subordinates had limited experience which was why he scored this item at a 3.

The next item scored by the Board was “Proposed event planning.”

Board Scores:	Mr. Sznajstajler	-	4
	Ms. Cook	-	3
	Mr. Hopkins	-	2
	Ms. Kozinski	-	1
	Ms. White	-	4

The Board agreed to an average score of 2.8

Ms. Kozinski stated she was concerned about the comparison to New Smyrna Beach and noted Beach Street was different than New Smyrna Beach.

Ms. White stated she liked the link with the Gibbs report and the effort to get people into the stores and Riverfront Shops.

Mr. Hopkins stated he had worked with Frank DeMarchi of Southern Stone for many years and Mr. DeMarchi's expertise was in putting on events. Mr. Hopkins stated his concern was that he saw redundancy in the promotions proposed and he did not know if the merchants could support multiple tours. Mr. Hopkins stated Southern Stone had put on events that were outstanding which he had attended but he did not see a level of creativity.

Ms. Cook stated she felt there needed to be events for people to do outside and not just tours.

The next item scored by the Board was 'Benefit of the proposed events.'

Board Scores:	Mr. Sznajstajler	-	4
	Ms. Cook	-	3
	Mr. Hopkins	-	3
	Ms. Kozinski	-	1
	Ms. White	-	4

The Board agreed to an average score of 3

Ms. Kozinski stated what was proposed was not what downtown does best and she did not see the merchants actively participating in what was proposed. Ms. Kozinski stated she would like to see something more unique for downtown.

Mr. Sznajstajler stated the only things that were proposed which were new were the four tours. Mr. Sznajstajler stated he saw that as building on the infrastructure that was already in place for events and adding more to it.

Ms. Kozinski stated she did not see a car show proposed and the two that had been held were very successful. Ms. Kozinski stated the Board discussed holding an art festival in the spring and that was not mentioned in the proposal. Ms. Kozinski stated these were events that work well in downtown and made Beach Street unique to this side of Volusia County.

The next item scored by the Board was "Overall DDA event budget and specific event budget."

Board Scores:	Mr. Sznajstajler	-	4
	Ms. Cook	-	3
	Mr. Hopkins	-	5
	Ms. Kozinski	-	3
	Ms. White	-	3 (changed score to 4)

The Board agreed to an average score of 3.8

Mr. Hopkins stated the overall DDA event budget was something that had been allocated by the DDA and felt it was sufficient to help with these promotions.

Ms. White stated the proposal met the basic requirements.

Ms. Flick stated the criteria was the overall DDA event budget and specific event budget and providing events within the allocated budget. Ms. Flick stated the Board was judging what Southern Stone would do with the DDA funding. Ms. Flick stated the criteria required estimated funding for each event as well as proposed expenses. Ms. Flick asked if what had been stated would change anyone's score.

Mr. Hopkins stated the allocation was duplicated on each event and he looked at it as how they would allocate the funds the DDA would be providing and he was comfortable with that.

Ms. White stated she would change her score to 4 for this item.

Public Comments:

Frank DeMarchi, Southern Stone Entertainment Group, stated he personally oversees five event groups in Central Florida and southern Georgia. Mr. DeMarchi stated he operated events in Tennessee and Alabama. Mr. DeMarchi stated most of his events were held in downtown areas. Mr. DeMarchi stated he approached this as setting the platform for a series of events. Mr. DeMarchi stated the New Smyrna Beach Light event was self-sufficient with a budget of \$150,000 and did not receive any government funding but received funding through their progressive food events. Mr. DeMarchi stated the grits and seafood festival was a duplicate of a very successful event held in Georgia. Mr. DeMarchi stated the proposed events could have had an impact on the community and would raise money for more events. Mr. DeMarchi stated he would bring in freezers for the ice cream event which he had done in other areas and the event was very successful. Mr. DeMarchi stated for a cookie event, not all cookies would be homemade so decoration stations would be added. Mr. DeMarchi stated the merchants would be compensated so for events such as the Wine Tour, there would be money that went back to the merchants to compensate for their expenses. Mr. DeMarchi stated at the New Smyrna Beach wine event, participants pay \$20 to taste 20 different wines and if they did not have a glass, the participant would pay an additional \$5 for a glass. Mr. DeMarchi stated the \$5 was pure profit and would pay for the DDA's expenses; and it was anticipated that participants would not spend their 20 tickets. Mr. DeMarchi stated after the merchants collect the tickets from the participants, the merchants would be reimbursed for every ticket they had received and the retail leakage would be the unused tickets. Mr. DeMarchi stated that more than one merchant told him the car shows did not help their businesses so he did not know if the car shows warranted the expense for closing the street. Mr. DeMarchi stated he proposed the advertising as being equal for each of the proposed events since this would be the first year the events would be held. Mr. DeMarchi stated he believed there would be an opportunity for cross marketing and possibly incorporating movie events with other events.

Mr. Hopkins stated he liked the level of creativity Southern Stone brought. Mr. Hopkins stated the radio station was supporting these events. Mr. Hopkins stated Southern Stone had events they would be coordinating in other areas and he was concerned about their allocation of resources. Mr. Hopkins stated there was a successful Mardi Gras in New Smyrna Beach so a Mardi Gras event could not be held here.

Mr. DeMarchi stated he looked at building a platform in New Smyrna Beach and the event was started with a parade. Mr. DeMarchi stated the event was now a weekend event and had been built on that original platform through the years. Mr. DeMarchi stated the idea of the grits festival was to have something new that would not duplicate other events.

Mr. Hopkins stated what was proposed by Southern Stone engaged the DDA and felt a real partnership could be developed. Mr. Hopkins stated this was a different approach than what he had seen from BullsEye Marketing who wanted to plan the events without DDA input. Mr. Hopkins stated he did not know if all the events proposed could be supported and suggested possibly having a workshop to discuss the event schedule.

Mr. DeMarchi stated he used the word "tour" for the proposed events to give an identity to Beach Street, not a walk like was done in other towns. Mr. DeMarchi stated wine events could be held to highlight certain areas, such as having a California wine walk or an Italian wine walk.

Ms. Kozinski stated she was surprised by Mr. DeMarchi's comments that the merchants did not want more car shows because the DDA had repeatedly heard that the merchants wanted more car shows. Ms. Kozinski stated the comments she received from participants at the recent Hurricane Rally was that people enjoyed the Hurricane Rally because it was simple.

Ms. Cook stated that she was concerned that 36 RFP's were sent out and only 1 response was received.

Ms. Flick stated she polled people and read the responses and some stated they had not receive the request to submit a proposal but received the addendum. Ms. Flick stated the DDA could move forward to negotiate a contract with Southern Stone or re-issue the RFP to see if more responses were received. Ms. Flick stated if the RFP was re-issued, she suggested that the Scope of Services be modified.

Ms. White stated hiring an event producer had been talked about for two years and she did not want to drag this out any longer.

Mr. Sznajstajler stated the DDA's goal was to have something in place by January and he did not see an agreement being in place by the end of the year if the DDA decided to solicit proposals again.

Mr. Jagger stated the advertised term for this contract was 3 to 5 years and that timeframe could be shortened during negotiations.

Mr. Sznajstajler stated he liked the idea of having a workshop to discuss events.

Mr. Jeffries stated if a workshop was held, it could be held as part of the merchant meeting and Mr. DeMarchi could present ideas at that meeting.

Mr. DeMarchi stated he would prefer to have a workshop with the DDA so parameters could be established.

Ms. Cook stated she would have liked to have received the RFP and response earlier so she would have had more time to review the documents.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to negotiate a contract with Southern Stone for event promotions and further discuss what events would be held with the DDA. The motion carried unanimously (5-0).

5. **Board Comments**

Mr. Hopkins stated there were areas in Beach Street where the pavers were failing and Public Works paved over them. Mr. Hopkins stated there were planters that should have palm trees in them and they were blanketed over.

Mr. Jeffries stated the pavers were on order and had to be special ordered. Mr. Jeffries stated the arch should be replaced.

Ms. Cook stated there seemed to be a lot more people living in the park and was concerned about the homeless situation. Ms. Cook stated she was concerned that Christmas was coming and there were no promotions planned for the downtown.

Mr. Jeffries stated there would not be the 4 weekend events that had been planned with Stephanie Mason-Teague. Mr. Jeffries stated Small Business Saturday is the Saturday after Thanksgiving and a cookie walk was planned. Mr. Jeffries stated Bullseye had discussed holding a wine walk the first Saturday in December.

Ms. White about the food truck event on City Island.

Mr. Jeffries stated he had not been contacted by the food truck people.

Mr. Hopkins stated he was concerned about the lack of vendors at the Farmers' Market. Mr. Hopkins stated it was as diminished as he has ever seen it and it kept getting smaller.

Mr. Jeffries stated he had Lori Slight contacting the vendors and some had damage as a result of Hurricane Irma.

Ms. White stated this was not a harvest season so there were no products to sell.

Mr. Jeffries stated there were 10 vendors at the Farmers' Market two weeks ago.

Mr. Hopkins stated fundamentally you had to agree that each week it's gotten smaller and smaller.

Mr. Jeffries stated he would provide a report on the Farmers' Market at the October regular meeting.

Ms. Kozinski asked if the contract with Southern Stone would be presented at the October regular meeting and then a discussion held regarding proposed events.

Mr. Jeffries stated typically an event calendar would be part of the contract. Mr. Jeffries stated there were financial details that needed to be worked out with Southern Stone as well as reviewing Southern Stone's marketing plan.

Mr. Jagger suggested that he and Mr. Jeffries proceed to draft a proposed contract and bring that back to the DDA for approval. Mr. Jagger stated the details would be discussed with the DDA as part of the approval process. Mr. Jagger stated the promoter would be in attendance and the document could be amended as directed by the DDA. Mr. Jagger stated there was not a need for a separate workshop to discuss details of the contract. Mr. Jagger stated a proposed contract would be presented at the October 24, 2017 DDA meeting.

6. **Adjournment**

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



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary