



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, February 26, 2013 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: January 22, 2013 Meeting**
4. **DDA Monthly Financial Report**
5. **Riverfront Shops of Daytona Beach Campaign**
 - a. **Spring Brighthouse Advertising**
6. **Farmers' Market Advertising**
7. **Social Media Policy**
8. **Public Comments**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, January 22, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, January 22, 2013, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Kelly White
Ms. Stacey Lipton
Ms. Sheryl Cook

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:03 a.m.

2. Roll Call

Ms. Groom called the roll and noted members present as stated above.

3. Approval of Minutes: December 18, 2012

Ms. Cook made a motion to approve the minutes of the December 18, 2012 Meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

4. Discussion: Redevelopment Area Improvements

Mr. Jeffries presented a list of items that needed to be addressed and stated there were two levels of items. He stated that the first level were maintenance items and the second level were upgrades that needed to be made.

Mr. Jeffries stated that Street Maintenance was working on the pavers in the cross walks that were caving in.

Mr. Jeffries stated that upgrades would be funded from the CRA Capital Budget. He stated the projects that staff was pursuing were:

- a. Parking lot lighting in the large City parking lot behind Stingray's. Public Works was preparing a bid package and construction should start in May, 2013
- b. Center lot parking lot improvements. (Thomel parking lot, south of ISB, purchased by the City.

Mr. Jeffries stated he had provided a list to Public Works of the following items and requested cost estimates to make the improvements:

- a. Repainting the Beach Street arches
- b. Replace pedestrian light fixtures – to be replaced with a more standardized fixture
- c. Replace trash receptacles – to be replaced to have one style on the street
- d. Replace arch up-lights
- e. Replace palm tree up-lights
- f. Install palm tree grates
- g. Directional sign program – Mr. Jeffries stated that the City had approved a contract for the sign program. Staff would be working with the consultant to make sure certain destinations in the Downtown area were included in the program.

Mr. Berger stated there would be a meeting in February with the consultant to discuss the wayfinding program.

Mr. Jeffries stated there was \$1,300,000 in the CRA but other projects were committed for funding. He stated he thought the projects listed were doable in the current fiscal year.

Ms. Cook asked when the Board would receive the estimates from Public Works and asked who would determine if funding was available and how the items would be prioritized.

Mr. Jeffries stated that the Board could determine what projects should be pursued and set priorities. The listing of priorities would be presented to the Redevelopment Board then forwarded to the City Commission. He stated that if any item was over \$25,000, City Commission approval would be required.

Mr. Abraham asked Board members if there were any items to be added to the list and asked if the electric on City Island for the Farmer's Market could be included.

Mr. Jeffries stated yes.

Ms. Lipton stated some areas had water table problems and suggested using solar lighting and stated grant money may be available for solar lighting.

Ms. Lipton stated that the point areas where people walked off the sidewalks should be highlighted in a different color than the rest of the street so people were aware of the change in elevation of the sidewalk.

Mr. Jeffries stated there was a concrete strip along the bottoms of the buildings. He suggested adding painting of that strip to the list of maintenance items.

Ms. White stated the electric at City Island should be added. She also stated that the frames of the doors on the bathrooms at City Island needed to be replaced. She stated the door was a safety hazard.

Ms. White stated that funding would have to be determined before priorities could be set.

Mr. Abraham agreed that lighting should be a priority but the Board must know the amount of money available before priorities could be set.

Ms. Cook stated that priorities cannot be set until costs were known. She stated she hoped the Board would receive the information from Public Works for the February meeting.

Mr. Abraham asked if the Board would like to forward the list to the Redevelopment Board.

Ms. Cook stated that the list should be forwarded since the area needed to be spruced up. She stated that maybe by the time Redevelopment Board met, costs would be provided by Public Works.

Ms. Cook asked when the arch in the south block became a turn around. She stated drivers were making U-turns through the arch and it was very dangerous.

Mr. Jeffries stated he would follow up for Ms. Cook.

Board Action:

Ms. Cook made a motion to forward the listing of proposed improvements to the Redevelopment Board February meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. John Nicholson, 413 N. Grandview Avenue, asked that two items be added. He stated that when you go over the Magnolia bridge the lights needed to be replaced along the Riverwalk. He also stated the water fountain in the bathroom at City Island was gone and needed to be replaced.

Mr. Jeffries stated that he would check to see why the water fountain had not been replaced.

Mr. Abraham asked that Mr. Jeffries check on the items and provide a report at the Redevelopment Board meeting.

Mr. Berger stated that the sulphur smell from the streams was being addressed and he hoped the odor would be eliminated.

5. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries stated that the merchants were providing more information to him for the newsletter. He stated the newsletter would go out later in the week. The standard television commercial would run over the next couple of weeks.

Mr. Jeffries stated that Ms. White added items to the Facebook page and kept it up to date with events being held in the Downtown.

Ms. Jennifer Pallai reported to the Board that there had been over 2,500 visitors to the site in December and January, with over 4,100 to date.

Ms. Lipton asked how email addresses were being obtained.

Mr. Jeffries stated that he currently had about 1,300 email addresses. He stated he would like to set up a Riverfront Shops booth during Front Porch Fridays in order to get people to sign up for email.

Ms. Pallai stated she had revised the copy for the street pole banners and had prepared the draft of the palm card to be passed out to the merchants. She stated that the rack brochure had been printed and was in the hotels.

Mr. Jeffries stated the map pad would be updated but would not be reprinted at this time however the one on the web page would be kept up to date.

Mr. Jeffries stated that Zappi's would be the merchant featured in the newsletter this month. He stated their business was getting a good response and there was a lot going on Downtown. He noted that some business owners were making significant investments to their buildings, such as Tom Cook Jeweler and the bridal shop.

Ms. Cook asked if money had been collected for the advertising and stated she had not been billed.

Mr. Jeffries stated that the invoices had been sent out. He stated the rack brochures would be invoiced the following week.

6. Revised FY 2012/13 Downtown Events

Mr. Jeffries stated that the Art of the Automobile which had funding set aside from the DDA had notified staff they would not be holding the event this year. Mr. Jeffries presented the outlines showing how he proposed reallocating the funding. He stated that Cinematique would be showing movies during Front Porch Fridays. He also stated that the money proposed for Front Porch Fridays would be used to offset permitting and event insurance costs and would allow the use of sidewalks for entertainment, sponsor booths and sale of merchant goods.

Mr. Abraham stated that it was proposed that \$500 be added to the Wine and Chocolate Walk.

Mr. Jeffries stated the additional funding for the Wine and Chocolate Walk would be used for radio advertising.

Board Action

Mr. Hopkins made a motion to approve the reallocation of funding for the FY 2012/13 DDA Events as proposed. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

7. Merchant Co-op Update

This item was covered in Item 5.

8. Farmers' Market Update

Ms. Foster presented a status report and stated vendors had told her that the Market was busier this past weekend than it had been in 7 months. She stated that the advertising had helped and the temporary relocation to the courthouse parking lot brought more awareness to the Market.

Ms. Foster stated there was a new fresh fish vendor and noted that one of the large produce vendors was no longer able to operate his site at the Market due to health reasons.

Ms. Foster stated that the City did not receive the grant that was applied for in the fall. She stated she would follow up at the Federal level to determine why the City did not receive the grant.

Ms. Foster stated she thought they should obtain the equipment for the EBT which would cost about \$1,000. She stated the City could then apply for grants for tents. She stated to install the EBT may require an upgrade to the Brighthouse

service. She also stated vendors that had smart phones could process credit cards on their phones.

Ms. White asked if they were still talking about using chips or tokens.

Mr. Jeffries stated that when the card was swiped, the customer would receive tokens to use for purchasing goods. The vendor would then turn the tokens or chips into the office to receive payment.

Ms. Lipton stated she had a portable box she used at trade shows for credit card purchases. Her service was provided through Verizon and cost about \$60 per month.

Mr. Abraham stated that perhaps they should consider exploring the service even if the grant was not received.

Mr. Jeffries stated that Hardy Smith was the City's liaison and he was pursuing the City's lobbyist firms to see why the City did not receive the grant. He stated that the City had not been formally notified that they did not receive the grant.

Ms. Foster asked if she should put together a cost estimate for acquisition of the costs associated with using credit cards.

Mr. Abraham stated yes.

Ms. Lipton asked if any of the vendors accepted credit cards. She stated vendor sales would increase if they accepted credit cards.

Ms. Foster stated one vendor did accept credit cards through his smart phone.

Ms. Lipton stated the cost was 3% of total sales for accepting credit cards.

a. Advertising Strategy

Mr. Jeffries stated that the gang page would be published on Thursday and he was following up on radio advertising for the Farmers' Market.

Mr. Abraham stated Ms. Lipton had submitted her letter of resignation from the Board. He thanked Ms. Lipton for her service and stated she had been a valuable member of the Board.

Mr. Jeffries stated that he would notify the Clerk's office of the resignation. He stated there were applications on file for the DDA and the City Commission would make the determination. He stated the Board could make recommendations to the City Commission on the appointment.

Mr. Jeffries stated the appointment could be scheduled for the February 20 City Commission meeting and the individual could attend the next DDA meeting on February 28. He stated that an applicant must be a property owner within the DDA boundaries or be a director of a business.

Mr. Abraham asked if the Board members had any recommendations for appointment to fill the vacancy.

Ms. White stated she thought the individual should have a business on Beach Street. She commended Ms. Lipton for her service on the Board.

Mr. Jeffries stated that Tammy Kozinski had applied.

Mr. Abraham stated that if anyone had recommendations on filling the vacancy, they should contact Mr. Jeffries so the comments could be forwarded to the City Commission.

9. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated that Ormond Beach had installed up-lighting on Vining Court. He stated it was inexpensive and would be good for lighting the palm trees. Mr. Nicholson asked if tourists can be tracked on Facebook because it would be good to encourage them to visit Downtown. Mr. Nicholson stated the Board should not rush into appointing someone to fill the vacancy and encouraged them to talk to people to determine their interest.

Ms. Pamela Rudd, Burgoyne Properties, stated she thought advertising for Downtown should be placed on the Beach channel in the hotel rooms. She also suggested information be provided to the concierge at hotels because they were very good about recommending places.

Mr. Jeffries stated that the Downtown was already on the Beach channel.

10. Board Comments

Ms. Lipton stated that the French Market was operating inside the building at 137 N. Beach Street and she invited Board members to visit the next one February 9th and 10th.

Mr. Jeffries stated that the French Market was noted on the Facebook page, in the newsletter, and on the website.

Ms. White stated she had received sponsorship for the Front Porch Fridays. She stated she would continue as a volunteer and sponsor for the event. She thanked Gold & Associates for the assistance they provided. She stated there were over 20 sponsors for the rocking chairs and merchant support had been excellent.

Ms. Lipton asked Ms. White if she would like to place advertising for the Front Porch Fridays at the French Market.

Ms. White stated that she would discuss that later with Ms. Lipton.

Ms. Rudd thanked Ms. Lipton for her efforts in coordinating the French Market. She stated it was a great event with over 500 people attending on Saturday and 300 on Sunday. Ms. Rudd stated that Ms. Lipton had accomplished a great deal without any funding from the DDA.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:13 a.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: February 22, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the quarterly DDA financial report with expenditures through February 20, 2013.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 2/20/13	Balance
Contract Services	\$ 1,000	\$ 578.67	\$ 421.33
Supplies	\$ 1,500	\$ 663.21	\$ 836.79
Care and Subsistence	\$ 400	\$ 80.73	\$ 319.27
Professional Memberships	\$ 600	\$ 420.00	\$ 180.00
Technical Services	\$ 1,500	\$ 327.00	\$ 1,173.00
Professional Services	\$ 45,600	\$ 19,000.00	\$ 26,600.00
Co-op Marketing	\$ 50,000	\$ 26,330.36	\$ 23,669.64
Downtown Marketing	\$ 30,100	\$ 9,446.40	\$ 20,653.60
Downtown Events	\$ 20,000	\$ 11,557.00	\$ 8,443.00
Downtown Holidays	\$ 8,750	\$ 4,270.00	\$ 4,480.00
Total	\$ 159,450	\$ 72,673.37	\$ 86,776.63

Note: Appropriations reflect budget transfers approved at the December 18, 2012 meeting.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 2/20/13		Balance
Vendor Revenue	\$ 28,800	\$ 12,312.00		\$ 16,488.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 30,000	\$ 12,312.00		\$ 17,688.00

Expenses	Appropriation	Spent to Date As of 2/20/12		Balance
Market Manager	\$ 14,200	\$ 5,472.00		\$ 8,728.00
Supplies	\$ 1,000	\$ 1,976.95		\$ (976.95)
Liability Insurance	\$ 1,265	\$ 1,101.25		\$ 163.75
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 10,035	\$ 753.50		\$ 9,281.50
Market Events	\$ 1,000	\$ 160.00		\$ 840.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 30,000	\$ 10,963.70		\$ 19,036.30

Profit/Loss	\$ -	\$ 1,348.30
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Farmers' Market Revenue Comparison

	2011/12		2012/13		%
	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,352	53	
November			\$ 2,428	54	
December			\$ 2,531	55	
January	\$ 2,420	55	\$ 2,592	58	7%
February	\$ 2,464	56			
March	\$ 2,552	58			
April	\$ 2,585	59			
May	\$ 2,424	55			
June	\$ 2,312	49			
July	\$ 2,224	53			
August	\$ 2,229	52			
September	\$ 2,394	56			
Total	\$ 21,604		\$ 9,903		



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MEMORANDUM

DATE: February 20, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

The Riverfront Shops of Daytona Beach campaign continues to build momentum. The focus of the campaign is TV advertising and online advertising (Google SEM and Facebook) to drive customers to the Riverfront Shops web site and Facebook page. The Facebook page has more than 1,300 likes. The campaign also continues to support the marketing of the Front Porch Friday and Riverfront Market monthly events in Downtown through e-newsletter blasts, Website news content, and Facebook postings.

The following advertising efforts require DDA approval.

- Bright House Cable: \$2,000 for about five weeks of advertising to promote Riverfront Shops of Daytona Beach during March and April. The campaign will coincide with the start of Daytona Cubs season. The Cubs have expressed interest in partnering with the DDA.
- \$550 for production of the joint ad with the Daytona Cubs.

The DDA has \$30,100 budgeted in the Downtown Marketing line item for Fiscal Year 2012/13. The following items have been approved previously:

Gold Web Development Contract	1,000	Prior FY
SEM / Google Word ads	3,000	10/23/2012
Facebook Advertising	6,000	10/23/2012
Brighthouse - Fall TV ads	2,125	10/23/2012
Fall TV ads - Production	1,100	10/23/2012
Brighthouse - Holiday TV ads	2,500	10/23/2012
Holiday TV ad - Production	550	10/23/2012
Jan / Fed Advertising	2,000	12/18/2012
	18,275	

There is \$11,825 available in the Downtown Marketing line item for FY 2012/13.

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY SOCIAL MEDIA POLICY

PURPOSE

This Policy sets forth guidelines for establishment and use by the Daytona Beach Downtown Development Authority (“DDA”) of social media sites as a means of conveying DDA information to the public or in otherwise promoting the DDA’s goals and objectives.

For the purposes of this Policy:

1. The term, “social media,” means any facility for online publication and commentary, including without limitation blogs, the DDA Web Page, wiki’s, content hosting sites such as Flickr and YouTube, and social networking sites such as Facebook, LinkedIn, and Twitter. This Policy is in addition to and complements any existing or future DDA policies regarding the use of technology, computers, smart phones, e-mail and the internet.
2. The term, “DDA Web Page” means the page devoted to the DDA on the official web site of the City of Daytona Beach. The DDA is a dependent special district of the City.
3. For purposes of this Policy, the Content Manager is the Redevelopment Director for the City or his or her designee, or any other person or firm delegated that responsibility by the DDA governing board. The Content Manager is responsible for implementing this Policy.

SCOPE OF USE OF DDA SOCIAL MEDIA SITES

The DDA Social Media sites shall be used of conveying and developing information about the DDA and the Downtown Area Downtown Area as defined in the Daytona Beach Downtown Development Authority Act, Subpart E of the Charter of the City of Daytona Beach (the “City”).

The DDA Web Page, which is currently managed by the City, will remain the DDA's primary and predominant internet presence, and will be used by the DDA to generally advance the DDA’s goals and objectives.

Unless and until revised, use of the DDA Facebook page will be limited to:

1. Provision by the DDA of information that helps promote and support the Riverfront Shops Retail Area as a retail and dining destination to the widest possible audience.
2. Providing hyperlinks consistent with this Policy.

3. Listing and maintenance of comments consistent with this Policy.

The DDA governing board may from time to time authorize the use of additional Social Media sites. The authorization of use of a DDA Social Media site will not be construed as an intention by the DDA to create a public forum, unless the DDA specifically states that the site will be used as such. The DDA has an overriding interest and expectation in deciding what is “spoken” on behalf of the DDA on DDA Social Media sites. Therefore, in granting authorization to use a Social Media site, the DDA will specify the scope of use, including any specific mission and whether comments, blogs, or other third party postings (collectively “Comments”) will be authorized.

GENERAL ACCOUNT PARAMETERS

All DDA Social Media sites shall be established and operated in accordance with the following parameters:

1. For each Social Media site hereafter created or opened by the DDA pursuant to this Policy, the Content Manager will establish the desired account and maintain user name and password information; and will thereafter maintain and operate the site and the account in conformance with this Policy.
2. Users of all DDA social media shall adhere to applicable federal, state, and local laws, regulations, and policies.
3. Florida’s Public Records Law, Ch. 119, Florida Statutes, applies to all DDA social media sites. The Content Manager shall maintain all social media site content in an accessible format so that it can be produced in response to a public records request, and shall promptly responding to any public records request received on the social media site. Where the request is for records maintained by the City, the Content Manager will immediately forward the request to the City Clerk for response.
4. Hyperlinks will be allowed solely in compliance with this Policy, below.
5. All social media sites used by the DDA will:
 - a. Include a statement as to the DDA’s purpose in operating the site. The statement shall include references to any specific objectives adopted by the DDA governing board in approving the site and any restrictions set forth herein.
 - b. Unless approved otherwise by the DDA the social media site name shall be descriptive of the DDA and, where possible, each page of the site shall prominently feature the DDA logo to confirm its authenticity.

c. If it is possible do so within the social media site, the site must contain the following statements, in form approved by the DDA's legal counsel:

(i) Advising of the scope of Florida's Public Records Law and how the law affects comments or postings made by third parties onto the site.

(ii) Describing restrictions on comments, including the DDA's rights to remove comments and terminate access to the site based on repeated misuse of comments, consistent with this Policy, if possible.

(iii) Describing restrictions on hyperlinks consistent with this Policy.

(iv) Disclaiming warranties.

If it is not possible to include such statements within the social media site, then where possible the site will include and highlight links to such statements.

COMMENTS POLICY

The following apply to comments where comments are authorized on a DDA social media site:

1. The comment is the opinion of the commentator only, and publication does not imply endorsement of, or agreement by, the DDA, nor do such comments necessarily reflect the opinions or policies of the DDA.

2. A comment containing any of the following inappropriate forms of content shall not be permitted on DDA social media sites and are subject to removal or restriction by the Content Manager:

(i) Content not related to the original topic;

(ii) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability;

(iii) Defamatory or personal attacks;

(iv) Threats to any person or organization;

(v) Content that supports or opposes any political campaigns or ballot measures;

- (vi) Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- (vii) Conduct in violation of any federal, state, or local law;
- (viii) Encouragement of illegal activity;
- (ix) Information that contradicts or encourages misuse of City or DDA directions, guidance, or other official information.
- (x) Information that may tend to compromise the safety or security of the public or public systems; or
- (xi) Content that violates a legal ownership interest, such as a copyright, of any party.

3. The DDA reserves the right to deny access to DDA social media sites for any individual who violates this Comments Policy, at any time and without prior notice. The DDA reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

4. The following verbiage can be used to warn individuals about content restrictions associated with their comments:

“Your recent post is in violation of the City of Daytona Beach Downtown Development Authority’s Communications Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding.”

HYPERLINK POLICY

The provision of hyperlinks (or “links”) from DDA’s social media sites to other websites is solely at the DDA’s discretion. Links will be provided solely as a convenience for users of the site and generally must be to other sites that support the mission of the DDA. Links to commercial sites will not generally be established, except where such links promote specific objectives established by the DDA governing board.

1. Permissible Links. Links may be provided to the following types of external web sites:

- (i) Other government entities, including local, state, and federal government sites, or sites operated by agencies of any of those entities;
- (ii) Sites operated by 501c(3) non-profit agencies with which the DDA has an established statutory, participative, or supportive relationship;

- (iii) State, regional, local, or federal government agencies, special purpose districts, hospitals, scientific or cultural organizations, serving the Downtown Area and public educational institutions within the Downtown Area.
- (iv) Human service organizations that receive direct support from the DDA.
- (v) Community festivals and events located within the Downtown Area that are open to the general public and are sponsored or cosponsored by the City or the DDA.
- (vi) Providers of search engines for the DDA web page or other DDA websites.
- (vii) Commercial sites that the DDA determines may be of interest to site visitors who may be visiting the Downtown Area, who may be planning a trip to the Downtown Area, or who may be considering relocating to or near the Downtown Area.
- (viii) Commercial sites operated by entities that are official sponsors of DDA events or programs.

2. Prohibited Links. No links are allowed to sites containing inappropriate material, to information irrelevant to the DDA’s mission or services, or to information unrelated to purpose expressed in this Policy.

Links shall not be made to sites that are associated with, sponsored by, or serve a candidate for elected office or any political part or organization supporting or seeking to defeat any candidate for elective office or ballot proposal.

3. Location of Links. Where a hyperlink is located within a DDA social media site will be entirely at the discretion of the DDA. Links from a DDA social media site, when authorized, will be established in the most appropriate section of the site.

ADDITIONAL REQUIREMENTS FOR FACEBOOK

1. Account Parameters. In addition to the general account parameters listed above, the DDA Facebook page will be opened and operated in accordance with the following parameters:

- (i) Authorization is provided solely to create a Facebook page, not Facebook groups.
- (ii) The type of Facebook page created must be a “government” page.
- (iii) A link to DDA’s Web Page will be included on the info page.

(iv) Comments shall be turned on. Discussions will be turned on only if authorized by the DDA governing board.

2. Account Administration. In addition to operating the Facebook page in accordance with the general requirements set forth in this Policy, the Content Manager will comply with the following in managing the Facebook page:

(i) The Content Manager will not use Facebook applications, such as video and music streaming, photo posting, or RSS feeds and subscriptions, unless they are consistent with this Policy, including the DDA's specific objectives in operating the Facebook page, add to the user experience, and come from a trusted source. The Content Manager will be judicious in adding such applications as they can cause clutter and security risks.

(ii) The Content Manager or DDA governing board may at any time direct that use of an application cease based on this Policy. The Content Manager shall immediately suspend use of an application if the Content Manager has reason to believe that it is spreading viruses.

(iii) To ensure compliance with Public Records Law requirements, the Content Manager must copy, retain, and provide access to copies of all data posted on Facebook, even data that is to be removed such as comments that violate this Policy.

DENYING ACCESS TO SOCIAL MEDIA SITES

Access to online media can be restricted at anytime and without cause by order of the Content Manager or DDA governing board if it is determined that there are legal or network security concerns or a concern of misuse of online media as authorized by this Policy. In addition, the Content Manager or DDA governing board may at any time direct the Facebook page to be shut down based on such concerns or based on policy considerations.