

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, October 24, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, October 24, 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. Michael Sznajstajler
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Kelly White

Board Members Absent

Ms. Tammy Kozinski

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Marianne Pulaski, Planning Technician
Ms. Lori Slaight

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. Approval of Minutes

a. Regular Meeting – September 20, 2017

Ms. Cook's asked that the Minutes note that the motions approved at the September 20, 2017 meeting were approved 4-0 since Mr. Hopkins was not in attendance.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the minutes of the September 20, 2017 Regular Meeting with the correction as stated above. The motion carried (4-0).

b. Special Meeting – October 11, 2017

Ms. Cook stated the time in the Call to Order needs to be corrected to 8 a.m. Ms. Cook stated the minutes should be corrected on Page 2 to read that Mr. Hopkins stated the experience of Frank DeMarchi of Southern Stone was stellar but his two subordinates had limited experience. Ms. Cook stated the third paragraph on Page 3 should also read that Mr. Hopkins had worked with Frank DeMarchi of Southern Stone for many years and Mr. DeMarchi's expertise was in putting on events.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to approve the minutes of the Special Meeting of October 11, 2017, with the corrections as stated above. The motion carried (4-0).

4. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet. Mr. Jeffries stated there were only 11 vendors at the Farmers' Market the week after Hurricane Irma but there had been 16 to 17 vendors during October. Mr. Jeffries stated there had been a lot of craft vendors and not many farmers.

Ms. Slaight stated she was contacted by a chiropractor who wanted to rent a space at the Farmers' Market but had to turn the applicant down since chiropractic services did not meet the requirements. Ms. Slaight stated she received 12 to 15 calls from people who wanted to rent a space at the Farmers' Market who sold third-party products, such as Tupperware.

Mr. Jagger stated the requirements were that 70% of the vendors provide perishable food.

Mr. Hopkins stated there seemed to be two events going on at the same location with the addition of the Riverfront Market area located at the Farmers' Market. Mr. Hopkins stated he felt the Market had a more whimsical feel to it than a Farmers' Market.

Mr. Jeffries stated there would be more craft vendors in the Market starting November 25 and having those types of vendors at the Market could be discussed after the holiday season.

Ms. Cook stated things had changed since the Market was started over 30 years ago.

Mr. Sznajstajler stated the Board had discussed locating the Riverfront Market as part of the Farmers' Market in order to draw additional vendors.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve a budget transfer of \$1,050 from the Co-op Marketing line item (revised appropriation: \$23,950) to the following budget line items: \$1,000 to Personnel line item (revised appropriation: \$15,560); and \$50 to Contract Services line item (revised appropriation: \$1,050), in accordance with the staff report included as part of the packet. The motion carried (4-0).

Public Comments:

There were no public comments.

5. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the report which was include as part of the packet. Mr. Gold stated there continued to be new visitors to the website who viewed the shopping, dining, and attractions posted there; and many referrals were received from the City of Daytona Beach website.

Mr. Sznajstajler stated he does not see a significant increase in the number of likes from the Facebook page.

Mr. Gold stated he felt the number was pretty strong and felt things were more positive.

Ms. Slight stated many people did not “like” pages because they did not want to continue to receive the newsfeed from those sites.

6. **Riverfront Shops of Daytona Beach Campaign: FY2017/18**

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

Mr. Gold presented the results of the most recent on-line survey of area businesses. Mr. Gold stated the survey showed that merchants feel social media was their most effective form of advertising. Mr. Gold stated the survey showed that some believed their websites and brochures are effective; however, means of advertising that were ranked lowest are e-marketing, newspaper advertising, on-line, and radio advertising.

Mr. Gold stated the survey reflected that merchants believe their greatest marketing challenges are lack of funds to effectively market and lack of sales personnel.

Mr. Gold stated the merchants were asked if Special Events were effective in attracting customers to their businesses. Mr. Gold stated the Halifax Art Festival was selected by every respondent; the automobile shows were selected by many respondents; 4 in 10 voted for the Wine Walks; and 2 in 10 voted for Riverfront Fridays.

Mr. Gold stated what was being presented on line and on television was an attempt to brand the downtown and encourage people to attend events.

Mr. Jeffries discussed the flow chart of expenditures which was included as an attachment to Mr. Gold’s report. Mr. Jeffries stated his objective was to break down the expenses for the year by item. Mr. Jeffries stated the figures may change throughout the year based on any event changes.

Mr. Sznajstajler stated he felt the flow chart was helpful in determining the source for funds and how they were spent.

Ms. White stated the flow chart was an orderly way of showing upcoming events and associated expenses.

Mr. Jeffries stated he needed approval of the items outlined on Page 23 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve Spectrum Cable TV Advertising. \$3,000 in the first quarter (holiday advertising) for advertising to promote Riverfront Shops of Daytona Beach to the local market with media times proposed by GOLD in the media chart and Holiday Advertising Production; \$1,500 for development of holiday advertising materials, such as palm cards, print advertising, and television ads, with updated holiday graphics in the new Riverfront Shops of Daytona Beach brand, in accordance with the staff report as presented. The motion carried (4-0).

7. **Downtown Event Promotion**

a. **Bullseye Direct Marketing Event Contract - Holiday Wine Walk**

Mr. Jeffries stated Bullseye Direct Marketing was requesting to add a Holiday Wine Walk on December 2 and \$1,000 for event permitting costs, radio and print advertising. Mr. Jeffries stated this would be an amendment to the Bullseye contract which was set to expire December 31, 2017.

Mr. Jagger stated Bullseye was asking for the DDA to cover Bullseye's expenses but the DDA was not obligated to pay those expenses under the existing contract.

Mr. Jeffries stated Bullseye was, however, seeking reimbursement for an event that did not occur.

Ms. White asked if there was money exchanged between the DDA and Bullseye for the Wine Walk.

Mr. Jeffries said no.

Mr. Jeffries stated Bullseye started posting on Facebook information regarding a change in the date of the Wine Walk which had not been discussed with City Staff.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve an Amendment to the Bullseye Direct Marketing contract to add a Holiday Wine Walk on December 2, 2017, and to approve the Bullseye request for \$1,000 for event permitting costs, radio, and print advertising. The motion carried (4-0).

Mr. Jagger stated the DDA did not act on the request from Bullseye to reimburse Bullseye for cancellation of the Wine Walk.

Mr. Hopkins stated he would like staff to prepare a report on the Bullseye request so he could better understand the request.

Mr. Jeffries stated he had just received the request on October 23, 2017 and he would bring the item back to the DDA for consideration at the November meeting.

b. Christmas Cookie Walk Event

Mr. Jeffries stated he discussed the Christmas Cookie Walk event with Frank DeMarchi of Southern Stone based on direction from the DDA at their September meeting.

Mr. DeMarchi, stated the goal was to build events that would be self-sufficient so the DDA can use their funding to put on more events; and Mr. DeMarchi stated progressive food events were the way to accomplish that.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the addition by Southern Stone Communications a Christmas Cookie Walk on November 25 (Small Business Saturday) and for the DDA to fund \$2,000 for the net cost of the event, in accordance with the Staff Report as presented. The motion carried (4-0).

c. FY2017/18 Downtown Sponsored Events

Mr. Jeffries stated included in the packet was a proposed letter to the City outlining the schedule of events for the holiday season. Mr. Jeffries stated the Storybook Exhibit and downtown performances were canceled. Mr. Jeffries stated the DDA had approved the addition of the Holiday Wine Walk and Christmas Cookie Walk. Mr. Jeffries stated the DDA had discussed relocating the Riverfront Market to the Farmers' Market area which could be discussed further.

Mr. Sznajstajler stated he would be in favor of revising the letter to reflect that the Riverfront Market being located at the Farmers' Market and not cancelled as was stated in the proposed letter.

Ms. White asked what the dates would be for the Riverfront Market.

Mr. Jeffries stated Riverfront Market would run from Small Business Saturday, November 25, for the following 4 weeks. Mr. Jeffries stated it could be held on December 23 if there was interest from the vendors.

Ms. White stated the pavilion needed to be used for events.

Mr. Jeffries stated he had talked with Quanita May who planned to hold physical fitness events at the Market.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to notify the City of the cancellation of the Storybook Exhibit and Downtown Holiday Performances; the addition of the Holiday Wine Walk on December 2, 2017; the Riverfront Market to be located at the Farmers' Market from November 25, 2017 through December 16, 2017, as presented by staff in the report included in the packet. The motion carried (4-0).

d. Downtown Holiday Dazzle Budget

Mr. Jeffries presented the Staff Report which was included as part of the packet. Mr. Jeffries stated the DDA had already approved the Holiday Wine Walk and Cookie Walk. Mr. Jeffries stated funding for advertising was being requested for the holiday period.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve Downtown Holiday Dazzle Print Advertising in the amount of \$4,500 for News Journal (Art Festival Insert & GO386) in the amount of \$3,000 and advertising in the Ormond Beach and Port Orange Observers in the amount of \$1,500, in accordance with the Staff Report as presented. The motion carried (4-0).

e. Downtown Event Promotion Contract: Southern Stone Communications

Mr. Jeffries stated he was not requesting final action on the proposed Contract today and only wishes to discuss it and receive feedback from the DDA. Mr. Jeffries stated the Contract would be presented at the November DDA meeting. Mr. Jeffries stated, a merchant meeting would be held the first or second week in November.

Frank DeMarchi, Director, Southern Stone, and Swayne Parsons, Assistant Director of Southern Stone, were in attendance to discuss the proposed event schedule.

Mr. DeMarchi, presented a master list of scheduled events for 2018 for the area as well as a proposed list of DDA events for 2018, which was included as part of the packet. Mr. DeMarchi stated the first event would be a chili cook-off in January. Mr. DeMarchi stated there were many chili cook-offs held in the area but none took place in January and also discussed the addition of a chowder and shrimp festival.

Ms. Cook asked for clarification of the DDA funded and income funded events.

Mr. DeMarchi stated the progressive events would generate revenue and profit based on the participants, and that money would be rolled over so additional events could be held during the first year. Mr. DeMarchi stated there would be no cost to the DDA for the income funded events and outlined the details of the funding which was included as part of the packet. Mr. DeMarchi stated he had experience with wine walk events which had been successful; and stated he would meet with the merchants on other events that were proposed. Mr. DeMarchi further stated the merchants would benefit from what was proposed and merchants that did not have a liquor license will be partnered with a merchant that does.

Mr. Sznajstajler expressed concern of having a chowder festival in August and suggested switching it with the Eggstravaganza in March.

Mr. DeMarchi stated the Eggstravaganza was planned for the Easter holiday.

Mr. DeMarchi stated the beer festival was planned for the first Saturday in February which would be the weekend prior to Volusia Beer Week which is the first week in February. Mr. DeMarchi stated that event could be moved to September since no one is holding an Oktoberfest event.

Ms. White stated she liked the tie-in with Volusia Beer Week.

Mr. DeMarchi stated a similar event could be held for Oktoberfest featuring all German beers, and sites that do not sell beer could offer food items. He stated if the Board is comfortable with the items, he will plan a chili event in January; beer festival in February; a wine tour February 17; March 24 Eggstravaganza; and details for a grits event will be provided at the next meeting.

Mr. Jeffries stated that Mr. DeMarchi would be meeting with staff and the Art Guild about holding a Spring Art Festival.

Mr. DeMarchi stated the Ice Cream Festival would be held before Memorial Day; June and July events would be filled in later. Mr. DeMarchi stated the Chowder Festival could be moved to whenever the Board agreed; and a second Beer Festival could be held in September with an Oktoberfest theme. Mr. DeMarchi stated the Boo Bash was planned for October; the Cookie Event in November; and a Holiday Wine Tour in December. Mr. DeMarchi stated he felt the event list would grow over the next few weeks and felt a pizza event would be successful since there were many places along Beach Street that offer pizza. Mr. DeMarchi stated he felt a Dessert Festival with champagne could also be successful and suggested it could be held on Friday night prior to the Halifax Art Festival.

Ms. Cook stated she does not think serving chowder in the summer would be successful.

Mr. Jeffries stated the contract with Southern Stone would be for multi-years and events could be added.

Ms. White stated it was difficult to cancel events once they have been advertised.

Mr. DeMarchi stated he would remove the Chowder Festival from his list and add the Dessert Festival so the number of events would remain the same. Mr. DeMarchi stated he had considered holding a Pride event the second week in June and possibly holding an event on Saturday of Labor Day weekend.

Mr. Hopkins stated what was proposed was encouraging.

Ms. White stated she wanted everything to be seamless and to make sure the branding the DDA was promoting was exhibited.

Ms. Cook stated consistency was what the Board would like, including the branding.

Public Comments:

There were no public comments.

8. **Farmers Market Advertising Campaign – FY2017/18**

- a. **Southern Stone Radio Advertising & Sponsorship**
- b. **Observer Print Advertising**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the print advertising would not be needed based on a recommendation from Gold & Associates.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve an expenditure of \$4,308 to Southern Stone Radio to advertise every other week on WLOV & Coast Country through the continued sponsorship with Southern Stone Communications, in accordance with the Staff Report as presented. The motion carried (4-0).

9. **Public Comments**

There were no public comments.

10. **Board Comments**

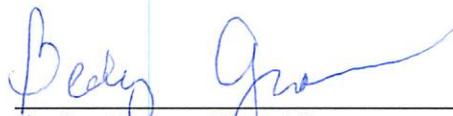
There were no Board comments.

11. **Adjournment**

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



Michael O. Sznajstajler, Chair


Becky Groom, Board Secretary