

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

The Regular Meeting of the Downtown Development Authority was held Tuesday, October 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. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:05 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – September 19, 2018

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the minutes of the Regular Meeting of the September 19, 2018 meeting, as presented. The motion carried (4-0).

4. Downtown POP Unit Trespass Presentation

Officer James "JT" Thomas was in attendance and presented a power point report. Officer Thomas stated he had also been presented the report to 25 of the merchants from the Downtown at the Police Department. Officer Thomas stated the merchants' concerns included vagrants, lack of parking, speed limit reduction, and more Police presence in the downtown. Officer Thomas stated POP stands for Problem Oriented Policing. Officer Thomas stated he and another officer are assigned to the downtown and each works 12 hour shifts. Officer Thomas stated the primary concern was to address vagrants.

Officer Thomas stated many calls and complaints he receives relate to the vagrants and many of the complaints cannot be addressed. Officer Thomas stated people have the right to panhandle. Officer Thomas stated parks would be closed at 5:00 p.m. starting in December. Officer Thomas stated the City is working to implement an ordinance for a “no trespassing” initiative which would allow the Police Department to arrest vagrants and the officers would be able to enforce the trespass warning if the property owner was not present.

Ms. White thanked Officer Thomas for everything he has done to implement the program.

Ms. Kozinski discussed posting pictures of the vagrants who had been arrested on Facebook so other merchants would be aware of who had been arrested.

Mr. Jagger stated posting pictures on Facebook would not be a good idea since there would be liability issues if someone was listed there by mistake. Mr. Jagger stated Ms. Kozinski could post pictures of individuals who had been arrested at her business on her Facebook page.

Mr. Jagger stated the trespass warning issue was being prepared for City Commission consideration. Mr. Jagger stated if an individual was arrested at a certain area, a trespass warning would be issued and the individual could not return to that site within a year.

5. DDA Monthly Financial Report

Mr. Berger stated Jason Jeffries would be the new Planning Director in Vero Beach. Mr. Berger stated it is a great advancement in Mr. Jeffries’ career and he wishes him well.

Mr. Berger presented the Monthly Financial Report and the only changes that had been made to the FY2018-19 budget was to reflect the changes to the Gold & Associates contract. Mr. Berger stated there had not been any expenditures since the fiscal year started on October 1, 2018.

6. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the report which was included as part of the packet. Mr. Gold stated he had been in daily contact with Mr. Berger over the last few weeks and was working to update information that could be distributed to hotels and time shares regarding events and places to visit in the downtown. Mr. Gold stated he had been working with Pat Abernathy and Spectrum to promote the Halifax Art Festival. Mr. Gold stated e-blasts continued to be distributed. Mr. Gold stated press releases had been distributed on the various upcoming events to be held in the downtown and the calendar of events has been updated as well. Mr. Gold stated research would be conducted on consumers and media partners in the area in November so a new strategic plan could be presented to the DDA in January.

Mr. Sznajstajler stated he liked the idea of a blog and hopes local businesses would participate and support the blog.

Mr. Jagger stated he would like to talk with Mr. Gold about certain restrictions regarding a blog before that was implemented to set a policy.

Public Comments:

Lisa Blythe asked if there is a capability to track specific merchants through the website.

Mr. Gold stated that was a good idea and should be part of the Gold monthly report.

7. **DDA Staff Comments**

- a. Redevelopment Director
- b. Farmers' Market Manager

Mr. Berger stated the kiosks would be upgraded and he would like to have them lighted at night. Mr. Berger stated he has worked with the Farmers' Market Manager and will have her work with Mr. Gold to promote events at the Farmers' Market and will work with Mr. Hopkins to implement the SNAP program.

Mr. Gold stated everywhere the DDA advertises, the Farmers' Market is mentioned.

Mr. Berger discussed the Grits and Glory event scheduled for May 11, 2019. Mr. Berger stated perhaps the event should be promoted as a beer event instead of a wine tour.

Mr. DeMarchi stated wine and grits might be an unusual combination so perhaps beer could be featured and a couple of bourbon stops could be included.

8. **Public Comments**

There were no public comments.

9. **Board Comments**

Ms. White stated she talked with the City Manager about getting the planters redone.

Mr. Berger stated he would follow up on that item.

Ms. White asked who would update the banners so they are in good shape for the Halifax Art Festival.

Mr. Berger stated he would follow up on that with Public Works.

Ms. White stated this would be her last DDA meeting and stated she felt good about the partners that were in place for the DDA. Ms. White stated she was pleased to have Mr. Gold taking on additional duties and she was pleased that Mr. DeMarchi would be doing the events in the downtown.

10. **Adjournment**

There being no further business, the meeting adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary