

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, July 23, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, July 23, 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 (arrived at 8:40 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. Robert Jagger, City Attorney
Off. Steve Catellano, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – June 25, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 25, 2019, as presented. The motion carried (3-0).

4. DDA Staff Report

a. Event Update

Mr. Berger stated staff met with representatives of Southern Stone Communications and have negotiated a settlement payment of \$11,100. Mr. Berger stated the settlement amount is based on the documented expenses as provided by Southern Stone minus net ticket proceeds of \$4,500. Mr. Berger stated Southern Stone has agreed that the \$11,100 is a fair settlement.

Mr. Hopkins stated he appreciates staff looking into the concerns raised by the DDA Board.

Ms. Kozinski stated she feels the settlement is fair and hopes there will be no animosity between Southern Stone and the City.

Mr. Berger stated Southern Stone will not be in the event business but will be working with the City in providing advertising support.

Mr. Berger stated the Bullseye agreement for the Brews & Burger Walk went as well as could be expected. Mr. Berger stated there was a lot of participation but there was rain prior to the event. Mr. Berger distributed a summary of the event as provided by Bullseye Marketing.

Al Smith, Bullseye Marketing, stated the rain did have an effect on the event but noted 14 stores participated. Mr. Smith stated the local breweries were enthusiastic about participating in the event. Mr. Smith stated he hopes in the future the event will be held at a cooler time of the year. Mr. Smith stated he feels the event would be more successful if it is promoted as a charity event.

Mr. Berger stated he proposes the amount that was set aside in the FY2018-19 budget for events was \$40,000 and would like to see the same amount set aside in next year's budget. Mr. Berger stated he would like to prepare an RFP that would allow for more than one event producer throughout the year.

Ms. Kozinski stated merchants have stated they liked being listed on the passport showing what they are providing at an event and what the cost will be.

Mr. Hopkins stated he is not ready to enter into another agreement like the DDA did with Southern Stone. Mr. Hopkins stated he likes

the idea of people coming to the DDA with ideas for events and would like to determine a means to pre-qualify the group or person who plans to put on an event. Mr. Hopkins stated Bullseye does events that have proven to be successful.

Mr. Sznajstajler stated before the Southern Stone contract was in place, there was a score sheet to evaluate criteria for proposed events. Mr. Sznajstajler stated a producer would come to the DDA having completed the score sheet so the DDA could evaluate the producer. Mr. Sznajstajler stated if the DDA does not proceed with an RFP, perhaps that program could be recreated. Mr. Sznajstajler stated he is concerned that the budget for events was increased when the contract was entered into with Southern Stone because there was an expectation on revenue that would be received. Mr. Sznajstajler stated perhaps the budget may need to be adjusted since there will be no revenue from the events and noted the budgets for FY2016 and FT2017 were not \$40,000.

Mr. Hopkins stated he liked the idea of people coming to the DDA to create events.

Mr. Smith stated for five years, Bullseye promoted events that were successful and had a good working relationship with the city, without an RFP. Mr. Smith stated he plans to come back to the DDA with a series of proposed events for which he will be seeking sponsorships. Mr. Smith stated Bullseye's proposed events will not require an RFP.

Ms. May arrived for the meeting at 8:40 a.m.

Ms. Kozinski stated the reason the DDA entered into the agreement with Southern Stone was because it was constantly stated that events were going well in New Smyrna Beach which were produced by Southern Stone. Ms. Kozinski stated the program the DDA used previously worked well.

Mr. Hopkins stated he does not feel the DDA needs to issue an RFP.

Mr. Sznajstajler stated a set of criteria for events will need to be developed.

Ms. Kozinski suggested having Mr. Berger look at the guidelines that were previously used to determine if any changes need to be made.

Mr. Sznajstajler stated he would be in favor of directing staff to hold off on issuing an RFP for event promotion and asked that the criteria that was previously in place be reviewed. Mr. Sznajstajler suggested talking with event producers in order to create a score sheet.

Mr. Jagger stated it would be best to have some sort of policy in place regarding events so everyone would have the same criteria but it is not necessary to do an RFP. Mr. Jagger stated an RFQ could be issued stating that the DDA is accepting proposals and looking at qualifications. Mr. Jagger stated a contract would not be awarded in response to an RFP.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated he does not understand how the DDA did not know they were losing money. Mr. Nicholson stated he feels the RFQ is the way to proceed.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to close the contract with Southern Stone and to make the final payment of \$11,100 to Southern Stone, in accordance with the staff recommendation. The motion carried (4-0).

b. **Monthly Financial Report**

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated the Farmer's Market budget is exceeded by \$87 due to an insurance payment.

c. **FY20 Budget and Millage Rate**

Mr. Berger presented the report which was included as part of the packet. Mr. Berger stated the billing is being processed for the concierge books to be placed in hotel rooms.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to accept the proposed FY2020 budget as presented by staff which will be subject to amendment by the DDA throughout the fiscal year and to set the millage rate at 1.00, in accordance with the staff report as presented. The motion carried (4-0).

d. **Budget Transfers and Amendment**

Mr. Berger stated he would be processing budget transfers in order to bring all accounts up to date. Mr. Berger stated he will proceed with payment as needed and will provide a report to the Board.

e. **Farmers Market Update**

Mr. Berger stated the proposed budget includes funds for the Farmers Market Manager, and he suggests increasing the Market Manager's salary to \$18,000.

Mr. Berger stated Perrine's will be back at the Farmers Market in September. Mr. Berger stated there have been some challenges in making plans to move the market to Magnolia. Mr. Berger stated the power from the existing poles is not sufficient and is something that will have to be addressed.

Ms. Kozinski stated the City Manager is in support of the Farmers Market being relocated.

f. **Downtown Projects Update**

Mr. Berger stated the Delta West project is proceeding and the developer has now acquired the Becks Building. Mr. Berger stated the Riverfront Park project is proceeding and stated the seawall will have to be addressed before park renovations can start. Mr. Berger stated the Beach Street renovation project will start in November.

Ms. May stated she and the City Manager will be going door to door to each business along Beach Street to answer any questions the merchants may have.

Mr. Sznajstajler stated the city has received a commitment from the Daytona Beach Regional Chamber to help with an outreach to the community regarding Beach Street.

g. **Public Safety Update**

Off. Steve Catellano stated he is working on the Beachside and Beach Street areas but noted there is coverage on Beach Street 7 days a week.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated he met with Melanie John, the Farmers Market Manager, and Commissioner Quanita May and discussed a soft launch of the SNAP program in August.

Mr. Gold stated the new web site is being built and his staff is working on the ADA compliance component.

6. **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated it would be good to look at how other cities promote areas to get ideas on how to promote the downtown. Mr. Nicholson stated there may be a problem with parking if the Farmers Market is relocated to Magnolia.

7. **Board Comments**

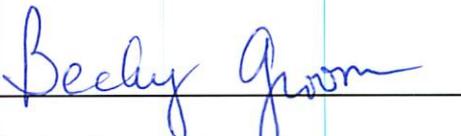
There were no additional Board comments.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary