

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, October 22, 2019**

The meeting of the Downtown Development Authority was held Tuesday, October 22, 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

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Ms. Tammy Kozinski
Mr. Joseph Hopkins

Board Members Absent

Ms. Quanita May, Commissioner

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 8:08 p.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – October 2, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Meeting of October 2, 2019, as presented. The motion carried (3-0).

4. **DDA Staff Report**

a. **Event Update**

Mr. Berger stated Downtown Daytona Nights will be held on Friday, October 25, 2019.

Al Smith, BullsEye Direct Marketing, stated seven car clubs will be attending the Friday night event and the Love Band will perform from 7:00 p.m. to 10:00 p.m. Mr. Smith stated posters are displayed for the event and Hometown News is a partner as well. Mr. Smith stated he is working with the Rock of Daytona for radio promotions. Mr. Smith stated the stage will be at Magnolia and Beach and there will be food trucks on site.

Mr. Smith stated Brown & Brown will be the title sponsor for all 9 events planned by BullsEye Direct Marketing.

Mr. Smith stated there have been changes to the permitting process for events. Mr. Smith stated he was told he would have to pay \$500 to the city in order to have alcohol sales and that is not something he is interested in doing. Mr. Smith stated he does not know the status of alcohol sales at upcoming events.

Mr. Berger stated the city has a license for alcohol sales which can be extended to various locations within the city. Mr. Berger stated he has not heard from Ms. May about her discussions with the City Manager pertaining to the DDA receiving a percentage of the proceeds from alcohol sales.

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

Mr. Berger stated the Breast Cancer Walk will be held on October 26; the Halifax Art Festival will be November 2 and 3; the Christmas Boat Parade will be December 7; and the Holiday Parade will be December 14. Mr. Berger stated the Chocolate Fest will be held on November 23, which is the Saturday before Thanksgiving. Mr. Berger stated BullsEye Direct marketing is requesting \$1,500 for marketing.

Mr. Jagger stated he has provided the contract to Mr. Smith for the multi-events. Mr. Smith stated he was not prepared to move forward with the agreement. Mr. Berger noted the agreement was not included as part of today's packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve a \$1,500 sponsorship for the Chocolate Fest to be held on November 23, 2019 from 1:00 p.m. to 5:00 p.m., noting the event will be held on the sidewalk and there will be no street closures. The motion carried (4-0).

b. **Monthly Financial Report**

Mr. Berger stated the Monthly Financial Report was included as part of the packet. Mr. Berger stated this is the first report of the new fiscal year with very little activity as far as expenditures

c. **Farmers Market Update**

Mr. Berger stated there has been little activity with SNAP. Mr. Berger noted the revenue has steadily declined at the Farmers' Market over the last few years but there was a slight increase in revenue this past year. Mr. Berger stated improvements continue to be made for the planned relocation to the Market @ Magnolia. Mr. Berger stated he would like to place signage at the entrance to the proposed Market site.

Ms. Kozinski stated she would like the name Market @ Magnolia listed with SunBiz.

Mr. Jagger stated it is not a corporation.

Mr. Berger stated he would like to continue to use Market @ Magnolia as the name. Mr. Berger stated he has searched using Google and has not found another Market @ Magnolia.

Mr. Berger stated the electrical issues on Magnolia have been resolved and improvements continue to be made by the city to the area.

d. **Downtown Projects Update**

Ms. Kozinski asked if the park hours have been posted near the day docks.

Ms. Cook asked if the pepper trees have been removed.

Mr. Berger stated he will check on those items.

e. **Public Safety Update**

Off. J. T. Thomas stated he has been made aware of an issue regarding the leftover funds from the former Downtown Daytona Beach Partnership. Off. Thomas stated funds in the amount of \$4,125 have gone missing.

Mr. Berger stated there is no connection between the DDA and the former Downtown Daytona Beach Partnership Association and it has been quite a long time since the Partnership Association has been inactive. Mr. Berger stated the DDA did not give \$4,125 to the organization.

Mr. Berger stated there has been an increase in transients in the downtown.

Off. Thomas stated many of the transients are being drawn to the downtown since Our Lady of Lourdes Church serves breakfast to the transients every Friday morning. Off. Thomas stated he is working to try to get the Church to move the serving area to another location.

Ms. Cook asked if traffic will be rerouted and streets closed when the First Baptist Church is demolished.

Mr. Berger stated he does not know the date when the demolition will be but he will find out the traffic plan for when that happens.

Off. Thomas stated he is trying to get the pepper trees removed from the day dock park area.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented his monthly report. Mr. Gold stated the new web site has generated an increase of 44% in the number of visits to the website. Mr. Gold stated initiation of the SNAP program brought an additional 5,963 people to the website. Mr. Gold stated the new brochure is being finalized and will include the new merchants. Mr. Gold stated e-blasts are sent every 2 to 3 weeks along with press releases.

Mr. Gold stated he has done research on the brand and logo. Mr. Gold stated six alternatives for the brand were proposed and Riverfront Shops of Daytona Beach was favored. Mr. Gold stated it is his recommendation

that the wording underneath Riverfront Shops of Daytona Beach be changed to "Historic Downtown."

Mr. Berger stated to change the logo would provide a freshness of the content.

6. Public Comments

John Nicholson, 413 N. Grandview, discussed the homeless in the downtown area.

7. Board Comments

Ms. Kozinski asked if the property at the corner of Magnolia and Beach has been sold.

Mr. Berger stated he was not aware that it had been sold.

Mr. Berger stated Commissioner May suggested the DDA meeting time could be changed to later in the day.

Ms. Cook stated 4:00 p.m. is difficult for her.

Ms. Kozinski stated the meetings are one day a month so she is able to arrange her schedule but stated meeting later in the day is more difficult for her.

Mr. Hopkins stated morning meetings are better for him.

Mr. Sznajstajler stated he feels the meeting should remain as is for now.

Ms. Cook stated this is the second month that the DDA expected to have someone from Public Information attend the meeting.

Mr. Berger stated he asked for someone to attend and he thought someone would be in attendance.

Mr. Sznajstajler stated as a reminder that the next meeting is the week of Thanksgiving.

Mr. Berger stated he will check for the date for the December meeting.

8. Adjournment

There being no further business, the meeting was adjourned.



Michael O. Sznapstajler, Chair



Becky Groom, Board Secretary