

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, January 22, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, January 22, 2019, 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
Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner
Mr. Joseph Hopkins
Ms. Tammy Kozinski

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 – December 18, 2018

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of December 18, 2018, as presented. The motion carried unanimously (5-0).

4. DDA Staff Report

a. DDA Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet.

b. Farmers' Market Update

Mr. Berger stated there has been increased activity at the Farmers' Market. Mr. Berger provided a report that showed a breakdown of the numbers and types of vendors that are participating in the Market.

Mr. Hopkins stated the EBT/SNAP Program is now being sponsored by Feeding Florida and is handled at the State level instead of the USDA. Mr. Hopkins stated application is being made for the ID; and once the ID is issued, application will be made for the card reader as well as the matching grant. Mr. Hopkins stated whatever can be purchased in a grocery store would be applicable to the Farmers' Market.

Ms. May asked when the DDA could start promoting the use of EBT at the Farmers' Market.

Mr. Hopkins stated he would like to wait until the equipment is in hand since there may need to be internet upgrades required that the City may not be aware of at this time.

Ms. May stated a plan needs to be developed to encourage people from the west side of the railroad tracks to use the Farmers' Market.

Ms. Kozinski stated she feels acceptance of the EBT at the Farmers' Market will help draw people to the Market.

Ms. May asked that a report from the Market Manager be provided at the next meeting that outlines how she is attracting new vendors.

c. Events Update

Swayne Parsons, Southern Stone Communications, presented the calendar of events for 2019 and stated the next event is scheduled for February 23 which will be the Beer and Bacon event. Mr. Parsons asked that the dates for the planned events be approved by the DDA so the events can be placed on the calendar and provided to merchants. He stated the number of passports will be increased to 350 for the Wine Tour. He stated there will be 200 passports for the Seafood Festival since this is the first year for the event. He stated he has not talked with the Museum of Arts and Sciences about the upcoming Wine Tour and Art Fest but he has talked with the Ponce Inlet Art Guild and they are interested in participating. He stated he has a contact for the Art Association in Orlando and that individual will be contacting artists to see if they are interested in participating. He stated he has talked with representatives of

the News-Journal site on Beach Street about their participation in events as well as using their space during events. The expense report from Southern Stone was provided to the DDA.

Ms. May asked when the Oyster Fest on Manatee Island will be held.

Ms. Kozinski stated the event will not be held this year.

5. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the report which was included as part of the packet. Mr. Gold stated the Strategic Marketing Plan will be provided to the DDA electronically for their review.

Ms. Kozinski asked for an update on the InFocus contract.

Mr. Sznajstajler stated he was unsuccessful in contacting InFocus.

Mr. White stated InFocus is no longer at the previously rented space.

Mr. Berger stated the City needs to put closure on the InFocus contract and proceed with Gold & Associates creating a new website.

Mr. Gold stated he would like to create a new website and blog which will be ADA compliant.

Mr. Gold stated brochures regarding Riverfront Shops need to be available for all visitors and should be placed in hotels and other sites. Mr. Gold stated funds would be available in the DDA budget with the cancellation of the InFocus contract.

Mr. Berger stated the Farmers' Market would be an important element in the rack cards.

Mr. Gold stated the kiosk directories are ready to be installed.

Mr. Gold stated he would like to reallocate funds from the current DDA budget in order to print the rack cards. Mr. Gold stated the funds can be used from the amount that was set aside for InFocus, which is outlined on the last page of Mr. Gold's report and includes \$1,400 under F and \$2,500 under B. Mr. Gold stated he would be willing to work with brochure distributors in order to put together a plan to present to merchants for advertising in the rack cards which would include an offer for the merchants, such as a 10% off coupon.

Mr. Gold presented the analytics report which was included as part of the packet. Mr. Gold stated research has shown that the average visitor to the Riverfront Shops spends \$40 in restaurants and \$20 in shops.

Ms. May asked how new business ventures are attracted to the downtown and what type of businesses would be best for the downtown.

Mr. Berger stated he attends the regional marketing conferences.

Mr. Gold stated reclaimed furniture businesses are the current trend but there needs to be unique opportunities. Mr. Gold stated a reclaimed furniture business would be a unique business for the downtown since there is not one in the area.

Mr. Sznajstajler stated as new development comes to the downtown, the DDA budget will increase and the DDA will need to determine how to allocate those funds. Mr. Sznajstajler stated the DDA will need to come up with a list of priorities to best use the funds.

Ms. Kozinski stated she would like to discuss at the next DDA meeting how to use the \$15,000 that was set aside for the Ambassador Program. Ms. Kozinski stated she has talked with Kelly White about partnering with the Brown & Brown Foundation as part of the Riverfront Park development for the program.

Ms. May asked if music is still being played at the Farmers' Market on Saturday mornings.

Mr. Berger stated no but staff is looking at using other musicians.

Mr. Hopkins asked when the website will be up and running.

Mr. Gold stated it will take a total of 6 weeks to have the site completely operational.

Chad Newberry, 41 Ponce Inlet Key Lane, Ponce Inlet, Florida stated he feels Beach Street has an opportunity to be the cultural hub of Daytona Beach and, right now, traffic is being driven to local businesses and restaurants. Mr. Newberry stated he feels there should be more focus on Beach Street being an area instead of shops and restaurant. Mr. Newberry stated there should be a more grand vision of calling the area something more than shops.

Mr. Gold stated through recent years, customers have seen the area as shops.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to reallocate funds from the 2018/19 DDA budget in order to print rack cards, as outlined in the Gold & Associates report. The motion carried (5-0).

6. Public Comments

Jack White, Wall Street Lofts, Daytona Beach, Florida stated he and representatives of Newberry Homes and Realty were interested in observing the meeting since they are interested in what is going on as far as commercial and residential projects in the downtown. Also in attendance was Jerry Mills, architect.

7. Board Comments

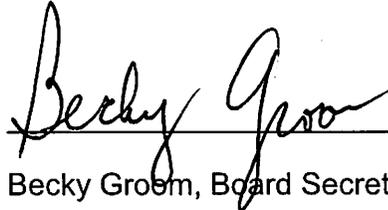
There were no Board comments.

8. Adjournment

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groem, Board Secretary