



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

Michael O. Sznajstajler
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, February 27, 2018 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 23, 2018**
4. **DDA Monthly Financial Report**
5. **Downtown Event Update**
6. **Farmers' Market Manager**
7. **Public Comments**
8. **Board Comments**
9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, January 23, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, January 23, 2018, 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, Chair
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook

Staff Members Present

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

1. Call to Order

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

2. Roll Call

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

3. Approval of Minutes

a. Regular meeting – December 19, 2017

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the minutes of the regular meeting of December 19, 2017, as presented. The motion carried unanimously (4-0).

b. Special meeting – January 9, 2018

Ms. White asked that the word be changed on Pages 4 and 5 regarding the salary for the Farmers' Market Manager to reflect the word "bonus" instead of "stipend."

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the minutes of the special meeting of January 9, 2018, as corrected. The motion carried unanimously (4-0).

4. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 15 of the packet.

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

Mr. Jeffries presented the Quarterly Report from Gold & Associates which was included on Page 18 of the packet.

Mr. Sznajstajler stated visits to the Farmers' Market link had dropped.

Mr. Jeffries stated Google Ad Words were up over 400% from the previous year and Facebook likes were up 8%. Mr. Jeffries stated there were close to 10,000 likes on the Facebook page.

Mr. Jeffries stated the e-newsletter had been redesigned and there was an increase of 54% in the amount of newsletters that were opened.

6. **Farmers' Market Annual Report**

Mr. Jeffries presented the Farmers' Market Annual Report which was included on Page 22 of the packet. Mr. Jeffries stated the report reflected the revenue and number of vendors had decreased. Mr. Jeffries stated the report indicated the DDA was reviewing the operation strategy. Mr. Jeffries stated the report noted music had been added to the Farmers' Market to help promote it as a destination.

Ms. White stated she would like an addition made to Item 1 to incorporate the use of the pavilion. Ms. White stated she would anticipate the Farmers' Market using the pavilion and the lawn area around the pavilion for possible parking of food trucks.

Mr. Hopkins stated to include the pavilion would require a modification to the lease boundary.

Ms. Kozinski stated staff would check to see how the addition of the pavilion would affect the insurance coverage.

Mr. Sznajstajler stated No. 4 should reflect that the website was updated in the summer of 2017 and No. 9 should read DDA, not Market Manager. Mr. Sznajstajler also stated that signage options were being evaluated. Mr. Sznajstajler asked that the spelling of his name be corrected.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the submission of the Farmers' Market Annual Report, with the corrections as noted above. The motion carried unanimously (4-0).

7. **Public Comments**

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida stated she had concerns about parking along Beach Street.

Mr. Sznajstajler stated parking was out of the DDA's purview and was an item that would fall under the responsibility of the CRA and City Commission.

Mr. Jeffries stated meetings had been held in the past with the Downtown Redevelopment Board and the DDA regarding parking.

Ms. Kozinski stated signage in the downtown was better now than it had ever been.

Ms. White stated there were two street lights out which she reported through TrakEZ.

8. **Board Comments**

Ms. Kozinski stated there was a good variety of chili made available by the merchants and she heard a lot of good reports about the event.

Mr. Jeffries stated he attended the Chili Walk as a customer and was impressed.

Ms. White stated the kiosk display looked good.

Ms. White asked if there would be a press release about upcoming events.

Mr. Jeffries stated the press release had been drafted and would be sent out.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:45 a.m.

Michael Sznajstajler, Chairman

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
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MEMORANDUM

DATE: February 19, 2018

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through February 19, 2018.

BUDGET STATUS

General Activities			
Line Item	Appropriation	Spent to Date As of 2/19/18	Balance
Contract Services	\$ 1,000	\$ 416.89	\$ 583.11
Personnel	\$ 15,495	\$ 4,141.31	\$ 11,353.69
Supplies	\$ 3,500	\$ 649.06	\$ 2,850.94
Care and Subsistence	\$ 500	\$ 95.60	\$ 404.40
Professional Memberships	\$ 450	\$ 175.00	\$ 275.00
Technical Services	\$ 2,100	\$ 1,414.80	\$ 685.20
Professional Services	\$ 15,000	\$ 5,531.25	\$ 9,468.75
Co-op Marketing	\$ 25,000	\$ 15,907.00	\$ 9,093.00
Downtown Marketing	\$ 25,000	\$ 13,309.28	\$ 11,690.72
Downtown Events	\$ 34,650	\$ 4,315.03	\$ 30,334.97
Unreserved Balance	\$ 1,162	\$ -	\$ 1,162.00
Total	\$ 123,857	\$ 45,955.22	\$ 77,901.78
Notes:			
Note: Appropriations reflect budget transfers approved at December 19, 2017 meeting.			

Downtown Event Activities			
Revenues	Projection	Received to Date As of 2/19/18	Balance
Vendor Revenue	\$ 3,000	\$ -	\$ 3,000.00
Event Sponsorship	\$ 20,000	\$ -	\$ 20,000.00
Exhibit Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Total	\$ 28,000	\$ -	\$ 28,000.00
Expenses	Appropriation	Spent to Date As of 2/19/18	Balance
Personnel	\$ -	\$ -	\$ -
Event Music	\$ -	\$ -	\$ -
Event Advertising	\$ 25,150	\$ -	\$ 25,150.00
Event Supplies	\$ 13,200	\$ -	\$ 13,200.00
Exhibit Supplies	\$ -	\$ -	\$ -
Total	\$ 38,350	\$ -	\$ 38,350.00
Profit/Loss		\$ -	
Notes:			
Note: Appropriations reflect budget transfers approved at December 19, 2017 meeting.			

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 2/19/18	Balance
Vendor Revenue	\$ 27,500	\$ 7,079.00	\$ 20,421.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 7,079.00	\$ 31,621.00
Expenses	Appropriation	Spent to Date As of 2/19/18	Balance
Personnel	\$ 11,600	\$ 1,480.50	\$ 10,119.50
Supplies	\$ 1,000	\$ 9.76	\$ 990.24
Liability Insurance	\$ 1,250	\$ 982.69	\$ 267.31
City Fees	\$ 1,500	\$ -	\$ 1,500.00
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00
Marketing	\$ 19,100	\$ 3,629.04	\$ 15,470.96
Market Events	\$ 1,500	\$ 659.94	\$ 840.06
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 38,700	\$ 6,761.93	\$ 31,938.07
Profit/Loss		\$ 317.07	

January 2018 Farmers' Market Attendance

VENDOR TYPE	# Vend	# Spaces	% Total	Max %	Max #
Local Producer	3	7.00			
Organic Produce	0	-			
Wholesaler	3	10.75			28
Fish & Meats	1	1.00			
Dairy	1	1.00			
Grocery	4	4.50			
Prepared Foods	5	3.75			
Health & Beauty	0	-			
Plant or Flowers	2	1.50	5%	20%	
Crafts	0	-	0%	10%	
	19	29.5			

Vendor Type	1/6/2018	1/13/2018	1/20/2018	1/27/2018
Local Producer	3	3	3	3
Organic Produce	0	0	0	0
Wholesaler	1	1	2	2
Fish & Meats	1	1	0	1
Dairy	1	1	1	1
Grocery	3	3	4	4
Prepared Foods	3	3	3	5
Health & Beauty	0	0	0	0
Plant or Flowers	1	1	2	1
Crafts	0	0	0	0
	13	13	15	17

Farmers' Market Revenue Comparison

	2015/16		2016/17		2017/18		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,365	53	\$ 1,486	32	\$ 1,459	26	-1.8%
November	\$ 2,220	50	\$ 1,721	37	\$ 1,348	26	-21.7%
December	\$ 2,216	50	\$ 1,750	39	\$ 1,447	31	-17.3%
January	\$ 2,101	46	\$ 1,970	44	\$ 1,352	30	-31.4%
February	\$ 2,219	49	\$ 2,000	43	\$ -		
March	\$ 2,322	52	\$ 2,076	45	\$ -		
April	\$ 2,265	49	\$ 2,133	44	\$ -		
May	\$ 2,014	45	\$ 2,003	42	\$ -		
June	\$ 2,148	47	\$ 2,020	42	\$ -		
July	\$ 1,721	39	\$ 2,125	39	\$ -		
August	\$ 1,336	30	\$ 1,583	34	\$ -		
September	\$ 1,495	28	\$ 1,199	19	\$ -		
Total	\$ 24,422		\$ 22,066		\$ 5,606		-18.0%



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MEMORANDUM

DATE: February 23, 2018

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Event Update

Southern Stone Communications has held the first three events under the new event sponsorship contract. The following is the preliminary ticket / passport sale figures for the first three events:

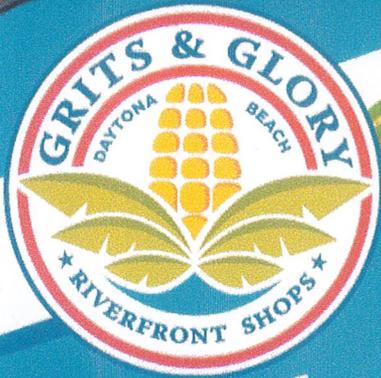
	<u>Target</u>	<u>Actual (Preliminary)</u>
Chili Tour	190	180
Wine Tour	500	106
Beer & Bacon	500	291

Staff has sent surveys to the merchants. The initial response from the merchants has been positive. Staff will present the event merchant survey responses at the meeting.

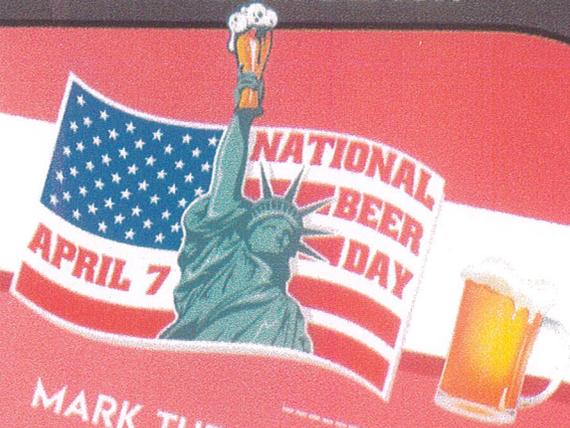
Southern Stone Communication is completing the final planning for the spring events. The Grits & Glory event is proposed to transition into a Super Saturday event with four event themes on Saturday, April 7. The Grits & Glory will be one of the event themes. The event is still proposed to be a Beach Street closed event. Attached is the proposed poster insert with the four event themes for the Super Saturday.

-SUPER SATURDAY-

*** BEACH STREET | DOWNTOWN DAYTONA BEACH ***



TASTE GRITS
COOKED MULTIPLE WAYS
VOTE FOR YOUR FAVORITES!
BEST AT THE BEACH
AWARDS FOR THE WINNER!



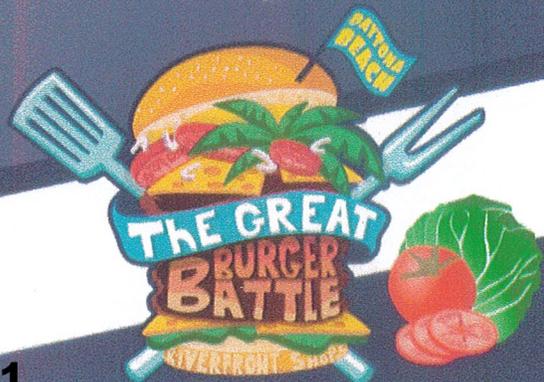
MARK THE 85TH ANNIVERSARY
OF THE CULLEN-HARRISON ACT
ALLOWING PEOPLE TO BUY,
SELL AND DRINK BEER AGAIN IN THE USA.
ENJOY THE MULTIPLE LIBATION STOPS
& LIVE ENTERTAINMENT
THROUGHOUT SUPER SATURDAY.

SATURDAY
APRIL 7TH
~ 1PM - 7PM ~

ENJOY DOZENS
OF LOCAL AND REGIONAL ARTISTS
DISPLAYING & SHOWCASING THEIR CREATIONS.
HELP CREATE OUR
"WHY WE LOVE DAYTONA BEACH" ART PROJECTS
& DON'T MISS THE ART ATTACK
KIDS ARTS AREA.



VOTE FOR THE BEST BURGER
TRY SAMPLE SLIDER-SIZED BURGERS
& VOTE FOR YOUR FAVORITES!
BEST AT THE BEACH
AWARDS TO WINNERS!





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MEMORANDUM

DATE: February 23, 2018

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Manager

To date, staff has received seven applications for the Farmers' Market Manager position. The resumes of the applicants will be forwarded for your review. Staff is recommending the DDA select three candidates to interview at a Special Meeting in early March.



DOWNTOWN DEVELOPMENT AUTHORITY

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<u>Title:</u>	Farmers' Market Manager
<u>Status:</u>	Saturday: 6:30 am to 2 pm Weekday hours will vary.
<u>Monthly Rate:</u>	\$1,100 per month plus bonus for increasing vendor revenue
<u>Benefits:</u>	Not eligible for benefits
<u>Paid Time Off:</u>	Not eligible for PTO
<u>Job Description:</u>	<ol style="list-style-type: none"> 1. Manage the Farmers' Market <ol style="list-style-type: none"> a. Oversee morning set-up including vendor placement b. Collect rent in compliance with DDA policies c. Enforce rules & regulations d. Operate Information Booth e. Run Farmer's Market event activities f. Oversee clean-up g. Work with vendors to resolve issues h. Plan for future expansion of the market 2. Recruit new vendors <ol style="list-style-type: none"> a. Meet and recruit new vendors b. Distribute applications c. Oversee the application process of new vendors 3. Coordinate implementation of SNAP at the Farmers' Market 4. Coordinate and recruit volunteers for the Farmers Market 5. Participate with regional health and fresh food advocacy groups 6. Coordinate with DDA marketing agency for the Farmers' Market marketing 7. Coordinate with the Redevelopment Staff and the DDA on all Farmer's Market Activities
<u>Minimum Qualifications</u>	High School Diploma or acceptable equivalency, supplemented by two (2) years of previous experience or training in farmers' market or equivalent event operations or management; or equivalent combination of education, training and experience. Must possess strong interpersonal and leadership skills, proven ability to organize and coordinate; and knowledge of Microsoft office programs including excel spreadsheets.

Interested applicants should mail a cover letter, resume, and list of 3 references to the attention of Jason Jeffries, Project Manager, Redevelopment Office, City Hall, Suite 240

This position is intended to be a contracted position.