

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, September 20, 2017**

The regular meeting of the Downtown Development Authority was held Wednesday, September 20, 2017, at 4:00 p.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
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Mr. Joe Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Becky Groom, Board Secretary
Ms. Lori Slaight

1. Call to Order

Michael Sznajstajler, Chair, called the meeting to order at 4:08 p.m.

2. Roll Call

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

3. Approval of Minutes: August 29, 2017

Mr. Jeffries stated on Page 3, the address for Eddie James should be listed as 228 S. Beach Street and Page 8 should read Mr. James, not Eddie James.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the August 29, 2017 meeting, as corrected. The motion carried unanimously (4-0).

4. Public Comments

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 2 of the packet.

Public Comments:

There were no public comments.

6. **Online Services**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the invoice was included in the packet for InFocus Media Group for a yearly rate of \$900 and proposed using MailChimp for \$500 for the year.

Ms. White stated there was an alignment issue on the I-phone for the Riverfront Shops website.

Mr. Jeffries stated InFocus previously did the postings on the website but now Ms. Slaight does that. Mr. Jeffries stated he would look into Ms. White's concern.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve payments of \$900 to Media Group for web site hosting and MailChimp in the amount of \$500 for FY2017/18. The motion carried unanimously (4-0).

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

Mr. Jeffries presented the Staff Report which was included as part of the packet on Page 7.

a. Beach Channel Advertising

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve \$1,800 for 12 months of advertising to promote Riverfront Shops of Daytona Beach to tourists in selected area hotels on the Beach Channel at a cost of \$1,800 for 12 months, in accordance with the Staff Report as presented. The motion carried unanimously (4-0).

b. Online and Social Media Advertising

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve an expenditure of \$3,600 for SEM/ Online Advertising and \$3,600 for targeted advertising on Facebook in order to drive customers to the Riverfront Shops website, in accordance with the Staff Report as presented. The motion carried unanimously (4-0).

c. Print Materials

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve an expenditure of \$835 for the annual cost for printing the kiosk event posters, in accordance with the Staff Report as presented. The motion carried unanimously (4-0).

8. **FY2017/18 Downtown Event Budget**

Mr. Jeffries stated a Hurricane Rally would be held on Beach Street on September 29 to show support for the businesses that were damaged during Hurricane Irma.

Al Smith, 14 St. Johns Place, Ormond Beach, Florida stated there would be two stages with music as well as two car clubs involved. Mr. Smith stated the event would be held from 5:00 p.m. to 10:00 p.m. Mr. Smith stated the street would be closed from Orange Avenue to International Speedway Blvd. and from International Speedway Blvd. to Bay St.

Quanita May, 115 Magnolia Avenue, Daytona Beach, Florida asked what the merchant involvement would be. Ms. May stated the Council on Aging was having an event at the Ocean Center at the same time.

Mr. Smith stated the merchants could participate as appropriate.

Mr. Jeffries reviewed the fall event schedule and stated the Beach Street Wedding Walk was set for October 13 and the Dream Cruise would be held on October 27 and October 28. Mr. Jeffries stated the Halifax Art Festival was scheduled for November 4 and 5. Mr. Jeffries stated the Food and Wine Walk had been re-scheduled twice and the options were to have a Wine Walk on either September 29 during the Hurricane Rally or on October 14.

Mr. Sznajstajler asked if holding the Wine Walk on September 29 would take away the ability for vendors to sell wine as part of the Hurricane Rally.

Mr. Smith stated he couldn't say yes or no but he would think it would add to the Rally.

Ms. Kozinski expressed concern about holding a Wine Walk in the evening and people possibly consuming too much alcohol before driving from the event.

Mr. Smith stated normally the Wine Walk in the downtown coincides with the hours the businesses are open during the day.

Mr. Sznajstajler stated he was concerned about holding the Wine Walk on October 14 during the Wedding Walk. He stated this was the first year for the Wedding Walk and would not want to draw away from that event.

Ms. May stated she would like to have the event on Friday night.

Ms. Kozinski asked about lighting and noted the street was very dark at night.

Mr. Jeffries stated re-scheduling of the Wine Walk would require notification to the City.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to hold the Wine Walk on September 29 in connection with the Downtown Hurricane Rally. The motion carried unanimously (4-0).

Mr. Jeffries presented the staff report which was included on Page 8 of the packet regarding fees for the fall events. Mr. Jeffries stated he was requesting the following fees be paid by the DDA for upcoming events: \$75 for the Beach Street Wedding Walk; \$5,000 for the Dream Cruise to include \$2,000 for advertising and \$3,000 for event permit fees; and \$10,000 for the Halifax Art Festival to include \$5,000 for the Best of Show Prize and \$5,000 for event permit fees.

Mr. Jeffries stated the CRA would not be paying fees and funds would be used from the DDA project money.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to pay the following fees for upcoming fall events: \$75 for the Beach Street Wedding Walk; \$5,000 the Dream Cruise to include \$2,000 for advertising and \$3,000 for event permit fees; and \$10,000 for the Halifax Art Festival to include \$5,000 for the Best of Show Prize and \$5,000 for event permit fees, in accordance with the Staff Report as presented. The motion carried unanimously (4-0).

Mr. Jeffries stated at the last DDA meeting it was discussed that there would be a special craft section at the Farmers' Market and decorations would be in place for downtown from November

22 to January 7. Mr. Jeffries noted that November 25 is Small Business Saturday. Mr. Jeffries stated the boat parade would be held on December 2 as well as the food truck rally on City Island.

Mr. Jeffries stated since the last meeting, the Creche Art had advised they did not want to be promoted and the storybook artist would not be participating. Mr. Jeffries stated Stephanie Mason-Teague had informed him that she would not be working to coordinate musical events during this holiday period. Mr. Jeffries stated the holiday exhibits would be in place in the downtown from November 22 to January 1. Mr. Jeffries stated there would be television and radio advertising and some printed materials for the event, including printed ads in the Daytona Beach News-Journal.

Ms. May stated that Holly Hill had lights and asked if there was anything that people were already doing that we could piggyback from.

Mr. Sznajstajler stated we would have a light exhibit.

Ms. Cook asked if the News-Journal Center could be used and have performances from Daytona State College.

Ms. Kozinski stated Ms. Mason-Teague tried to use the students from Daytona State last year and they were not available so that was why high school students performed.

Mr. Smith stated there was an opportunity to have another Art Festival in the spring. Mr. Smith stated he felt it was better to spend money on events at other times of the year rather than during the holiday season. Mr. Smith stated not many businesses were open after 5:00 p.m. except the restaurants. He stated there was a lot of competition during the holiday season with other events that were held in other cities.

Mr. Jeffries stated the responses to the RFP for event management services were due September 29 and suggested a Special Meeting of the DDA be held to review the responses. The Board agreed to hold a Special Meeting on October 11, 2017 at 8:00 a.m.

9. Farmers' Market Advertising Campaign – FY2017/18

Mr. Jeffries presented the Staff Report which was included on Page 10 of the packet. Mr. Jeffries stated he was proposing to cancel the WNDB weekend update. Mr. Jeffries stated he was requesting that \$1,500 be used to promote the Farmers' Market Facebook page.

Public Comments:

Ms. May asked if the DDA had ambassadors for the events.

Ms. White stated there had been volunteers used in the past.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to continue Farmers' Market Facebook advertising at a cost of \$1,500, in accordance with the Staff Report as presented. The motion carried unanimously (5-0).

10. **Board Comments**

Ms. White stated when Riverfront Shops of Daytona Beach was Googled it came up as Riverfront Park. She asked how that could be fixed.

Mr. Jeffries stated he would discuss that issue with Keith Gold of Gold & Associates.

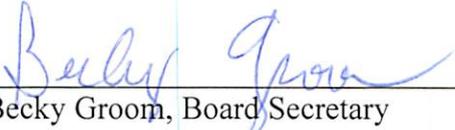
Ms. Cook asked that something be available to hand out to people during the Hurricane Rally to show people upcoming events in downtown.

11. **Adjournment**

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



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary