

**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