

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, May 21, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, May 21, 2019, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Mr. Michael Sznajstajler, Chair
Ms. Quanita May, Commissioner (arrived at 9:00 a.m.)
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ben Gross, Deputy City Attorney
Off. J. T. Thomas, Daytona Beach Police Department
Ms. Jennifer Lynch, Office Assistant II

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

a. Regular Meeting – April 23, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of April 23, 2019, as presented. The motion carried (3-0).

4. DDA Staff Report

a. Event Agreements

Mr. Berger stated after the last DDA meeting, an email was received from Southern Stone requesting voluntary termination of their agreement with the DDA. Mr. Berger stated he put together a list of payments that were due as well as property belonging to the DDA. Mr. Berger stated the property was to be delivered yesterday which has not been received. Mr. Berger stated Southern Stone has indicated they will provide event items to the DDA since they no longer have any need for them. Mr. Berger stated DDA authorization will be required in order to make the payments to Southern Stone. Mr. Berger stated some merchants have indicated that they have not received payment from Southern Stone but those payments are separate from the DDA agreement. Mr. Berger reviewed the expense and revenue report and stated he feels the DDA is in a position to settle the agreement.

Mr. Sznajstajler questioned the figures presented and the amount of expenses and revenue. Mr. Sznajstajler stated Southern Stone presented to the DDA that the revenue would exceed their expense. Mr. Sznajstajler stated \$4,500 was spent on event marketing and he would like justification that the ads were placed.

Mr. Gross stated in the agreement, there is a net revenue required over and above Southern Stone's expenses. Mr. Gross stated he would meet with Mr. Berger after the meeting to go over the financials presented to clarify Mr. Sznajstajler's concerns. Mr. Gross stated he feels there is justification for the DDA to ask for more documentation.

Mr. Berger stated a listing of expenses has been provided by Southern Stone but there is no verification of the expenses by receipts. Mr. Berger stated he will request the justification from Southern Stone.

Mr. Berger stated Al Smith from Bullseye Marketing is in attendance and has provided a proposed agreement for an upcoming event.

Al Smith, Bullseye Marketing, stated he is proposing a Brews & Burger event which will be similar to the Wine Walk. Mr. Smith stated he is proposing there will be eight stops for burgers and is working with breweries for the beer stops.

Ms. May asked how the merchants that do not serve food or alcohol can participate in the event.

Mr. Smith stated typically those that do not participate do not have an alcohol license. Mr. Smith stated food can be served by those merchants as long as the food has been prepared in a commercial kitchen.

Mr. Gross asked if an event tent is planned anywhere on public property. Mr. Gross asked that a sketch of the placement of any tents be provided to Mr. Berger.

Mr. Smith stated there will be two tents on the sidewalk and he plans to close Wall Street.

Mr. Gross asked if the item in the proposed agreement for television advertising should be removed as well as the item for collateral material.

Mr. Berger stated there will be Farmers Market television ads and sometimes other events are included along with those ads. Mr. Berger stated the item for collateral material should be removed.

Mr. Sznajstajler stated the DDA does not have a budget for additional advertising but information could be included in the Google advertising.

Mr. Smith stated once the agreement is approved, he would prepare event posters but he is looking to the DDA for financial assistance for advertising since there will be no radio advertising.

Mr. Sznajstajler stated with the Southern Stone agreement, there was belief that the DDA would receive revenue but that is not part of the Bullseye Agreement. Mr. Sznajstajler stated there is now a deficit as a result of the Southern Stone situation and their failure to produce.

Mr. Hopkins stated he does not want to lose an opportunity to promote the downtown. Mr. Hopkins stated Bullseye is a great promoter and the Southern Stone issue will be resolved.

Mr. Smith stated if there is \$5,000 expended by the DDA for radio advertising, he would absorb the other expenses.

Ms. May asked what the payment would be to Bullseye for the event.

Mr. Gross stated the proposed agreement does not provide for any direct payment to Bullseye.

Mr. Smith stated he is not looking for payment but is looking for something to offset the financial risk.

Mr. Hopkins stated the DDA's expense would be the amount for marketing.

Mr. Sznajstajler stated he feels the requested \$1,500 is a very small amount to ensure that the event happens. Mr. Sznajstajler stated the DDA will have a significant loss due to the Southern Stone contract situation. Mr. Sznajstajler stated if the DDA allocates \$15,000 to \$20,000 for events and receives no revenue, the DDA will not be able to do things like the website and will not be able to support staff or the DDA will have to find other ways to generate revenue. Mr. Sznajstajler stated he would be in favor of allocating \$1,500 to proceed with the upcoming Bullseye event. Mr. Sznajstajler noted the DDA's duty is not to spend taxpayer dollars and not receive anything in return. Mr. Sznajstajler stated the marketing budget was increased with a certain amount of revenue projected. Mr. Sznajstajler stated the DDA will not be able to spend \$30,000 to \$40,000 a year if there is not a revenue component to it.

Mr. Smith stated holding events and drawing people to the downtown is a means of marketing and is more effective than Google ad words.

Mr. Berger stated the events are significant in bringing people to the downtown but sponsorships are needed.

Ms. May asked if Mr. Smith could secure a sponsor for the event, would that reduce his cost.

Mr. Smith indicated he did not want to bring in a sponsor.

Officer J. T. Thomas asked if there is a requirement in the agreement for security.

Mr. Gross stated the agreement will require Bullseye to apply for an outdoor permit and security will be addressed during city staff review.

Mr. Berger stated an RFP will be prepared for events which may include more than one producer.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve an expenditure of \$1,500 for promotional materials to help with the Bullseye Event, Brews and Burgers, and direct staff to finalize the

agreement which will be signed by the Chair when finalized. The motion carried (4-0).

b. DDA Monthly Financial Report

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

c. Farmers Market Update and Funding Request

Mr. Berger stated the revenue is down at the Farmers' Market, which is typical during the summer months. Mr. Berger stated a report is included in the packet from the Market Manager. Mr. Berger stated the musician is playing and bringing in additional musicians and has helped to address the issue with the preacher using the loud speaker. Mr. Berger asked if the DDA would be interested in providing \$80 to \$100 a week to the musician throughout the summer. Mr. Berger stated he is looking for tables and chairs to place at the Market but is not asking for funding for that expense at this time. Mr. Berger stated he would like the DDA to consider looking for sponsors for the Farmer's Market. Mr. Berger stated he would like to have water available at the Market for the customers. Mr. Berger stated he would also like to have tote bags available for purchase to deter people from using plastics. Mr. Berger stated the Market Manager would be able to stay in the tent in order to sell the items. Mr. Berger stated he will provide a sample product at the next meeting.

Mr. Hopkins stated it is not a welcoming environment if vendors leave mid-morning because it is hot. Mr. Hopkins stated he feels this should be addressed with the merchants.

Mr. Berger stated he will address leaving early with the merchants.

Public Comments:

There were no public comments.

Board Action:

Ms. Kozinski made a motion, seconded by Mr. Hopkins, to pay the musician \$25 per hour up to 4 hours per week for providing music at the Farmers' Market. The motion carried (4-0).

d. Downtown Projects Update

Mr. Berger stated the Beach Street project is delayed until mid-November in order to not interfere with the Halifax Arts Festival. Mr. Berger stated the Orange Avenue bridge is scheduled to open in March, 2020.

Ms. Kozinski expressed concern about parking spaces not being available along Beach Street because of the construction during the holiday season.

e. Public Safety Update

Off. J. T. Smith stated the panhandling ordinance has been very effective.

5. Gold & Associates Presentation

a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly report to the DDA, which was included as part of the packet. Mr. Gold stated the brochures were printed this week and will be in hotel properties next week. Mr. Gold stated the issue regarding the payment to Brochures Displays, Inc., for previous printing of brochures has been resolved. Mr. Gold stated the issue has not been resolved regarding the website access through Liquid Web. Mr. Gold expressed concern since the software is now out of date. Mr. Gold stated his recommendation is to create a new website during the 2019/2020 fiscal year. Mr. Gold stated once that website is created, he can launch the business to business website which was created on a pro bono basis.

Mr. Gold stated at next month's meeting, budgeting options will be presented to the DDA for consideration.

Mr. Hopkins stated he did not understand the issue with Liquid Web. Mr. Hopkins stated perhaps the DDA is at the point where we should move on and create the new website and asked what the cost would be.

Mr. Gold stated a new site could be created in about four weeks and the estimated cost would be about \$4,000 to \$5,000.

Mr. Berger stated currently there is no economic development information on the city's website and he would like to have discussions with the CRA about financial support for placing that information as part of the city's website.

Mr. Gold stated the business to business website still has work to be done which lists business and real estate information.

Mr. Gross stated the city was recently sued because its website was not ADA compliant so he would recommend any DDA site be compliant as well.

6. Public Comments

Sherry Brianza, Daytona Beach Lifestyle, a resident of Daytona Beach Shores, Florida stated she is the publisher and owner of Daytona Beach Lifestyle magazine. Ms. Brianza stated the magazine is upscale and is distributed to homeowners with home values exceeding \$350,000 and is distributed to 75,000 people. Ms. Brianza stated a full page ad in the magazine is about \$2,000. Ms. Brianza stated she loves the Beach Street area and would like to donate a one-page ad to Beach Street. Ms. Brianza stated she would like to speak with merchants on Beach Street who would purchase a second page and would cost only \$50 per month per merchant if 24 merchants participated. Ms. Brianza stated ten merchants have already agreed to participate. Ms. Brianza stated she would like to include the DDA logo in the ad. Ms. Brianza stated if there is funding available from the DDA, it would help to support the advertising.

7. Board Comments

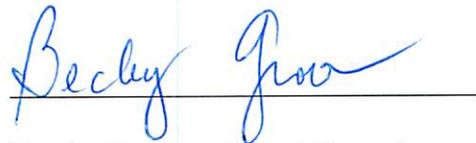
There were no Board comments.

8. Adjournment

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary