

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, September 19, 2018

The Regular Meeting of the Downtown Development Authority was held Tuesday, September 19, 2018, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Mr. Michael Sznajstajler, Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Ms. Marsha McDonald, Office Specialist II

1. Call to Order

Ms. Cook called the meeting to order at 4:00 p.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting - August 28, 2018

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the minutes of the Regular Meeting of the August 28, 2018 meeting, as presented. The motion carried (4-0).

b. Special Meeting – September 5, 2018

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Special Meeting of September 5, 2018, as presented. 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 that he estimated there was about \$5,000 in expenses that were outstanding. Mr. Jeffries stated the report had not been received from Southern Stone for the ice cream event that was recently held.

Mr. Jeffries stated there were some outstanding expenses for the Farmers' Market but he anticipated breaking even for those expenses. Mr. Jeffries stated overall, attendance at the Farmers' Market was down by 21%.

5. Gold & Associates Marketing Contract

Mr. Jeffries presented the staff report which was included as part of the packet on Page 14. Mr. Jeffries stated the proposed contract expanded the Scope of Services as requested by the DDA Board at their Special Meeting of September 5, 2018. Mr. Jeffries stated the proposed contract provided for Gold & Associates to assume responsibility for marketing management as well as the other items outlined on Page 14, which were responsibilities previously handled by Mr. Jeffries. Mr. Jeffries stated the annual marketing contract cost would be \$45,000.

Mr. Hopkins asked Keith Gold of Gold & Associates if a specific employee in Mr. Gold's office would be responsible for the additional tasks outlined or if several people would be working on the tasks.

Mr. Gold stated there would be one or two people working on the tasks but his entire team would be working on different aspects. Mr. Gold stated he would be the point person and his staff would provide the various services needed. Mr. Gold stated a new strategic/tactical marketing plan would be developed based on research and he would come back to the DDA with the plan once it was developed. Mr. Gold stated the merchant co-op would be addressed in the strategic marketing plan for future years.

Mr. Hopkins stated the DDA was grateful that Mr. Gold stepped up to help the DDA in their time of need with the pending departure of Mr. Jeffries.

Ms. White stated she had spoken with Mr. Gold and was comfortable with the contract as proposed.

Ms. Kozinski asked if it was still planned that the Merchant Meeting would be held prior to the monthly DDA meeting.

Ms. White stated it may be organized that the Merchant Meeting would be at 8:00 a.m. followed by the DDA meeting at 9:00 a.m.

Mr. Gold stated it was discussed to have a meeting each month with the merchants in order to receive their feedback; however, he would like to have workshops as were previously held to cover specific topics, such as social media, special events, the marketing campaign, or any other topics in which the merchants may indicate interest.

Ms. White stated previously In-Focus had posted to the Riverfront Shops website and asked if that would continue.

Mr. Jeffries stated In-Focus did post to the website and did provide back-up when staff was unavailable to do additional postings. Mr. Jeffries stated after the next three months, Mr. Gold would evaluate the postings and determine if they should be done elsewhere and that service was included as part of the proposed contract.

Ms. Cook asked if postings on Instagram would have to go through Gold & Associates. Ms. Cook stated she would like to have a person assigned for each block, such as a "Block Captain," to gather information for posting and keeping the merchant list up to date.

Mr. Gold stated he liked the "Block Captain" idea. Mr. Gold stated Southern Stone was to provide information on events to be posted to social media and he would make sure someone was at each event to take pictures and do the postings. Mr. Gold stated for events at the Farmers' Market, he was hoping the Market Manager would take pictures and post them; but if that did not happen, pictures could be sent to Gold & Associates to be posted.

Ms. Kozinski stated she liked the "Block Captain" idea but felt the merchants needed to take more responsibility.

Mr. Berger stated he would be attending the events held in downtown and would be meeting with the merchants as he visited the downtown area.

Mr. Hopkins stated there could possibly be opportunities for volunteers who live and work in the downtown area to work with Gold & Associates and he hoped Mr. Gold will be open to that.

Mr. Gold stated yes.

Ms. Kozinski thanked Mr. Gold for stepping in to help the DDA.

Mr. Jeffries stated the Contract was \$3,750 per month at an annual cost of \$45,000. Mr. Jeffries stated Page 15 of the packet outlined the proposed budget. Mr. Jeffries stated the Casual Employee had been removed and those funds were now in Professional Services. Mr. Jeffries stated the budget was still about \$5,000 short; and in order to balance the budget, he moved the shortage from Downtown Safety. Mr. Jeffries stated since the City budget had not been approved, budget transfers would have to be approved at the October meeting.

Mr. Hopkins stated the plan proposed by Mr. Gold was a good start for next year's budget.

Ms. Kozinski asked Mr. Hopkins if he planned to pursue the SNAP program implementation as was previously discussed.

Mr. Hopkins stated yes.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the Gold & Associates contract in the amount of \$45,000, in accordance with the Staff Report as presented. The motion carried (4-0).

6. Riverfront Shops of Daytona Beach Campaign – FY2018/19

Mr. Jeffries presented the Staff Report which was included on Page 27 of the packet.

Keith Gold, Gold & Associates, outlined the details of the report. Mr. Gold stated the report outlines the expenses the DDA currently has committed to spend but wants to make sure the DDA is receiving maximum benefits from the expenses. Mr. Gold stated he would like his firm to conduct a strategic marketing plan to insure the DDA events and the Farmers' Market are properly promoted.

Mr. Hopkins stated he was excited about the proposed strategic marketing plan which would make the DDA continue to look forward, which was a task of the Board.

- a. **Spectrum Advertising**
- b. **Online and Social Media Advertising**
- c. **Print Materials**
- d. **Halifax Art Festival Print Advertising**

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the Riverfront Shops of Daytona Beach Campaign – FY-2018/19, in accordance with the Staff Report as presented and subject to approval by the City Commission of the proposed FY2018/19 budget. The motion carried (4-0).

7. **Farmers' Market Advertising Campaign – FY2018/19**

Mr. Jeffries presented the Staff Report which was included as part of the packet. Mr. Jeffries stated the advertising would be social media and printed materials.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve \$1,800 for Facebook advertising for the Farmers' Market campaign and \$1,800 for on-line Google advertising, in accordance with the staff report as presented. The motion carried (4-0).

8. **Public Comments**

Mr. Jeffries stated the Agreement for the Dream Cruise was completed, and Mr. Jeffries presented a proposed Standard Event Contract for the event.

Ms. Kozinski stated she was concerned that the proposed advertising did not incorporate the template as was approved by the DDA for events. Ms. Kozinski stated the DDA template should be used.

Ms. White stated she felt the DDA template should be used since it was the DDA standard.

Mr. Hopkins stated he felt event promoters should be required to use the DDA template.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the Dream Cruise as a DDA sponsored event, subject to the event coordinators incorporating the DDA approved templates into their advertising. The motion carried (4-0).

9. Board Comments

Mr. Hopkins stated he would like to discuss at the next meeting the SNAP program which was in place at Stetson where anyone spending \$1 gets a dollar back. Mr. Hopkins stated the program was funded through a co-op and it was a fantastic program. Mr. Hopkins stated Stetson had offered to assist the DDA in establishing a similar program at the Farmers' Market.

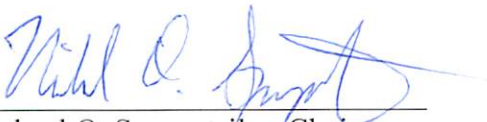
Mr. Hopkins stated the existing Farmers' Market was a desert and there was no landscaping. Mr. Hopkins suggested the DDA request funding from the Daytona Beach Racing and Recreational Authority for funding to improve the overall appearance of the Farmers' Market. Mr. Hopkins asked that the item be placed on the next agenda for discussion by the DDA.

Ms. Kozinski stated Halloween, the Dream Cruise, and the Halifax River Art Festival were not on the calendar.

Ms. Kozinski stated she would like a letter included regarding what the City was doing with the Chamber of Commerce regarding the homeless and trespass issue. Ms. Kozinski stated she felt it was important that the City was aware of the importance of the trespass issue to the downtown.

10. Adjournment

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary