

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

The Regular Meeting of the Downtown Development Authority was held Tuesday, March 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
Off. J. T. Thomas, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

1. Call to Order

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

Mr. Berger introduced Jennifer Lynch, who is the new Office Assistant in Development Services.

2. Roll Call

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

3. Approval of Minutes

a. **Regular Meeting – February 26, 2019**

Mr. Sznajstajler asked that a correction be made to the minutes on Page 6 in the last paragraph under Item 5. Mr. Sznajstajler asked that the word "for" be inserted before Brochure Distribution.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of February 26, 2019, as corrected. The motion carried (4-0).

4. DDA Staff Report

a. DDA Monthly Financial Report

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated there have been issues with payments from Southern Stone and noted that Southern Stone is going through organizational changes. Mr. Berger stated in the future, there may be some changes in events and who will be involved. Mr. Berger stated there are three events left to be coordinated by Southern Stone.

b. Farmers Market Update

Mr. Berger stated a resolution has been drafted by the City Attorney for implementation of the SNAP program. Mr. Berger stated he will be a co-signer on the bank account and the money will only be used for SNAP.

Mr. Berger stated the EBT machine will be purchased and will be manned at the booth at the Farmers Market. Mr. Berger stated the customers will purchase tokens at the EBT machine and the vendors will be reimbursed for the purchases made by customers with the tokens at the end of the day. Mr. Berger stated there are two major produce vendors who are already participating in the SNAP program.

Mr. Hopkins stated the proposed resolution allows reimbursement to the vendors the day of the transaction which is important. Mr. Hopkins stated there will be an operating account established for the transactions. Mr. Hopkins stated he believes the resolution should be approved.

Ms. Kozinski asked if two signatures will be required for transactions on the account.

Mr. Hopkins stated the account is set up for weekly evaluations but does not require two signatures on the checks. Mr. Hopkins stated the Market Manager has the authority to sign the checks and he feels it

would be inconvenient to require two people to be on hand to sign the checks.

Ms. May asked if funds from this account could be used for any other accounts by the DDA.

Mr. Berger stated the funds will be kept separate and it is a one-time deposit. Mr. Berger stated the only other time there will be a transaction directly with the DDA would be if there is a large volume of customers using EBT and an additional deposit would be required.

Mr. Hopkins stated this is not a profit-making venture and is for the purpose of accepting EBT and reimbursing the vendors.

Mr. Sznajstajler asked if there are any concerns about a cash payment instead of a check payment to the vendors.

Mr. Hopkins stated we should not be handling cash. Mr. Hopkins stated the EBT card will be swiped and the tokens will be issued, and when the vendors come back with tokens in hand, a check will be issued based on the amount of tokens presented.

Mr. Jagger stated he will remove the reference of cash payments to the vendors in the resolution.

Mr. Hopkins stated Mr. Berger and the Market Manager will be registered as the individuals to sign on the account. Mr. Hopkins stated if a new manager is employed, that person would have to have their name placed on the account.

Ms. May asked if the machine will be portable and could be used in another part of town.

Mr. Sznajstajler stated this is the DDA's SNAP program and can only be used in the DDA district. Mr. Sznajstajler stated if South Atlantic wanted to open their own Farmers Market, they would have to get their own EBT machine and set up their own program.

Ms. May asked that a procedure manual be established in the event this program is duplicated in another area of the city.

Mr. Jagger stated the DDA will have to authorize the transfer of funds from their budget for the deposit into the bank account; and the DDA will have to authorize the purchase of the equipment.

Mr. Berger stated the cost of the EBT is \$325.

Mr. Hopkins stated once the account is set, an application can be submitted for a grant for reimbursement of the expenditure for the EBT equipment.

Mr. Jagger encouraged the Board to go ahead and identify the source of funds.

Mr. Berger stated the source of funds would be the safety program account, which has \$15,000. Mr. Berger stated with the Board's approval, the cost for opening the account and the cost for the EBT equipment would be transferred from that account. Mr. Berger suggested the DDA authorize \$2,000 for establishing the bank account and an additional \$500 for the EBT equipment, and staff would look into grant funds for reimbursement of the equipment expense.

Ms. May stated this program is extremely important to the City of Daytona Beach and she would like to be invited to be at the Farmers Market when the program is implemented.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the proposed resolution authorizing a bank account for the EBT program at the Farmers Market, with the change made to remove the reference to cash payments. The motion carried (4-0).

A motion was made by Mr. Hopkins, seconded by Ms. May, to authorize a transfer of \$2,500 from the existing Downtown Safety Program account into the Farmers Market fund, \$2,000 of which will be used for funding the EBT bank account and up to \$500 for the EBT reader, with a request that staff look into grant funds for reimbursement of the equipment. The motion carried (4-0).

Mr. Berger stated there is a musician performing at the Farmers Market which has helped muffle the sound from the preacher. Mr. Berger stated the musician has started making announcements about the vendors on site which is very helpful.

Mr. Berger stated he would like to explore merchandising the Farmers Market and would like Gold & Associates to help in developing the logo and a line of products.

Ms. May asked Mr. Berger what one thing he would want to do right now to improve the Farmers Market.

Mr. Berger stated more vendors need to be recruited, including local produce vendors.

Ms. May stated at a recent City Commission meeting, there was discussion about an arts fair for Second Avenue. Ms. May asked if that is something that could take place at the Farmers Market.

Mr. Berger stated absolutely. Mr. Berger stated the vendors should contact him and he will put them in touch with the Market Manager.

Ms. May stated she would like to see a list of potential vendors that Mr. Berger would like to see at the Farmers Market and then she will try to go find those vendors in the community.

Mr. Berger stated organic produce would be number one on that list.

Mr. Berger stated there are concerns about the demand for electric service to the Farmers Market by the vendors. Mr. Berger stated no additional electric service can be provided without installing new transformers. Mr. Berger stated with the issues regarding City Island redevelopment, we cannot look long term for the Market to remain on City Island. Mr. Berger stated we will have to work within our means at this time.

Ms. May asked what locations are available should the Farmers Market be moved from City Island.

Mr. Berger stated he would have to discuss that with City Administration before advising the Board on possible locations.

Mr. Hopkins stated at the last meeting, the DDA talked about expanding the foot print of the Farmers Market in order to move the individual broadcasting using the PA system away from the Farmers Market.

Mr. Jagger stated to expand the footprint would require an amendment to the agreement with the City for the Farmers Market license area which would be fairly simple.

Officer Thomas stated playing the music appears to be working.

Mr. Berger stated he would be concerned about expanding the footprint to across the road into other parking areas which may create an issue with vehicles. Mr. Berger stated the complaints about the broadcasts are many and the Market is losing customers as a result. Mr. Berger stated a decibel meter could be purchased by the DDA in order to evaluate the sound from the preacher.

Mr. Jagger stated a decibel reader is the best tool and that is what would be needed to enforce the City's ordinance.

Mr. Hopkins stated he would like to work with Mr. Berger to identify how far the license area could be expanded in order to be effective in addressing the sound issues.

c. Events Update

Mr. Berger stated there have been some sold out events and there has been a problem with people showing up the day of an event and not being able to purchase a ticket. Mr. Berger stated he encourages individuals to buy tickets on line in advance of an event.

Mr. Berger stated he will provide a report at the next meeting regarding the contract with Southern Stone. Mr. Berger stated he would like to have someone from Southern Stone in attendance at that meeting.

Ms. May asked if there is someone else that would coordinate events should the DDA not continue with Southern Stone.

Mr. Berger stated in the past, an RFP has been issued for events, which is a city policy in order to have a fair process in the selection.

Ms. Kozinski stated Southern Stone indicated they would provide posters for events sooner and she received a poster yesterday for an event that will be held on Saturday.

d. Downtown Projects Update

Mr. Berger stated staff is about two weeks away from making a decision on where the Halifax Art Festival will be held. Mr. Berger stated he wants to continue the Festival in the downtown. Mr. Berger stated he met with representatives of the Guild and options are being developed. Mr. Berger stated one option discussed is to move the Art Festival to Palmetto and Magnolia.

Ms. May stated she thinks that would be a good move.

Mr. Sznajstajler stated an amendment may be required to the agreement with the Halifax Art Festival in order to move it out of the DDA license area for one year.

Ms. May asked if the Festival could be moved to Marina Point.

Mr. Berger stated that has been one suggestion which has been discussed. Mr. Berger stated the Festival coordinators are looking at the options. Mr. Berger stated it will be a challenge to get through the next year or two with the construction that is planned in the downtown.

Ms. Kozinski stated she feels the Eggstravaganza planned for April 13, 2019 is not a money-maker and feels it should be cancelled.

Mr. Sznajstajler stated we have a contract with Southern Stone for the event.

Mr. Hopkins stated the DDA has committed to the event.

Mr. Berger stated the kiosks are up to date and posters have been done for the next two events. Mr. Berger stated the Taste of the South is planned for May 11, 2019 and Burgers and Beer is planned for July 20, 2019.

Mr. Berger stated the Veterans Bridge project is scheduled to be completed in January 2020, which is a year behind schedule.

Mr. Berger stated the Delta West project is planned for the First Baptist Church property. Mr. Berger presented conceptual plans for the proposed project. Mr. Berger stated the Downtown Redevelopment Board will be reviewing the plans for the project at their meeting on April 2, 2019.

Mr. Sznajstajler stated he sees that Dr. Patel is proceeding with his project on Palmetto and International Speedway.

Mr. Berger stated the old Lyndhurst hotel has been demolished.

Mr. Sznajstajler stated he recently read an article about renovations to City Island and feels the DDA should be ready to have discussions about relocating the Farmers Market.

e. Public Safety Update

Off. J. T. Thomas stated the panhandling ordinance has been very effective. Off. Thomas stated the Lyndhurst hotel has been removed and parts of the First Baptist Church property are being torn down.

Ms. Kozinski thanked Officer Thomas for his efforts in helping to improve the downtown.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented his report which was included as part of the packet.

Mr. Gold stated Brochures Displays Inc., is the distributor for brochures in 85 of the hotels. Mr. Gold stated when Brochure Displays was contacted, they indicated there was an issue regarding an unpaid invoice which they would like corrected before they would starting working with Mr. Gold.

Mr. Berger stated there was an outstanding invoice for about \$1,500 from 2016. Mr. Berger stated there was a continuing contract which was renewable every 30 days. Mr. Berger stated Brochure Displays had performed the work and they were never compensated. Mr. Berger stated he researched the records and did not see where a payment was made. Mr. Berger stated Brochure Displays was agreeable to eliminating the finance charges on the account but did want to get paid for the invoice that was not paid. Mr. Berger stated it would be his recommendation to pay the bill and then continue the service.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to authorize staff to resolve the outstanding debt with Brochures Display, Inc., in an amount of approximately \$1,500, in accordance with the staff report as presented. The motion carried (4-0).

Mr. Gold stated Mr. Berger suggested selling items at the Farmers Market; and Mr. Gold stated there are companies that set up a booth and sell trademarked items. Mr. Gold stated the company would print and produce the items and the DDA would receive a commission from those sales, which would alleviate an expense by the DDA for printing of items.

Mr. Gold stated ads are running on cable television and an e-blast will be sent out next week.

Ms. Kozinski stated it would be helpful for merchants to know when events are planned for the downtown that are not DDA sponsored events, such as the many benefit walks that are held in the downtown.

Mr. Berger stated many times applications are made for events last minute and staff is not aware of those events. Mr. Berger stated he does receive a list every week from Cultural Services on events that have been planned.

Mr. Gold stated the website can be updated as information is received but often times the merchants do not check the website.

Ms. May asked if Mr. Gold has contacted the Daytona Times and asked if the DDA is advertising with them.

Mr. Gold stated they are on the list to receive information about the downtown but there is not a budget to advertise with them.

Ms. May left the meeting at 9:30 a.m.

Mr. Gold stated the numbers continue to grow for visits to the website; and he feels that is a result of the on-line advertising.

Ms. Kozinski stated the downtown has been much busier than in recent years.

6. **Public Comments**

There were no public comments.

7. **Board Comments**

Mr. Sznajstajler stated \$4,400 is set aside for the Eggstravaganza and two other events are planned after that. Mr. Sznajstajler stated he would like to know what the DDA's options are should the contract with Southern Stone not continue. Mr. Sznajstajler stated he would like to discuss this at the April meeting.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary