

**DOWNTOWN DEVELOPMENT AUTHORITY
REVISED MINUTES
REGULAR MEETING
Tuesday, June 26, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, June 26, 2018, at 8:08 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
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Deputy City Attorney
Ms. Marsha McDonald, Office Specialist II

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:00 a.m.

2. Roll Call

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

3. Approval of Minutes - Regular Meeting: May 22, 2018

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the regular meeting of May 22, 2018, as presented. The motion carried unanimously (5-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included on Page 7 of the packet. Mr. Jeffries stated new vendors had been secured for the Farmers' Market so the revenue was starting to increase.

Public Comments:

There were no public comments.

5. Adoption of Millage Rate for Fiscal Year 2018/19

Mr. Jeffries presented the report which was included on Page 10 of the packet. Mr. Jeffries stated the Property Appraiser's office reported an increase of 11.93% in property value in the downtown this year.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to establish a millage rate of 1.000 mill for FY2018-19. The motion carried unanimously (5-0).

6. **Adoption of Fiscal Year 2018/19 Budget**

Mr. Jeffries presented the staff report which was included on Page 11 of the packet. Mr. Jeffries stated included in the packet as part of the budget presentation was the proposed schedule of events with Southern Stone for events to be held in the downtown during the next fiscal year. Mr. Jeffries stated security for the downtown was also included in the budget as was previously discussed by the DDA. Mr. Jeffries stated he had been approached by The Observer about advertising for events in the downtown and those figures were reflected in the proposed budget.

Ms. Cook stated the amount budgeted for office supplies was doubled.

Mr. Jeffries stated that figure reflected an increase in printing of brochures.

Ms. Cook stated it appeared a budget transfer would have to be done to fund Technical Services.

Mr. Jeffries stated the DDA may want to fund that account at \$3,500.

Mr. Jeffries stated he had a conversation with an individual at Florida Hospital about implementation of the SNAP program.

Mr. Jeffries stated he felt the revenues would increase for the Farmers' Market during the next year.

Mr. Jeffries stated based on the proposed budget, there was not sufficient funds to hold all of the events that were proposed by Southern Stone. Mr. Jeffries stated the DDA would need to decide if they wanted to hold the events or fund security for downtown.

Mr. Sznajstajler stated he felt 10 events would be a difficult schedule and felt it was important to address the security for downtown.

Mr. Jeffries stated the City would have to help fund the security for downtown since \$20,000 would not be sufficient to fund security patrol. Mr. Jeffries stated he had researched using safety ambassadors for security purposes.

Ms. Kozinski stated she felt security was important and the only way security could be provided was through a partnership with the City.

Frank DeMarchi, Southern Stone, discussed proposed events and suggested identifying core events with the possibility that additional events could be added later.

Mr. Sznajstajler stated the budgeted amount for events was \$44,000 but Mr. DeMarchi's report reflects \$51,908 was needed from the DDA.

Mr. Jeffries stated the event schedule was not to be approved at this meeting. Mr. Jeffries stated funding guidelines were being proposed and then he would meet with Mr. DeMarchi to finalize the event schedule that would be presented to the DDA in July.

Mr. Sznajstajler stated he felt an ambassador type program as suggested by Mr. Jeffries would benefit downtown.

Mr. Jeffries stated he would increase Technical Services to \$3,500 and the funds would be taken from Downtown Marketing.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the proposed budget for FY2018-19 with the changes as discussed regarding funding for Technical Services. The motion carried unanimously (5-0).

7. **2019 Merchant Co-op Program**

Mr. Jeffries presented the Staff Report which was included on Page 28 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to participate in the In-Room Concierge Book for 2019 with See Coastal Media for up to a four page buy-in in the amount of \$16,907, including a trade of advertising with the Daytona Tortugas, in accordance with the staff report as presented. The motion carried unanimously (5-0).

8. **Downtown Event Contract: MOAS (Halifax Art Festival)**

Mr. Jeffries stated he and Ms. Cook have met with Andrew Sandall, Executive Director of the Museum of Arts and Sciences to develop an Agreement for the Halifax Art Festival. Mr. Jeffries stated what was proposed was a five year Agreement with the Museum of Arts and Sciences with a five year renewal option to hold the Halifax Art Festival in downtown. Mr. Jeffries stated the Agreement did provide for additional art festivals based on the capacity of the Halifax Art Guild to take on additional events. Mr. Jeffries stated the DDA commitment to the Agreement was \$5,000 which was to be used for the Best of Show prize. Mr. Jeffries stated the Guild had included the Riverfront Shops logo into their posters and advertising for the event.

Ms. Cook thanked Mr. Jeffries and Andrew Sandall, Executive Director of the Museum of Arts & Science (MOAS) for developing a good working relationship and developing an Agreement that would keep the Halifax Art Festival in downtown.

Mr. Jagger stated Page 5 of the Agreement would be revised to reflect the DDA would pay \$5,000 for the prize money and \$5,000 for advertising and would edit the termination clause to reflect the DDA would provide advertising through the end of the termination notice period and not through the end of the calendar year.

Ms. Kozinski stated there were discussions about holding a dessert tour on Friday night prior to the Halifax Art Festival since the street would be closed.

Andrew stated there were concerns about security should an event be held that evening since the artists may have their items in place.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed Agreement with the Museum of Arts and Sciences, subject to inclusion of the comments made by the City Attorney regarding prize money and termination, in accordance with the staff report as presented. The motion carried unanimously (5-0).

9 **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated the City by law had to provide security for downtown. Mr. Nicholson stated the CRA could help fund a police officer for the downtown.

10. **Board Comments**

Ms. Kozinski asked Mr. DeMarchi if there was a difference in his marketing approach for the Eggstravaganza and the Cookie Walk. Ms. Kozinski stated her store was demolished during the cookie walk. Ms. Kozinski asked that those two events be reviewed.

Ms. White stated she would not be in attendance for the July 24th DDA meeting. The Board agreed to move the July meeting to Thursday, July 26, 2018.

Mr. Sznajstajler thanked Mr. DeMarchi for the work he did in preparing the proposed schedule of events for 2018-19.

11. **Adjournment**

There being no further business, the meeting adjourned.


Michael Sznajstajler, Chair


Becky Groom, Board Secretary