

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, August 28, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, August 28, 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 O. Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Kelly White

**Board Members Absent**

Ms. Tammy Kozinski

**Staff Members Present**

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

**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 – July 26, 2018**

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the minutes of the meeting of July 26, 2018 as presented. The motion carried (3-0).

Ms. Cook arrived for the meeting.

**4. DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 8 of the packet. Mr. Jeffries stated \$85,590 had been spent to date. Mr. Jeffries stated the Farmers' Market had received \$6,000 in revenue and Mr. Jeffries expected the Market to break even.

5. **DDA Casual Employees & Responsibilities**

Mr. Jeffries presented the Staff Report which was included on Page 11 of the packet. Mr. Jeffries stated next fiscal year, there would be a reduction in staff and it was proposed that a part-time Casual Employee take over the responsibilities that Mr. Jeffries had been doing for the DDA. Mr. Jeffries stated it was planned that Lori Slight would continue to do the posts on social media and website updates. Mr. Jeffries stated the revised DDA budget was included on page 12 of the packet.

Mr. Sznajstajler stated he did not want to underfill a position in what the DDA may need in terms of staff support.

Mr. Hopkins stated he was concerned about having a part-time employee assigned to the DDA and was also concerned about Mr. Berger having to managing the DDA's employee.

Mr. Jeffries stated it was planned that Mr. Berger would take over the DDA activities.

Ms. White expressed concern about the budget and taking funds from Downtown Marketing.

Mr. Sznajstajler asked if this item could be delayed in order to discuss what was planned with Mr. Berger.

Ms. White stated she felt this topic warranted in-depth conversation from the Board and felt it would be difficult to find one person to do a lot of the tasks that were required.

Mr. Hopkins stated the DDA would be relying on Mr. Berger to manage all 3 of the Casual Employees.

Mr. Sznajstajler stated the Casual Employee would become the face of the DDA with the merchants and felt it would be difficult to fill the position with someone who had a high school education making \$10 an hour.

Ms. Cook stated she did not see how what was proposed would work.

Mr. Sznajstajler stated \$20,000 was budgeted for the Downtown Safety Program and perhaps that could be planned by personnel. Mr. Sznajstajler stated to take on a full-time employee, there were not only salary costs but benefits that must be paid. Mr. Sznajstajler stated he did not know if the DDA could advertise for someone with a college degree for \$20,000.

Mr. Jeffries stated perhaps the DDA could contract with someone, which is how the DDA was previously staffed.

Ms. Cook asked if action could be delayed on the Gold & Associates contract and see if Gold & Associates was willing to negotiate their contract to include some of the staff responsibilities.

Mr. Sznajstajler asked if a Special Meeting of the DDA could be scheduled and Mr. Berger would be invited to attend to discuss this matter with the Board.

Ms. Cook stated she would like a Special Meeting scheduled with Mr. Berger and would also like Page 12 of the packet detailed so the Board knew where funds were allocated.

Mr. Hopkins stated he was in favor of a Special Meeting as well and would like Mr. Berger, Keith Gold, and Melanie John to attend as well.

Mr. Jeffries stated it would be very expensive to have Gold & Associates perform routine activities. Mr. Jeffries stated Ms. Slaight had found another job and did not want to take on anymore responsibilities for the DDA.

Mr. Sznajstajler stated he felt the DDA needed a higher level of staff person working for the DDA and the decision had to be made by the DDA since the person would be reporting to the DDA.

The Board agreed by consensus to hold a Special Meeting on September 5, 2018 at 4:30 p.m. to discuss the DDA Casual Employee issue.

**6. Gold & Associates Marketing Contract**

Mr. Jeffries stated the proposed Gold & Associates contract was included on Page 15 of the packet. Mr. Jeffries stated the monthly fee for the contract would be \$1,100.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to approve the proposed contract with Gold & Associates for marketing and promotion services for the DDA for a monthly fee of \$1,100, in accordance with the Staff Report as presented. The motion carried (4-0).

Ms. Cook briefly left the meeting.

**7. Downtown Events**

a. City/DDA Event Contract

Mr. Jeffries reviewed the letter which was included on Page 26 of the packet and noted the Dream Cruise would be listed as a sponsored event.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. White to approve the letter to be provided to the City for DDA sponsored events, with the amendment to include the Dream Cruise. The motion carried (3-0).

The motion was amended by Mr. Hopkins, seconded by Ms. White, to include the use of Area A for the Dream Cruise and the Halifax Art Festival. The motion carried (3-0).

b. Dream Cruise Report

Mr. Jeffries stated the application for the Dream Cruise was included on Page 28 of the packet. Mr. Jeffries stated the applicant was requesting that the event be a DDA sponsored event. Mr. Jeffries stated the event would be mentioned on the City's calendar, Facebook, and e-blasts since the event would be

held in the downtown. Mr. Jeffries stated the applicant was requesting event fee assistance from the DDA. Mr. Jeffries stated Southern Stone had agreed to change the time for the Boo Bash scheduled for October 27, 2018 so the event would be held from 3:00 p.m. to 6:00 p.m. Mr. Jeffries stated last year's fees were \$3,500 and the fees could be as much as \$5,500 this year, which would include closing the street on Saturday.

Ms. White stated the DDA would have to rearrange their budget in order to support the event.

**Public Comments:**

Pat Masotti Abernathy, 21 Magnolia Drive North, Ormond Beach, Florida stated funding was needed for the event, not advertising. Ms. Abernathy stated this was the second largest event held in the downtown, with the largest being the Halifax Art Festival. Ms. Abernathy stated the Dream Cruise would be held from 8:00 a.m. to 3:00 p.m. so there will be no conflict with the Boo Bash that is planned for 3:00 p.m. to 6:0 p.m.

Ms. Cook asked if the street would be closed for the event.

Ms. Abernathy stated yes and the Dream Cruise would be held inside Riverfront Park.

Mr. Sznajstajler asked if the Agreement would be in place for the Riverfront Park with the Brown's by that date.

Mr. Jagger stated he did not believe the Agreement would be completed for October.

Mr. Hopkins stated a commitment was made to Southern Stone by the DDA and he did not feel a change should be made to the DDA budget in order to support this event.

Ms. White stated she did not know where funds could be taken from to support the Dream Cruise.

Mr. Sznajstajler stated the Dream Cruise request was for 3% to 3-1/2% of the DDA budget and the DDA may also lose the support of a staff person. Mr. Sznajstajler stated he agreed with Mr. Hopkins and agreed the event could be supported on the website and through e-blasts.

Lynn D'Louhy, 108 Rio Pina Drive, Ormond Beach, Florida stated even if the DDA could pay part of the fees, it would help.

Tony Cassata, 427 15<sup>th</sup> Street, Daytona Beach, Florida asked if the fees could be split with the DDA.

Ms. White stated for one of the previous DDA events, sponsors were secured so the event could be held.

Ms. Cook stated she did not see where the money could be taken without going against the Southern Stone contract.

Ms. White asked if the City fees would be reduced if the event was sponsored by the DDA.

Mr. Jeffries stated yes but the current Agreement ends September 30, 2018 and he did not know what the fees would be next fiscal year.

Mr. Hopkins asked if it would be a conflict with the Southern Stone contract to sponsor the event.

Mr. Jeffries stated no.

Mr. Jagger stated funds could be approved up to a certain amount which would be consistent with the existing Agreement or sponsorships could be secured.

Mr. Sznajstajler stated he did not feel the DDA could make a financial commitment but he wanted to make sure the Dream Cruise applicant received the reduced City rates.

Mr. Jeffries stated an event sponsorship agreement would have to be presented at the September, 2018 meeting similar to what the DDA had approved for the Halifax Art Festival.

Mr. Jagger stated a contract could be presented to the DDA contingent on approval of the City License Agreement in order for the applicant to apply for reduced permit fees with the City.

**Board Action:**

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the Dream Cruise as a DDA sponsored event.

The motion was amended by Ms. White, seconded by Mr. Hopkins, to include a condition in the agreement that the Dream Cruise would be eligible for reduced event fees. The motion carried (4-0).

Mr. Jeffries stated the Dream Cruise would be added to the list of City sponsored events in order to receive reduced fees.

**8. Farmers' Market Rules & Regulations**

Mr. Jeffries presented the Staff Report which was included on Page 33 of the packet.

Mr. Sznajstajler asked if Page 35 of the agreement should be revised to reflect that the vendors are required to comply with licensing.

Mr. Jagger stated he would revise the agreement to state that vendors were required to obtain all licensing.

Ms. White asked that the agreement state that third party vendors were required to offer family-friendly items.

Mr. Jagger stated the City Commission would have final approval of the proposed changes.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the letter to the City regarding the amendments to the Farmers' Market agreement, including the licensing requirements and a requirement for family-friendly items, in accordance with the Staff Report presented. The motion carried (4-0).

**9. Public Comments**

There were no public comments.

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10. Board Comments

Mr. Jeffries stated his last date of employment with the City will be September 30, 2018.

Ms. Cook thanked Mr. Jeffries for all he had done for the DDA during the years.

Mr. Sznajstajler stated he echoed Ms. Cook's comments.

11. Adjournment

for Sheryl A Cook, Vice Chair  
Michael O. Sznajstajler, Chair

for Marsha McDonald  
Becky Groom, Board Secretary