

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, June 27, 2017**

The regular of the Downtown Development Authority was held Tuesday, June 27, 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. Robert Abraham, Chairman
Mr. Joe Hopkins
Ms. Sheryl Cook
Ms. Tammy Kozinski
Ms. Kelly White

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

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

2. Roll Call

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

4. Approval of Minutes:

- a. Regular Meeting – May 23, 2017
- b. Special Meeting – June 1, 2017

Mr. Abraham stated the minutes for the above meetings were not yet finalized and asked that action on approval be delayed.

4. Public Comments

There were no public comments.

Mr. Abraham stated Michael Sznajstajler had been appointed by the City Commission to serve as the new appointee on the DDA. Mr. Abraham stated Mr. Sznajstajler had been active in previous merchants associations in the downtown.

Thomas Goble from the Daytona Beach Police Department was in attendance and stated he would be serving as the Beach Street area patrol officer.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet on Page 3. Mr. Jeffries stated there had been a slowdown in spending and noted the budget transfers approved at the last meeting would need to be rescinded. Mr. Jeffries stated there was an \$800 deficit for the Farmers' Market.

Ms. White noted there were new vendors at the Farmers' Market. Ms. Slaight stated she received calls from potential vendors about participating in the Market.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to rescind the budget transfers approved at the May 23, 2017 meeting, as follows: A motion was made by Ms. Cook, seconded by Ms. White to approve a budget transfer of \$45,000 from the following budget line items: \$12,300 from Co-op Marketing; \$13,000 from Downtown Events; \$15,000 from Farmers' Market personnel; \$650 from Farmers' Market Supplies; \$1,750 from SNAP program; \$1,300 from Market Events; and \$1,000 from SNAP Program to the following budget line items: \$24,700 to Downtown Event Advertising and \$20,300 to Downtown Event Supplies, in accordance with the staff report on page 3 of the packet. The motion carried unanimously (5-0).

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve a \$5,000 transfer from Personnel line item to Downtown Event line item, in accordance with Page 3 of the staff report. The motion carried unanimously (5-0).

6. **Adoption of Millage Rate for Fiscal Year 2017/18**

Mr. Jeffries presented the letter from Larry Bartlett, Volusia County Property Appraiser, outlining the preliminary estimate of the DDA 2017 taxable value, which was included on page 7 of the packet. Mr. Jeffries stated the estimated revenue received by the DDA would be \$111,143 with a one mill tax rate.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the proposed millage rate for 2017-18 at 1 mill, in accordance with the staff report as presented. The motion carried unanimously (5-0).

7. **Adoption of Fiscal Year 2017/18 Budget**

Mr. Jeffries presented the proposed DDA Mission and Goals as well as the proposed DDA budget for 2017-18, in accordance with the staff report included in the packet on Page 9. Mr. Jeffries stated a survey of merchants would be completed prior to budget adoption. Mr. Jeffries stated the City Commission public hearings on the budget would be September 6 and September 20.

Ms. Kozinski asked if the RFP for downtown events was out for responses.

Mr. Jeffries stated he did not think it was out yet.

Mr. Jeffries stated the budget goals were to have lower professional fees, increased events, improvements to the Riverfront Shops booth, SNAP program implementation, and increased advertising for the Farmers' Market, the holiday light display, and an increase in the reserve fund balance. Mr. Jeffries stated the Farmers' Market budget reflected a slight decrease in the revenue projection. Mr. Jeffries stated he was hoping to secure a sponsor for the SNAP program implementation and expenses.

Ms. Kozinski stated there had been discussions about relocating the Farmers' Market and asked if that was still being considered.

Mr. Jeffries stated there were two options: one to relocate at City Island and the other to relocate to the Magnolia area. Mr. Jeffries stated he had not worked on that project lately but noted the City was waiting to see what the Daytona Tortugas were planning. Mr. Jeffries stated the proposed budget was based on the status quo with the addition of the SNAP implementation.

Ms. Kozinski stated she thought the issue with the SNAP implementation was related to the City's internet service.

Mr. Jeffries stated that was an issue but the City had installed cameras in the area so there have been improvements with internet connectivity.

Mr. Jeffries presented the proposed events budget.

Ms. Kozinski stated a merchant would like to sell Christmas trees along Beach Street and wanted the City to provide a tent.

Mr. Jeffries stated he had not been approached about Christmas tree sales.

Ms. Cook stated she thought other vendors paid for their own tents.

Ms. Cook asked if the boards would be placed along Beach Street again during this holiday season and noted the DDA could not go into a \$10,000 deficit position again.

Mr. Jeffries stated he would have to determine the unit cost.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the proposed DDA budget for FY2017-18, in accordance with the staff report as presented. The motion carried unanimously (5-0).

8. Farmers' Market Vendor Guidelines

Mr. Jeffries presented the staff report which was included on Page 12 of the packet. Mr. Jeffries recommended removing the summer rental rate and proposed adding a quarterly rate that would be available for vendors to pre-pay for 3 months. Mr. Jeffries stated he would also propose to start charging a \$5 fee for use of parking spaces for vendor parking trailers and vehicles. Mr. Jeffries stated he was also proposing to relocate vendors to the west, starting this weekend.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the updated fee schedule for the Farmers' Market, in accordance with the staff report as presented. The motion carried unanimously (5-0).

9. Downtown Events

Mr. Jeffries stated at the last meeting, the DDA approved additional services with Gold & Associates related to the proposed carnival to be held in the downtown; however, Gold & Associates would not be billing the City since the carnival would not be held on Beach Street. Mr. Jeffries stated the new website was live. He presented the new television commercial and the new website.

Ms. White stated the photo of the empty street should not be used on the website.

Ms. Kozinski asked if the merchants and vendors at the Farmers' Market knew they were listed on the website. Ms. Kozinski stated they should be reminded that they receive free advertising for their \$44 a month payment.

Mr. Jeffries stated the merchants were aware that they were listed on the website. Mr. Jeffries stated he would be sending a letter to the Farmers' Market merchants about the change in the fee schedule and would mention in the letter that they were listed on the City's website.

Ms. White stated the Farmers' Market needed to be spelled consistently on the site.

Ms. Kozinski asked for the status of Bourbon on the Beach.

Mr. Jeffries stated he was meeting with them later this week. Mr. Jeffries stated an application had been submitted for a Business Tax license for the site.

Mr. Abraham asked about the Shriners program. Mr. Jeffries stated there would be minimal activities on the arrival weekend but events were planned starting on Monday. Mr. Abraham stated the website for the convention was www.imperial2017.com and stated a lot was planned for the week.

Mr. Jeffries stated there was a shopping day planned for the downtown which included a tour of the chocolate shop and the parade was scheduled for July 11.

10. **Board Comments**

Mr. Hopkins thanked Mr. Abraham for his commitment and service to the DDA.

Ms. White stated she agreed with Mr. Hopkins' comments.

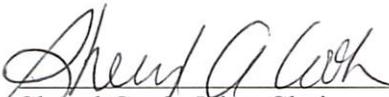
Ms. Cook thanked Mr. Abraham for his leadership and guidance through the years.

Ms. Kozinski stated Mr. Abraham would be missed.

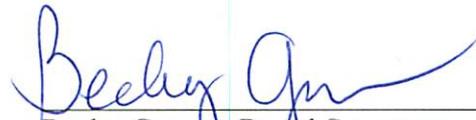
Mr. Abraham stated it had been a pleasure to serve through the years. Mr. Abraham stated he enjoyed serving with Weyman Etheridge and Kelly White. Mr. Abraham thanked Mr. Jagger for continuing to serve the DDA.

11. **Adjournment**

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



Sheryl Cook, Vice-Chair



Becky Groom, Board Secretary