

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**MINUTES**  
**Tuesday, November 26, 2019**

The meeting of the Downtown Development Authority was held Tuesday, November 26, 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 9:00 a.m.)  
Ms. Tammy Kozinski  
Mr. Joseph Hopkins

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Off. J. T. Thomas, Daytona Beach Police Department  
Ms. Jennifer Lynch, Office Assistant

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 8:08 a.m.

**2. Roll Call**

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

**3. Approval of Minutes**

The Chair noted that the minutes were not included in the Board's packets and stated the Board would consider the minutes at their next meeting on December 17, 2019.

**4. City Public Information Office**

Susan Cerbone, Public Information Officer, stated the city is working more on public information ahead of the construction planned for Beach Street in order to provide residents and merchants with information on the schedule. Ms. Cerbone stated information will be included in all utility bills. Ms. Cerbone stated the Beach Street project was discussed at

length at a recent City Commission meeting and parking plans were reviewed with the City Commission. Ms. Cerbone stated about half of the businesses have indicated they will be open during the upcoming Holiday Parade scheduled for December 14, 2019. Ms. Cerbone stated banners and flyers have been prepared to promote the event.

Mr. Berger commended the city for allowing the Public Information Office to be involved in informing the citizens of the upcoming construction project. Mr. Berger stated more information is now posted on social media which has been very informative.

Ms. Kozinski suggested a "pardon our dust" campaign be started by the merchants during the construction process.

Ms. Cook stated temporary signage will be needed in order to direct people to available parking.

Ms. Kozinski stated the lighted palm trees along Beach Street look beautiful.

### **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida, suggested promoting specific businesses that are not impacted by the construction to encourage people to visit the downtown.

Al Smith, BullsEye Direct Marking, stated he has had two conversations with Commissioner Quanita May and both agree that extra marketing dollars from the DDA should be used to promote the area during construction. Mr. Smith stated there seems to be a lack of clarity on the construction plans and some of the City Commissioners did not seem to be informed either.

Ms. Kozinski suggested meeting individually with the merchants to go over the plans.

Mr. Smith suggested having a morning meeting and then an evening meeting to provide information to the merchants.

## **5. DDA Staff Report**

### **a. Event Update**

Mr. Berger stated a group from Embry-Riddle performed along Beach Street last Saturday. Mr. Berger stated the Halifax Art Festival was a success as was the Downtown Daytona Nights. Mr. Berger stated each event provides challenges but they are well

received. Mr. Berger stated he heard many great things about the Chocolate Walk. Mr. Berger stated the Riverfront Park Master Plan will be reviewed and there are plans to expand the boundaries.

Al Smith, BullsEye Marketing, stated the Chocolate Walk was very successful and was limited to 15 merchants and noted three of the merchants are located on the north lot. Mr. Smith stated Brown & Brown requested 50 tickets and their participation in events in the downtown should be encouraged. Mr. Smith stated he plans to delay the Music Fest in January and April until the construction timeline is finalized. Mr. Smith stated he would propose holding a chili cook-off which would not require closing of any streets.

Mr. Sznajstajler asked for the status of the sponsorship agreement.

Mr. Berger stated the agreement will be provided to the DDA prior to the December meeting. Mr. Berger stated with events planned that will not require the streets to be closed, there will be a change in the cost structure. Mr. Berger stated the issue of alcohol sales will also need to be addressed.

Ms. May arrived for the meeting at 9:00 a.m.

Mr. Berger stated the December meeting of the DDA will be held on December 17, 2019.

Ms. May stated she asked for a marketing plan for the DDA at the City Commission meeting in order for the city to put more money into DDA events. Ms. May asked if the DDA would be open to having other groups come in to provide events. Ms. May stated she does not feel the city staff should create events.

Mr. Sznajstajler stated the DDA has a licensed area in the city and next month the DDA will receive an agreement for events to be held in that area. Mr. Sznajstajler stated his understanding is that the agreement is not exclusive. Mr. Sznajstajler stated if someone approaches the DDA about an event and the DDA has money to support it, it will be a DDA decision on how the event will be supported.

Mr. Sznajstajler stated the DDA will not go out and recruit events and noted the DDA has a partner for events who he wants to be successful. Mr. Sznajstajler stated the DDA has always been open to other events being held and if the DDA has the ability to support the event, the DDA will consider that support.

Ms. Kozinski stated she feels it is a great idea to encourage others to hold events and to secure additional funds for events for the DDA.

Mr. Hopkins stated he would welcome additional financial support from the City Commission but did not know how we could encourage other promoters to come in and hold events.

Mr. Smith stated many of the events are costly, such as the Daytona Nights for which the DDA provided \$5,300. Mr. Smith stated there is also an issue with alcohol sales and many events are better supported if alcohol is served, such as a Music Fest. Mr. Smith stated additional events could be added to his proposed schedule if there are additional funds. Mr. Smith stated the biggest draw to the downtown is the Halifax Art Festival; and to have another art festival in the spring is something that should be done.

Ms. May stated she would need a figure from Mr. Berger that should could present to the City Commission

Mr. Berger stated if the fees could be reduced, that would help greatly. Mr. Berger stated the fees need to be firm so the correct fees can be shared with potential promoters.

Ms. May stated she would like a proposed calendar of events to share with the City Commission. Ms. May stated she would also like to know the amount of foot traffic that these events bring to the downtown.

Mr. Sznajstajler stated he is concerned about receiving additional funds and noted the DDA will be accountable on how the funds are used. Mr. Sznajstajler stated right now, there is no plan to use additional funds.

Mr. Smith stated the DDA has already approved his proposed list of events and it would be a matter of taking those and "beefing" them up.

Krista Goodrich, 816 Main Street, stated a parade of historic cars takes place on the beach and that could be extended down Beach Street. Ms. Goodrich stated such an event would not require closing the street.

Ms. Kozinski stated she would like to hold events when there are large crowds in town, such as during the Daytona 500 or Bike

Week. Ms. Kozinski stated it could be relayed to the City Commission that if we had more funds, we could hold other events.

Ms. May stated she would need an idea of what smaller events will cost.

Mr. Smith stated he could look at holding other events and provide the DDA with a budget and schedule. Mr. Smith stated this may be a good time to start another art festival and could be a good time to get some other things started. Mr. Smith stated he would be concerned about going through another RFP process and noted there have not been people that approaching the DDA about holding events in the downtown.

Mr. Sznajstajler stated the DDA needs to have a plan that can be presented to the City Commission with associated costs. Mr. Sznajstajler stated the DDA went through an RFP process and resulted in a situation that did not work out.

Mr. Smith stated he has a plan in place which was presented to the DDA and he is willing to adjust it. Mr. Smith stated he was not aware until last week when Mr. Berger approached him that there is a problem with alcohol sales.

Mr. Jagger stated staff could come up with a plan that would determine the cost of events that could be presented to the City Commission.

Mr. Jagger left the meeting at 10:00 a.m.

Mr. Berger stated sponsorship is always an issue but Mr. Smith has that in place but we need to look at ways to bring in other sponsorships. Mr. Berger stated BullsEye proposed to have one event a month. Mr. Berger stated he proposes that what is presented to the City Commission not define the number of events.

Mr. Hopkins stated the DDA contracted to hold more events and it didn't work. Mr. Hopkins stated the DDA is not in a position to dictate if we have more events, unless a promoter steps up and proposes them. Mr. Hopkins stated if the City Commission provides additional funding, it could be used to better promote the planned events.

Mr. Sznajstajler stated the Farmers Market is going to move to Friday and feels there should be a separate line item in the budget for those costs.

Ms. Kozinski stated she would like Ms. May to present to the City Commission that the Farmers Market will be held every Friday night when it moves to Magnolia and should be better promoted.

Mr. Smith stated anything that can be done to promote Friday nights and happy hours would be great.

Ms. Kozinski stated she would like the DDA to authorize Ms. May to work with Mr. Berger and Mr. Jagger to determine costs that can be presented to the City Commission for the purpose of better supporting the proposed events and to better support the promotion of the Farmers Market.

Ms. May stated whatever is done must include the side streets and other areas of the downtown.

Ms. Cook stated it is hard to request additional funds when the construction schedule has not been finalized.

Ms. May stated perhaps the DDA should not accept the City Commission's offer for additional funding.

Mr. Berger stated the offer has been made and he suggests taking it.

Mr. Sznajstajler stated he feels it should be relayed to the City Commission that the funds will be used responsibly.

### **Public comments**

John Nicholson, 413 N. Grandview, stated there is an agreement with Mr. Smith and he could add additional events and further promote the ones that are planned if additional funds become available. Mr. Nicholson stated the utilities are in place for Beach Street and will not need to be replaced.

Krista Goodrich, 816 Main Street, stated she would be willing to plan events but there is so much red tape, it may not be worth her time and asked if the City will help with events that are put together by private citizens. Ms. Goodrich stated summer events are well received as is evidenced by the attendance at the events held at the bandshell during the summer.

Mr. Sznajstajler stated the application would have to include the amount requested from the DDA to support the event.

b. **Downtown Projects Update**

Mr. Berger stated there are 60 storefronts along the three blocks along Beach Street; and prior to Hurricane Irma, only 3 storefronts were vacant. Mr. Berger stated there is a 20% vacancy rate today. Mr. Berger stated he would like to expand the directory to include the surrounding businesses. Mr. Berger stated Wine Me closed a couple of months ago but the reason is due to the property being sold. Mr. Berger stated the property will be leased by the new owner. Mr. Berger stated a new restaurant is planned with open space on the top of the building. Mr. Berger stated Bourbon on the Beach is about half remodeled but still is not open and noted the property owner does not want to proceed. Mr. Berger stated there are still a number of vacancies as a result of Hurricane Irma and many properties are for sale.

c. **Monthly Financial Report**

Mr. Berger stated the Monthly Financial Report was included as part of the packet. Mr. Berger stated there has been little activity since it is the beginning of the fiscal year.

d. **Farmers Market Update**

Mr. Berger stated the income has been low at the Farmers Market due to several weeks where there was bad weather. Mr. Berger noted the Farmers Market was not open during the Cancer Walk and the Halifax Art Festival. Mr. Berger stated included in the packet is the report from USDA regarding the SNAP program usage.

e. **Public Safety Update**

Off. J. T. Thomas stated it is planned to remove the trees north of the International Speedway Bridge. Off. Thomas stated he would like the electricity turned off on the light poles along Beach Street; but Mr. Berger stated many of the merchants use that service in order to display items so he would not support that. Ms. Cook noted if someone remains too long at a light pole where there is electric service, Off. Thomas could be called to have the individual move. Off. Thomas stated the feeding location provided by an area church has been moved further west.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented his monthly report. Mr. Gold stated the newspaper ads are completed and information will be distributed regarding the construction project on Beach Street.

Mr. Gold stated since the new website went live in September, visitation is up over 64%. Mr. Gold stated the ads have been running for the SNAP program and the Farmers Market. Mr. Gold stated the Daytona Times has been very supportive in promoting events. Mr. Gold stated staff has updated the merchant listing and the rack brochures will be distributed. Mr. Gold stated the directories have been updated in the kiosks. Mr. Gold stated most people access the website through Google and the number continues to increase of those who access the site through a mobile app. Mr. Gold stated the most visited area is the calendar of events.

**6. Public Comments**

Krista Goodrich, 816 Main Street, stated she would be willing to plan events but there is so much red tape, it may not be worth her time and asked if the City will help with events that are put together by private citizens. Ms. Goodrich stated summer events are well received as is evidenced by the attendance at the events held at the bandshell during the summer.

Mr. Sznajstajler stated the application would have to include the amount requested from the DDA to support the event.

**7. Board Comments**

Ms. May stated it is difficult for her to attend Tuesday morning meetings based on her business schedule. Ms. May stated she could attend meetings either Thursday morning or in the afternoons but she is not opposed to being replaced on the DDA if she is unable to attend meetings. Ms. May stated if she is unable to continue to serve, Commissioner Ruth Trager would be the DDA representative of the City Commission.

Mr. Sznajstajler stated the DDA has no control over who is appointed by the City Commission. Mr. Sznajstajler stated afternoon meetings are difficult for him.

Ms. Kozinski stated either Tuesday or Thursday mornings are ok for her but afternoons are out.

Mr. Hopkins stated Thursday morning is fine with him; and if adjusting the schedule to ensure Ms. May's continuing commitment, he would support it.

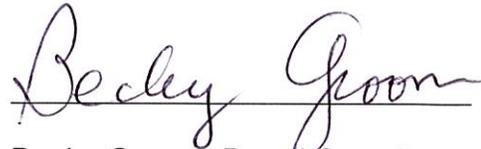
The Board agreed to hold the December meeting on December 17, 2019 and starting in January, the DDA meetings will be held on the fourth Thursday at 8:00 a.m.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary