

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Wednesday, September 18, 2019**

The Special Meeting of the Downtown Development Authority was held Wednesday, September 18, 2019, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner
Mr. Joseph Hopkins (arrived at 4:15 p.m.)
Ms. Tammy Kozinski

Board Members Absent

Mr. Michael Sznajstajler, Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Mr. David Waller, Deputy Public Works Director
Off. J. T. Thomas, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

1. Call to Order

Ms. Cook called the meeting to order at 4:05 p.m.

2. Roll Call

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

2a. Approval of Minutes

a. Regular Meeting – August 27, 2019

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meeting of August 27, 2019, as presented. The motion carried (3-0).

3. **New Business**

- a. Event Co-Sponsorship agreement
- b. License Agreement for Use of Downtown City Facilities

Mr. Berger stated Al Smith, BullsEye Direct Marketing, is in attendance to discuss a proposed agreement for events in the downtown. Mr. Berger stated he is proposing to bring a final agreement back to the DDA for approval at the next meeting. Mr. Berger stated the agreement would be similar to what was used for the Burger & Brew event.

Mr. Jagger stated he would like direction from the Board on how the contract is to be drafted but will also review the Burger & Brew event contract for compatibility.

Al Smith, BullsEye Direct Marketing, stated he has proposed a schedule of events for the upcoming fiscal year but he has concerns regarding events where it is proposed to close the street.

Mr. Hopkins arrived for the meeting at 4:15 p.m.

Mr. Smith stated the Downtown Daytona Nights events were done years ago and were very successful. Mr. Smith stated the street closed events have been very successful with the public and attract large crowds; however, there is an expense of city fees that are required in order to close the street. Mr. Smith reviewed the proposed expenses for the Downtown Daytona Nights event which are projected to be \$9,200.

Mr. Smith discussed alcohol sales during events in the downtown and stated the city will not permit the City's alcohol license to be used for events. Mr. Smith stated the city will have to serve the alcohol and retain the profits from the sales. Mr. Smith suggested using some of the income from alcohol sales to offset the expenses for the street closing.

Mr. Berger stated a policy needs to be defined with the city regarding fees and noted Cultural Services and the City Manager would have to be involved in those discussions.

Mr. Smith stated the Main Street Merchants Association charges \$500 for selling alcohol and that is a fee that was negotiated with the city.

Mr. Berger stated he would present the discussion regarding alcohol sales on Beach Street with the City Manager.

Ms. May stated she has a meeting with the City Manager this week and she will discuss the alcohol sales issue with him. Ms. May stated she will ask if a percentage of the alcohol sales could be retained for the DDA.

Mr. Hopkins suggested the DDA receive 20% of the profits from alcohol sales and Ms. Kozinski suggested the amount going to the DDA should be 50% of the profits.

Ms. Cook asked if BullsEye receives anything from the merchants on Main Street from alcohol sales.

Mr. Smith stated he receives nothing from Main Street for alcohol sales.

Mr. Hopkins stated he is in agreement with having Ms. May discuss the alcohol sales with the City Manager and determining what percentage the DDA will receive.

Mr. Smith stated the Facebook page should be updated with information on planned events. Mr. Smith stated it is a good asset and is not being used. Mr. Smith stated the cable TV ads also need to be expanded. Mr. Smith stated he has a staff person who could help with updating the Facebook page.

Mr. Berger stated there are now additional Public Relations staff at the city and he will work to have them more involved in posting information to the Facebook page. Mr. Berger stated he will ask Susan Cerbone, the City's Public Information officer, or one of her staff members to attend the next DDA meeting in order to address the issue of updating information on the Facebook page.

Ms. May stated the Daytona Times reaches a large population and more information should be provided to them.

Mr. Jagger stated he can take the list of proposed events and develop a contract which he can present to the DDA at their next meeting.

Mr. Smith stated he is asking for the DDA to commit to funding the one event today and negotiate the fees for alcohol sales. Mr. Smith stated the most the DDA would commit to is \$5,200.

Mr. Jagger stated a revenue sharing agreement would be part of the license agreement and that would have to be approved by the City Commission.

Mr. Hopkins asked if the DDA could address the one event at this time.

Mr. Jagger stated he did not have an agreement for the DDA to approve today but noted the DDA could grant \$5,200 to BullsEye for the one event.

Mr. Jagger stated he can present an agreement to the DDA when they meet again in two weeks.

Mr. Smith stated he holds events on Main Street without an agreement. Mr. Smith stated he would like an assurance from the DDA that they will fund the \$5,200. Mr. Smith stated alcohol sales would be an option to get some of the money back to the DDA.

Mr. Hopkins stated events need to be held in the downtown and the DDA may want to grant the funds to Bullseye.

Mr. Jagger stated he can have an agreement presented for the next meeting but the alcohol sales issue cannot be resolved by that time.

Ms. Cook asked if the DDA wanted to give a "good faith" vote to BullsEye to indicate that the DDA is working towards finalizing an agreement for upcoming events.

Mr. Jagger stated he could draft the agreement for all events to present to the Board at the next meeting or the Board could proceed to approve DDA support of the BullsEye event planned for October 25, 2019.

Mr. Berger stated the motion should include the commitment by the DDA of \$5,200.

Mr. Jagger stated he will prepare the agreement for the October 25, 2019 event to be presented at the October 2, 2019 DDA meeting and will prepare the agreement for the remainder of the events which can be presented at the October 22, 2019 DDA meeting.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to authorize the City Attorney to prepare the agreement for the Downtown Daytona Nights event to be held October 25, 2019 by BullsEye Marketing event and to present that agreement for approval on October 2, 2019 and to authorize the City Attorney to prepare the agreement for the remainder of the planned BullsEye Marketing events to be held in FY2019-2020 and present that agreement for approval at the October 22, 2019 DDA meeting. The motion carried (4-0).

Mr. Jagger left the meeting at this time.

Mr. Berger stated information on the SNAP program is available and a training session will be held on September 20, 2019. Mr. Berger stated the Farmers Market will start accepting SNAP the following week.

4. **Board Comments**

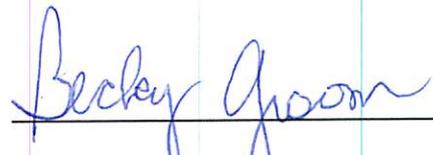
Ms. May stated she preferred to have the meetings at 4:00 p.m.

5. **Adjournment**

There being no further business, the meeting was adjourned.



Sheryl A. Cook, Vice Chair



Becky Groom, Board Secretary