

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, August 27, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, August 27, 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. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner (arrived at 8:15 a.m.)
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Staff Members Present

Mr. James Chisholm, City Manager
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

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 – July 27, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of July 27, 2019, as presented. The motion carried (4-0).

Mr. Berger stated the next two meetings of the DDA will be on September 4, 2019 at 4:30 p.m. and September 18, 2019 at 4:30 p.m. and both

meetings will be prior to the City Commission meetings. Mr. Sznajstajler and Ms. Cook both stated they will be unable to attend the September 18, 2019 meeting.

Ms. May arrived for the meeting at 8:15 a.m.

4. **DDA Staff Report**

a. **Event Update**

Ms. May stated a representative from the American Cancer Society is in attendance and would like to update the Board on the Breast Cancer Walk.

Cheryl Sullivan, American Cancer Society, stated the Breast Cancer Walk will be held on October 26, 2019. Ms. Sullivan stated the event will start at Jackie Robinson Stadium, proceed along Beach Street and across the east side of the bridge, to Grandview, to Goodall and then Peninsula back to the stadium. Ms. Sullivan stated about 12,000 people attend the walk. Ms. Sullivan stated participants are encouraged to visit the shops.

Ms. May asked what the event coordinators do to promote the downtown.

Ms. Sullivan stated several years ago maps were distributed that outlined the businesses. Ms. Sullivan stated she has resources, such as posters, that can be placed in shops to help businesses promote the event in the downtown. Ms. Sullivan stated volunteers will go out and talk with merchants along Beach Street.

Ms. May asked if food trucks will be placed at the stadium.

Ms. Sullivan stated there will be no food trucks since the concessions will be open at the stadium. Ms. Sullivan stated she hopes participants will visit the businesses along the route. Ms. Sullivan stated breakfast is provided for breast cancer survivors and water and snacks are available for participants.

Mr. Berger stated the Farmers Market will not be open that date in order to accommodate the size of the event. Mr. Berger stated the Market Manager will be at the site which will provide an opportunity to promote the Downtown and the SNAP program.

Ms. Sullivan stated perhaps a table can be set up to share the information.

Ms. Kozinski stated if there is a timeline available for moving the Farmers Market, that would be a good time to provide that information to the public.

Al Smith, BullsEye Direct Marketing, 156 S. Beach Street, Daytona Beach, Florida provided a list of proposed events for the downtown. Mr. Smith stated he has talked with the merchants and there is a lot of interest in recreating the street/block parties so that is listed for the night before the Breast Cancer Walk. Mr. Smith reviewed the entire list of proposed events.

Ms. May expressed concern about noise from the music events that are planned.

Mr. Smith stated the noise would be minimal and would be done by 7:00 p.m.

Mr. Smith stated he proposes having a Spring Art Festival in April, 2020 which would be more crafts and all items would cost \$100 or less.

Mr. Smith stated a Brews and Burger event is planned for May 23, 2020 and a charity will be tied to the event.

Mr. Smith stated some events will require the streets to be closed and street closings cost between \$2,500 and \$3,000 in fees.

Mr. Berger stated electrical improvements need to be made in order to move the Farmers Market to Magnolia. Mr. Berger stated David Waller is in attendance and can provide an update on those plans.

David Waller, Deputy Public Works Director, stated drawings are complete for the electrical improvements in the downtown. Mr. Waller stated the project has been sent out to bid and three quotes will be considered.

Ms. May stated a tree needs to be removed in front of Wall Street Lofts.

Mr. Waller stated he will look at the tree and was not aware that it was a problem.

Mr. Waller stated the west block of Magnolia will be done first. Mr. Waller stated jack and bore will have to be done. Mr. Waller stated the City Manager is aware of the project and is prepared to fund it. Mr. Waller stated the electrical panels will be turned on prior to an event and will be turned off afterward. Mr. Waller stated the goal is to have the work done by the end of the year.

Mr. Berger stated a revision needs to be made to the license agreement and exhibits which will remove City Island and Riverfront Park. Mr. Berger stated Beach Street, Magnolia and the alleys will need to be incorporated into the agreement.

Al Smith stated if the street is closed, he wants to make sure merchants can use the sidewalk in front of their businesses.

Mr. Berger stated he would like that defined in the agreement as well as the ability to have alcohol on the street. Mr. Berger stated he would like to provide the proposed agreement at the September 18, 2019 meeting.

Mr. Berger stated there does not appear to be interest in proceeding with an RFP.

Ms. Cook asked if an RFP is needed for BullsEye to hold events.

Mr. Jagger stated BullsEye can produce events on their own with a permit from the City or the DDA could be a sponsor for their events which would reduce permit fees.

Mr. Berger suggested the DDA act on the October event proposed by BullsEye as an individual agreement.

Mr. Smith stated the October event proposes closing the street from International Speedway Blvd. to Orange. Mr. Smith stated he talked with Cultural Services and the cost for street closure will be between \$1,500 and \$1,800 and that is a concern. Mr. Smith stated he anticipates his total cost should be between \$2,500 and \$3,500 so any help the DDA could provide would be great.

Mr. Waller stated there have been changes in the costs for events because staff was asked by management to incorporate the entire cost of an event, which includes three phases: setting up the equipment on Friday where time is charged for staff at straight time; working at the event is charged as overtime; and then clean-up on Monday. Mr. Waller stated historically, costs did not include the cost for set up and clean up. Mr. Waller stated now what is provided is a true cost.

Mr. Smith stated he will need to know at the next DDA meeting if the DDA can provide assistance for the planned October event. Mr. Smith stated he needs help any time the street is closed. Mr. Smith asked the DDA to support \$3,500 for the event and help with the fees.

Mr. Jagger stated a proposed agreement with BullsEye Direct Marketing could be presented at the September 4, 2019 meeting

b. Monthly Financial Report

The Monthly Financial Report was included as part of the packet.

c. Budget

Mr. Berger stated the proposed 2019-2020 budget that will be presented to the City Commission next week is included as part of the packet.

Mr. Sznajstajler asked if the Event Advertising Budget is funded the same as last year's at \$40,000.

Mr. Berger stated yes.

d. Farmers Market Update

e. Downtown Projects Update

James Chisholm, City Manager, presented a report regarding the upcoming projects in the downtown.

Mr. Chisholm stated the Riverfront Master Plan started in 2007. Mr. Chisholm stated concepts for the plan were developed and a variety of public meetings were held. Mr. Chisholm stated a Traffic Impact Analysis was done and was the basis for the current design. Mr. Chisholm stated staff visited other cities where similar designs have been implemented to see the end result. Mr. Chisholm stated Beach Street in St. Petersburg is very similar to what is proposed for downtown. Mr. Chisholm stated the City of Daytona Beach has been fortunate that Cici and Hyatt Brown have stepped forward and have agreed to allocate \$15,000,000 into the Riverfront Park development. Mr. Chisholm stated he has personally walked through the downtown with Commissioner May to meet with the business owners so they have first-hand knowledge of what is proposed.

Mr. Chisholm stated the plan is to have angled parking on both sides of Beach Street and traffic will be reduced to two lanes. Mr. Chisholm stated the sidewalks will be widened on both sides of the street to provide a wider walking area. Mr. Chisholm stated the project will start in January, 2020 so the businesses will not be interrupted during the holiday season. Mr. Chisholm stated the project should be completed in October, 2020. Mr. Chisholm stated there will be an increase of 40 to 50 parking spaces along Beach Street as a result of this project.

Ms. May asked if there will be directional signs for parking during the construction process and asked if construction plans will be displayed throughout the area.

Mr. Chisholm stated a marketing plan will be distributed so people know businesses are open and parking will be identified.

Ms. May asked how intrusive the construction will be to the front doors of businesses.

Mr. Chisholm stated everything will be done to ensure the front doors and walkways are open. Mr. Chisholm stated some of the pavers will have to be removed so there may be some challenges to keep the walkways open.

Ms. May asked if moving back the starting date of the project to January, 2020 will impact the 2020 Halifax Art Festival.

Mr. Chisholm stated the last section to be completed will be Magnolia which will help.

Ms. Kozinski asked if work will be done at night.

Mr. Chisholm stated those alternatives will be considered but there are people who live in the downtown that will not want work done at night.

Ms. Kozinski asked if penalties will be imposed if the project is not completed on time.

Mr. Chisholm stated penalties will be included as is done with all contracts.

Ms. May asked how this project will be different than the Orange Avenue project.

Mr. Chisholm stated utility work had not been updated along Orange Avenue for probably 75 years so there were many unknowns. Mr. Chisholm stated Beach Street has been modified and staff is familiar with the utilities. Mr. Chisholm stated the timeframe will be better identified once the project enters the bidding phase.

Ms. Cook asked if the parking will be completed for Phase 1 before moving on to the next phase.

Mr. Chisholm stated yes.

Ms. Cook asked where Votran buses will go on a one-lane road and will resulting in stopping traffic.

Mr. Chisholm stated they will stop in the middle of the road as they do throughout the city.

Ms. May asked if there will be concerns regarding package delivery to businesses, such as by UPS or Federal Express.

Mr. Chisholm stated if the delivery services have access to the rear of the buildings, there shouldn't be a problem. Mr. Chisholm stated if a delivery is made to the front of a building, the delivery person will be in and out and will not create a hold-up in traffic.

Ms. Kozinski asked if the trees along Beach Street will be wrapped in lights.

Mr. Chisholm stated there is a problem with the electrical system in the medians and this project will provide an opportunity to replace that. Mr. Chisholm stated the updates to the electrical system will be paid by the City.

Ms. May asked if there is a possibility awnings will be permitted along the shops.

Mr. Chisholm stated not every business has accessibility to the sidewalks so that would have to be a merchant decision.

Mr. Berger stated awnings can go over the right of way and there is a Business Façade Grant available to businesses which could be used for awning installation.

Ms. May stated she asked Mr. Chisholm to attend today's meeting so a timeline could be identified which will help the DDA address planning events for the downtown.

Ms. Kozinski asked about the planned move of the Farmers Market to Magnolia and if the electrical issues will be addressed as part of this project.

Mr. Chisholm stated the electrical issues will be addressed and is not part of this project.

Ms. May asked if there is a city-initiated marketing plan in place to let people know businesses are open so the burden of marketing will not fall on the merchants.

Mr. Chisholm stated he would like to do something jointly from a marketing standpoint.

Mr. Sznajstajler stated he is involved with the Daytona Beach Regional Chamber and the city will have their support as well.

Ms. May stated perhaps Chamber representatives or DDA members should attend other city's meetings to let them know about the projects planned on Beach Street.

Mr. Chisholm stated that is a good idea.

Ms. May asked if the electrical work could be done now along Magnolia so events could be planned for that area.

Mr. Chisholm stated he would encourage that being done.

Public Comments

Al Smith, 156 S. Beach Street, stated during the construction project in 2008, 18 public meetings were held regarding the streetscape project. Mr. Smith stated we have to get people to think past the inconvenience.

Mr. Chisholm stated the downtown is under-marketed and people do not know what is in the downtown. Mr. Chisholm stated on-line advertising is key.

Ms May asked if there are signs in other parts of the city directing people to the historic downtown or Riverfront Shops.

Mr. Berger stated no.

Ms. May stated she has heard opposition from several merchants regarding the branding of the downtown area as Riverfront Shops and many stated it should be identified as a historic district or a historic marina district.

Mr. Chisholm stated signage is an issue. Mr. Chisholm stated wayfinding signs could be installed and it would just be a matter of permitting it.

Ms. Cook stated she did attend the 18 meetings for the original streetscape project and asked that it be noted for the record.

Medina Chandler stated City Island is beautiful and she frequently visits the library. Ms. Chandler stated if the intersection is closed at Magnolia, what will be the planned access to City Island if the Orange Avenue bridge is not open.

Mr. Chisholm stated Magnolia will be the last phase and the bridge is planned to be open in March 2020.

Mr. Sznajstajler left the meeting at 9:10 a.m. and Ms. Cook assumed the role of Chair; and Mr. Hopkins left the meeting at 9:30 a.m.

f. **Public Safety Update**

Officer J. T. Thomas stated people are using the electrical outlets and then spending the night on the street. Officer Thomas stated he encourages merchants to issue trespass notices. Officer Thomas stated Officer Justin Huggaby is back working in the downtown.

Ms. Cook stated the police presence in the downtown has made a difference.

5. **Gold & Associates Presentation** – Monthly Update

Keith Gold, Gold & Associates, presented the monthly update. Mr. Gold stated the brochures have been distributed. Mr. Gold stated the cable tv ads are running in hotel rooms. Mr. Gold stated the e-blasts are being distributed and an e-blast will be sent out regarding the implementation of the SNAP program. Mr. Gold stated the new website is programmed. Mr. Gold provided an updated tactical plan and stated the proposed budget includes \$40,000 for event marketing.

Ms. Cook asked how often the brochures will be printed.

Mr. Gold stated it will be looked at every quarter.

6. **Public Comments**

There were no public comments.

7. **Board Comments**

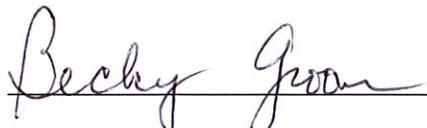
There were no Board comments.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary