

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, February 26, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, February 26, 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. Quanita May, Commissioner  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski

**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 – January 22, 2019**

Mr. Hopkins asked that a correction be made to the minutes on Page 2 under section b. Mr. Hopkins stated the program is sponsored by "Feeding Florida." Also, the second sentence should read that the application is being made for the ID.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of January 22, 2019, as corrected. The motion carried (4-0).

**4. DDA Staff Report**

Mr. Berger introduced Lauren Taylor, who is a Planner for the City and will be assuming some of the duties and responsibilities that were handled by Jason Jeffries.

a. **DDA Monthly Financial Report**

Mr. Berger stated the financial report is on target for the year. Mr. Berger stated the expenses have not been settled for the last 3 events with Southern Stone (Chili Tour, December Wine Tour, and the Beer & Bacon Fest).

b. **Farmers Market Update – SNAP/Fresh Access**

Mr. Berger stated he visited the Farmers Market and stated the preacher continues to broadcast with amplifiers next to the vendors. Mr. Berger stated staff has received complaints from customers about the preacher. Charles McGuire is a musician who is performing at the Market and, as a result, the preacher has moved away from the area where music is being played. Mr. Berger stated he would like to set up an account in order to pay for the music provider.

Mr. Jagger stated there are certain First Amendment rights attached to preaching; but the preacher can be restricted from within the confines of the Market; but the preacher is preaching from the sidewalk where he is allowed to be. Mr. Jagger stated from speaking with Code Enforcement, the amplification from the speakers used by the preacher is not so loud that it violates the City's Code. Mr. Jagger stated he has talked with Mr. Berger about bringing in music to offset the sound from the preacher or possibly expanding the footprint of the Market so the preacher will be out of the range of hearing.

Mr. Berger read from a report from the Market Manager, Melanie John, who stated she had 6 new vendors at the Market in February. Mr. Berger stated Ms. John would like to see increased advertising and a goal is to implement the SNAP program.

Mr. Hopkins stated a requirement for the SNAP application is to include a bank account and the DDA does not have a bank account.

Mr. Hopkins stated the DDA will either need to open a bank account or have an account opened for the Farmers Market. Mr. Hopkins stated he is going to focus on getting SNAP implemented and not pursue grant funds at this time.

Mr. Berger stated he has spoken with the Finance Director and it is recommended that the DDA secure their own bank account.

Mr. Sznajstajler suggested the DDA authorize staff to open a bank account on behalf of the DDA; and Mr. Sznajstajler stated he would talk with banking institutions to make sure an account could be opened that would not be charged fees.

Mr. Hopkins stated he agrees the bank account needs to be opened and the DDA needs to determine who will be authorized to sign on the account. Mr. Hopkins stated implementing SNAP will also require about two more hours per week of the Market Manager's time in order to manage the accounting so he recommends giving Ms. John additional compensation.

Mr. Jagger suggested drafting a resolution to be presented at the next meeting in order to outline the flow of money and establishment of the bank account. Mr. Jagger stated staff could go ahead and open the account.

Mr. Berger stated there is also the concern about providing reimbursement from the City to the vendors who will accept the EBT tokens. Mr. Berger stated someone would also have to be at the Market tent in order to disburse the tokens. Mr. Berger stated Ms. John suggests staying at the tent and having volunteers move throughout the Market to talk with vendors.

Mr. Hopkins stated there should be a way to have some reserve funds on hand so the vendors can receive reimbursement on the same day.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to authorize staff to secure a bank account and present the details at the March, 2019 meeting regarding procedures for the account. The motion carried (4-0).

Mr. Berger asked if any member of the DDA had concerns with Ms. John having access to the account.

Mr. Jagger suggested passing a motion authorizing the names that are to be on the account.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. May, to authorize Reed Berger and Melanie John as authorized representatives for the DDA bank account. The motion carried (4-0).

c. Events Update – Wine & Chocolate Tour; Beer & Bacon Tour

Mr. Sznajstajler asked that Mr. Berger send a strong message to the representatives of Southern Stone about them not being in attendance at the DDA meeting today.

Mr. Berger stated there were over 800 people in attendance at the Wine & Chocolate Tour which was an Al Smith event; and 400 tickets were sold for the Beer & Bacon event which was a Southern Stone event.

d. Downtown Projects Update – Beach Street Streetscape; Riverfront Park; HAF

Mr. Berger stated conceptual plans for the Riverfront Park were presented at a recent City Commission meeting. Mr. Berger shared the conceptual designs with the DDA. Mr. Berger stated when the changes are made to Beach Street as part of the Riverfront Park project, the street will be fenced for two years. Mr. Berger stated there will be a phased plan to do work on the park side first and proceed one block at a time. Mr. Berger stated the merchant side will then be done one block at a time and the intent is to leave the sidewalks open with as little impact to merchants as possible.

e. Public Safety Update – Panhandling Ordinance; Security Initiative; Cameras

J. T. Thomas, Public Safety Officer, expressed concern about potential damage to the Josie Rogers house if it is moved. Officer Thomas

stated there is roof damage and windows are boarded. Officer Thomas stated the panhandling ordinance has been a huge success. Officer Thomas stated the vagrants are not moving out of Daytona Beach since there are a number of agencies that feed the vagrants on a daily basis.

Ms. Kozinski stated previously the DDA discussed implementing an ambassador program. Ms. Kozinski stated she feels the DDA should determine if they want to pursue the ambassador program and use the \$15,000 that was set aside for that program or release the funds for other programs.

Mr. Sznajstajler stated at the time the ambassador program was funded, the DDA did not know about the Brown Foundation and their plans for Riverfront Park. Mr. Sznajstajler stated he feels there will be security on the park side and perhaps the DDA could work with the Foundation regarding security.

Mr. Hopkins stated he agrees with Mr. Sznajstajler. Mr. Hopkins stated we now have the panhandling ordinance in place and the area is different.

Ms. Kozinski stated she agrees and feels a determination should be made on the \$15,000.

Mr. Berger stated security cameras will be placed in the rear parking lots along Beach Street at no cost to the DDA.

Mr. Hopkins stated there will be challenges with Beach Street and the planned renovations and perhaps the funds set aside for the ambassador program could be reallocated for a public awareness campaign during the construction projects along Beach Street.

Ms. Kozinski asked when the Orange Avenue bridge will be open.

Mr. Berger stated he did not have a date but construction is a year behind. Mr. Berger stated he will check with Volusia County to determine a construction completion date.

**5. Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the report that was included as part of the packet. Mr. Gold stated he hoped to have the rack card ready to present at this meeting and contacted Brochure Distribution, Inc., who stated they would be willing to give the DDA the same price as was offered two years ago; however, it was discovered that previous invoices

had not been paid. Mr. Gold stated Mr. Berger has received the copies of the invoices and a determination will be made on the amount due. Mr. Gold stated he hopes the rack cards will be distributed during the next couple of weeks.

Mr. Gold stated his research shows that most people gain information about the downtown through the website and most people indicate they are encouraged to visit the downtown through the special events.

Mr. Gold stated there is an issue with the URL and he does not know who owns it. Mr. Gold suggested trying to buy the URL through Go Daddy or a similar site.

Mr. Jagger stated if Mr. Gold can purchase the site, then the DDA could buy it from Mr. Gold.

Mr. Sznajstajler stated he would attempt to reach the previous owner regarding the URL situation.

Mr. Gold stated there is an in-kind agreement with the News-Journal where the News-Journal gets space at the Farmers Market and the DDA gets in-kind dollars for advertising. Mr. Gold stated it would be good to place information in the News-Journal about the Farmers Market as well as information about the SNAP program.

Ms. May asked that information also be placed in the Daytona Times.

Mr. Gold stated he will work with Mr. Berger on that.

Mr. Sznajstajler stated he would like to know what is owed for Brochure Distribution. Mr. Sznajstajler stated he would like any advertising to include a date when SNAP will be available at the Farmers Market.

## **6. Public Comments**

John Nicholson, 413 N. Grandview Avenue, Daytona Beach, Florida spoke regarding graffiti and funding for the homeless.

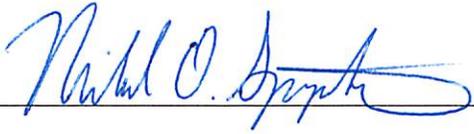
## **7. Board Comments**

Mr. Hopkins expressed concern about the ISB bridge. Mr. Hopkins stated he knows it is a State highway but there are marks along the bridge where vehicles have hit the walls and it is unsightly.

Ms. Kozinski expressed concern about banners on North Beach and pamphlets that are strewn along the ISB bridge. Ms. Kozinski stated the pamphlets are strewn on a regular basis.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair

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Becky Groom, Board Secretary