



# DOWNTOWN DEVELOPMENT AUTHORITY

DOWNTOWN DEVELOPMENT AUTHORITY  
Quanita May, Sheryl A. Cook, Vice Chair, Michael Sznajstajler, Chair  
Tammy Kozinski, Joseph Hopkins

City Hall  
Room 149-B  
Regular Meeting

301 South Ridgewood Avenue  
Thursday, February 13, 2020  
8:00 AM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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1. Call to Order
2. Roll Call
3. Approval of Minutes:
  - a. Regular Meeting: January 23, 2020
  - b. Workshop: January 23, 2020
4. DDA Staff Report
  - a. Monthly Financial Report
  - b. Event Update
  - c. Fanners Market Update
  - d. Downtown Projects Update
  - e. Public Safety Update
5. Gold & Associates Presentation 6. 7. 8.
  - a. Monthly Presentation
6. Public Comments
7. Board Comments
8. Adjournment



# The CITY OF DAYTONA BEACH

## Downtown Development Authority Meeting Minutes

City Hall  
Room 149-B  
Regular Meeting

301 South Ridgewood Avenue  
Thursday, January 23, 2020  
8:00 AM

Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

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The meeting of the Downtown Development Authority was held Thursday, January 23, 2020, 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  
Ms. Tammy Kozinski  
Mr. Joseph Hopkins

### Staff Members Present

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Melanie John, Farmers Market Manager  
Off. J. T. Thomas, Daytona Beach Police Department  
Ms. Sherry Randolph, Communications Manager  
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

### Regular Meeting - December 17, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the regular meeting of December 17, 2019, as presented. The motion carried (5-0).

## 4. DDA Staff Reports

### a. Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated the Farmers Market revenue continues to decline and the Market will be the focus of a workshop scheduled following this meeting. Mr. Berger stated normally at this time of the year, the Market should be at double the level it is at for revenue.

### b. Event Update

Mr. Berger stated the Chili & Brew event was held and ran very smoothly. Mr. Berger stated 200 participants were planned and over 250 participated. Mr. Berger stated the Wine & Chocolate Walk is scheduled for February 8, 2020; and the Beer and Bacon Fest is scheduled for February 29, 2020. Mr. Berger stated St. Patrick's Day is March 17 and the street will be open for that event. Mr. Berger stated two Daytona Nights events are scheduled for June 13, 2020 and July 2, 2020. Mr. Berger stated there are no events planned after July.

Ms. May asked if having music at the events makes a difference in the events and asked if there will be music or a DJ at the Downtown Daytona Nights.

Mr. Berger stated there will be live bands at Downtown Daytona Nights.

Mr. Berger stated changing the locations of events is being looked at which will require an amendment to the license agreement. Mr. Berger stated he plans to present the amendment to the license agreement to the Board at their February meeting.

### c. Farmers Market Update

Melanie John, Market Manager, stated there has been a reduced traffic flow at the Market which effects the number of vendors that have participated in the Market. Ms. John stated she is having difficulty in keeping vendors at the Market with the low volume of customers. Ms. John stated Perrine's left the market but she has obtained a new produce vendor and, as a result, there has been an increase in customers in the last three weeks. Ms. John stated the snow birds have returned which has helped to increase the number of customers at the Market. Ms. John stated the new produce vendor is DeMarco's who provides a quality product.

Mr. Berger stated the smaller organic produce vendors usually sell out early. Mr. Berger noted there is an issue in that there are a lot of Farmers Markets held on Saturday.

Ms. May asked what is the purpose of the market - is it to bring people to the Downtown or is it to provide healthy food. Ms. May asked if the purpose is to bring more people to the Downtown to walk around and make Downtown a destination.

Mr. Berger stated the purpose is both to bring people Downtown and to provide healthy food. Mr. Berger stated, unfortunately, the preacher who continues to show up at the Market has had an impact. Mr. Berger noted providing music during the Market has helped.

Ms. John stated the goal is to provide healthy cost-affordable food.

Mr. Sznajstajler asked that the Board continue with the scheduled agenda and discussion regarding the Market will be held during the workshop.

#### Public Comments:

Amira Melnichenko, 426 S. Beach Street, Daytona Beach, Florida, stated having a Market where people could go to browse and sit and have a meal would help a lot.'

John Nicholson, 413 N. Grandview, Daytona Beach, Florida asked if an analysis has been done of what all the Markets are doing. Mr. Nicholson noted sometimes there are only three vendors at the Market. Mr. Nicholson stated more variety in the vendors would be better.

#### d. Downtown Projects Update

Mr. Berger stated all of the merchants have been notified of the public meetings scheduled for January 23 and January 24, 2020 regarding the Streetscape Project.

Mr. Berger stated graphics were distributed to the City Commission regarding the Burgoyne project planned for the Downtown. Mr. Berger stated an application has been submitted in the Planning Department for a Planned Development Agreement. Mr. Berger stated the project encompasses the area from Bay Street to International Speedway Blvd., and the project includes a hotel as well as a residential component. Mr. Berger stated Burgoyne has hired a new Maintenance Manager and have also hired someone to hold events. Mr. Berger stated the ISB frontage will remain in private ownership.

Mr. Hopkins asked what the timeline is for the project. Mr. Hopkins expressed concern that Development Agreements get extended and as a result projects are delayed.

Mr. Berger stated there is no timeline yet.

#### Public Comments:

Al Smith, BullsEye Marketing, stated the reason Burgoyne came forward with a project is because of their concern that the streetscape project might not be approved so Burgoyne wanted to show they are interested in doing this project.

#### e. Public Safety Update

Officer J. T. Thomas stated there was a car break-in last week and noted valuables were left on the front seat where they were visible. Off. Thomas stated all of the events have been going well. Off. Thomas stated there are no problems in the park area but noted the vegetation should be removed on the north side of the bridge. Off. Thomas stated he has been asking for security cameras and he would like to see that approved.

Mr. Berger stated there has to be an agreement in place before security cameras can be installed.

Ms. Cook asked if a sign has been installed indicating the hours of operation for the park.

Mr. Berger stated no.

Ms. May stated she has had a discussion with the City Manager about the signage for the park and the vegetation on the north side of the bridge.

Off. Thomas stated some signage is being put in place now regarding park hours.

## 5. Gold & Associates Presentation

### a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated continuous updates are made to the website and the Calendar of Events. Mr. Gold stated the merchant list has been updated; and the new merchant discount card program will be implemented with information on the website about the program. Mr. Gold stated ads continue to run on Google and Facebook every day and ads have been placed in the Observer. Mr. Gold stated the new brochure should be in all of the racks by the end of the month.

Mr. Hopkins stated it is difficult for him to get a link from the City's website to the Riverfront Shops website and feels there is a disconnect between the sites. Mr. Hopkins stated the last event listed on the City's website is the Christmas Parade. Mr. Hopkins stated there should be a direct connection to the Riverfront Shops website from the City's website. Mr. Hopkins stated the events held by Bullseye Market should be showcased on the City's website. Mr. Hopkins stated the DOA received a commitment from Susan Cerbone, Public Information Officer, that the City would promote what the DOA is doing and there is a disconnect.

Mr. Gold stated he does not handle the City's website and he receives information from the Calendar of Events or press releases. Mr. Gold stated he has been working with the Public Information staff and will have a discussion with them about Mr. Hopkins' concern.

Al Smith, Bullseye Direct Marketing, stated the City has been great to work with but Mr. Hopkins makes a good point.

Sherry Randolph, Communications Manager, stated the City's Team Manager would be the person to address this and she will coordinate the DDA's concerns to that person.

## 6. Public Comments

Amira Melnichenko, 426 S. Beach Street, Daytona Beach, Florida, stated we need to draw younger people to the downtown. Ms. Melnichenko stated the Daytona Nights events only draw

seniors and events should be held that will draw younger people to the downtown. Ms. Melnichenko stated people did not know about the event and felt more information should be provided on Instagram in order to draw a younger crowd. Ms. Melnichenko expressed concern about an influx of homeless people in the downtown and stated she was told there are 20 to 30 people squatting in the building where Red Tails used to be. Ms. Melnichenko stated there are people in alleyways and parks. Off. Thomas stated the building Ms. Melnichenko referenced is secure and there are no people living in there. Off. Thomas stated the building was recently shown to a prospective tenant.

Mr. Gold stated during the last month, over 10,000 people went to the Riverfront Shops website and 2200 people indicated on Instagram that they were interested in the event.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida spoke about the homeless and noted the area has improved tremendously. Mr. Nicholson stated HUD housing should not be placed in the downtown because you want people there who can spend money.

#### 7. Board Comments

Mr. Sznajstajler stated he would like to have the DOA set a goal of having the monthly DDA meetings to be one hour or less. Mr. Sznajstajler stated the new meeting time for the DDA will be the second Thursday of the month at 8:00 a.m.

Ms. May stated she will not be in attendance at the February 13, 2020 DDA meeting.

#### 8. Adjournment

There being no further business to come before the Board, the meeting was adjourned.

Michael O. Sznajstajler, Chair    Becky Groom, Board Secretary



# The CITY OF DAYTONA BEACH

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### WORKSHOP REGARDING FARMERS MARKET

The workshop meeting of the Downtown Development Authority regarding the Farmers Market was held Thursday, January 23, 2020, at 10:00 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  
Ms. Tammy Kozinski  
Mr. Joseph Hopkins

#### Staff Members Present

Mr. Reed Berger, Redevelopment Director  
Ms. Melanie John, Farmers' Market Manager  
Off. J. T. Thomas, Daytona Beach Police Department  
Ms. Sherry Randolph, Communications Manager  
Ms. Sydney Kendrick, Planner  
Mr. David Waller, Deputy Public Works Director  
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 10:00 a.m. Mr. Sznajstajler stated this is a workshop and no vote or action will be taken by the DDA today. Mr. Sznajstajler stated the DDA is the Downtown marketing arm for the City and does not control land use or zoning. Mr. Sznajstajler stated the DOA controls promotion of the Downtown and the Farmers' Market.

2. Roll Call

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

3. Presentation: Downtown Farmers' Market and Market@Magnolia

Mr. Berger stated the DOA is an independent taxing authority appointed by the City Commission whose primary mission is promoting the downtown, holding events, and operating the Farmers Market.

The DDA Board members, staff, and market vendors who were in attendance were introduced.

Mr. Berger stated the reasons for the proposal to move the Farmers Market included increased competition from other markets in the area as well as the extreme weather conditions including a long period of higher temperatures than normal and unpredictable wind and rain events that has resulted in the loss of more vendors and customers. Mr. Berger stated during the 1990's, Magnolia and Palmetto was a location where a lot of events were held. Mr. Berger stated when events are held on Saturday mornings at City Island ballpark, there is no available parking for people who want to attend the Farmers Market. Mr. Berger stated events held at the Library, including elections, take away available parking for the Farmers Market. Mr. Berger stated the goal is to add an event venue that can be sustainable.

Mr. Berger spoke about parking in the Downtown area and noted the following available parking spaces in the Downtown parking lots: 119 on Ivy; 118 on Wall; 326 on City Island; and 213 on the City's leased lot.

Mr. Berger stated he has visited the Friday evening market in downtown Deland numerous times which is called Artisan Alley. Mr. Berger stated that their market has grown over the years to the point where it is difficult to find parking within a few blocks of the event. Mr. Berger noted that employees in nearby City and County offices and Stetson University visit the weekly market after work before they return home for the night and as the market has grown the vitality has increased interest for more restaurants and shops to stay open on Friday evenings.

Mr. Berger stated the options are to keep the Market on City Island where it currently is located or to move the Market to Magnolia between Beach Street and Palmetto Avenue on Friday evenings, Saturday mornings, or both days. Mr. Berger stated the city has already started to make some improvements along Magnolia in anticipation of the move. Mr. Berger stated Magnolia would be closed during the operation of the Market and there are two parking lots close by. Mr. Berger stated there will also be additional parking along Beach Street as a result of the streetscape project.

Keith Gold, Gold & Associates, stated branding and promotion of the Market will be important. Mr. Gold stated most people come to the downtown as a result of Special Events. Mr. Gold stated signage and identification of the market will be needed in order to make it recognizable. Mr. Gold stated marketing will be done online, emarketing, and advertising on the radio and in the newspapers.

David Waller, Deputy Public Works Director, stated a master plan was prepared to upgrade the electrical system along Magnolia. Mr. Waller stated the estimate for Phase One of the electrical repairs was \$200,000; and \$60,000 was approved. Mr. Waller stated the first phase of the improvements is out for bids right now and bids are due February 4, 2020. Mr. Waller stated the work will be started in February and will be completed by the end of March. Mr. Waller stated six new amp panels will be installed as well as additional lighting.

#### 4. Board Discussion

Mr. Sznajstajler asked about the permitted mix for the Market vendors and asked if Mr. Berger sees that changing.

Mr. Berger stated he thinks we should stay with the mix we have now and noted produce vendors are the largest percentage. Mr. Berger stated produce vendors could be supplemented with items such as honey and jams, not prepared foods; and arts and crafts are limited so there is more emphasis on produce and plants.

Mr. Sznajstajler stated the Market tries not to compete with the businesses in the downtown by not having food vendors since there are restaurants in the downtown. Mr. Sznajstajler stated the idea is to be complimentary to the businesses that are in place in the downtown and not to compete with them. Mr. Sznajstajler asked Mr. Berger if he plans to propose changes to the vendor mix.

Mr. Berger stated if the Market remains on Saturday mornings, he would think it should stay as is with more produce and plant vendors. Mr. Berger stated if the market is moved to Friday evening, there will be a change. Mr. Berger stated the market may have a need for more artwork and craft vendors. Mr. Berger stated he feels it might be better to start with a Saturday morning market and then get the word out about the market moving to Friday nights.

Ms. Kozinski stated she is concerned about the impact moving the Market to Friday night may have on the businesses along Magnolia.

Mr. Berger stated he has talked with some of the business owners and stated the hair salon on Magnolia will be impacted by events and the proximity for parking. Mr. Berger stated the Market could be more successful if employees that are in the Downtown attended the Market on a Friday evening.

Ms. May asked how local businesses could be attracted to be vendors at the Market.

Mr. Berger stated we could put the word out that the Market is interested in attracting more local businesses through our marketing.

Ms. Cook stated the City's Public Information Office is trying to help the DDA with promoting the downtown. Ms. Cook stated the Brown & Brown project as well as the streetscape project will be ongoing. Ms. Cook stated she feels this is a positive time to make changes to the Market.

Mr. Hopkins stated the current hours of operation for the market are 8:00 a.m. to 1 :00 p.m. Mr. Hopkins stated if the Market is held on Friday night and opens at 6:00 p.m., by 9:00 p.m. there are not many people in attendance. Mr. Hopkins stated if the Market is moved, it would be compressed from 5 hours to 3 hours and wondered if that will be a sufficient amount of time in order to justify the vendors making the journey to downtown for a shorter period of time. Mr. Hopkins asked if people will shop for produce at 7:00 p.m. Mr. Hopkins stated he does not have reservations about moving the Market from City Island but does have reservations about moving the Market from daytime to nighttime. Mr. Hopkins stated he likes what Deland does but does not feel we are Deland.

Mr. Berger stated if you go to the Deland market, there are not many produce vendors. Mr. Berger stated we may find that Saturdays are still a good time for the Market.

Mr. Hopkins stated there have been challenges, such as the Orange Avenue project as well as the bridge construction. Mr. Hopkins stated there is no visibility for the Market and it does not generate foot traffic and as result there are no vendors. Mr. Hopkins stated with the changes along Beach Street and the park project, maybe the timing is not right for moving the Market.

Mr. Sznajstajler stated he has visited many Farmers Markets throughout the country, including Delray Beach, St. Augustine, Nashville, Greenville, Chicago, Charlotte, Concord, Nashville, Ponte Vedra and Winter Park. Mr. Sznajstajler stated the consistent thing he sees is that those Markets are on a downtown street or in a permanent structure. Mr. Sznajstajler stated none are in a parking lot. Mr. Sznajstajler stated he is concerned about the declining revenues; and if we wait too long, we may not have a market to move. Mr. Sznajstajler stated if we wait, the vendors may find other places to go. Mr. Sznajstajler stated the Magnolia area seems to fit the criteria of other places he has visited and seems like a logical location.

Ms. May stated the city is investing money in the proposed area and would hate to see us misuse funds and then not do anything with it. Ms. May asked Mr. Sznajstajler when he visited other markets, what vendors did he see - food, clothing, produce?

Mr. Sznajstajler stated produce is what drives the other markets. Mr. Sznajstajler stated St. Augustine's market is on a Saturday morning but sometimes opens the Market in the evening to have Market Nights three or four times a year. Mr. Sznajstajler stated the St. Augustine Market is not produce focused but the other markets have a large number of produce vendors and fill in with other vendors.

Ms. May stated the market provides a food service for the downtown but also attracts people to the downtown. Ms May stated the Market could provide pop-up shops for other vendors. Ms. May stated she would like to see the French Market come back.

Ms. Kozinski stated some communities have markets that are operated in the summer only. Ms. Kozinski stated some businesses, such as Kale Cafe, started their business in the market and are now in a storefront. Ms. Kozinski stated the current location for the Market is difficult in the summer due to the heat. Ms. Kozinski stated if we wait 12 to 18 months, we won't have a market to move.

## 5. Public Comment

Joy Miller, Phoenix Avenue, stated when the bridge was closed, a lot of people left the Market and feels when the bridge is re-opened, the market will return. Ms. Miller stated produce vendors will not attend a Friday evening market.

Juddy McGuire stated he provides the music at the Farmers Market. Mr. McGuire stated a lot of people do not want to see the Market change; but the whole goal of moving the Market to Friday night is to bring people to Beach Street. Mr. McGuire stated he feels the Friday night concept is a great idea for Beach Street.

Vern Weatherholtz, 3 Granville Circle, Daytona Beach, Florida stated the Market is on decline. Mr. Weatherholtz stated he is a vendor at the Ormond Beach Market and is surprised to learn that many people he talks with do not know there is a Market in Daytona Beach. Mr. Weatherholtz stated the advertising could be improved and signs need to be placed in order to draw people to the Market. Mr. Weatherholtz stated it is an interesting concept to propose moving to the new location and thinks it would be a good idea.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated not all Farmers Markets last forever. Mr. Nicholson stated it may be good to hold some evening Markets but who knows what will happen once the bridge reopens.

Jenny Nazak, 501 Harvey, Daytona Beach, Florida stated she buys 90% of her groceries at the Farmers Market. Ms. Nazak stated when Publix holds events in their parking lot, they never close the store. Ms. Nazak stated there are a number of local farmers that attend the Deland market and wondered if that number has declined in recent years.

Stacey Shay, 140 S. Beach Street, Daytona Beach, Florida, stated she will support whatever the city decides to do. Ms. Shay stated the Saturday market has a lot of customers that have attended for years. Ms. Shay stated she likes the idea of moving the market to Magnolia since it is a charming location but feels there may be a need for two separate events.

Carl Walters, 133 Magnolia, Daytona Beach, Florida stated he feels the Friday night market is a great idea because entertainment will be combined with the Market itself. Mr. Walters stated the relocation of the Market will be beneficial to the merchants on Beach Street. Mr. Walters stated his clients are accustomed to parking near his business on Saturday mornings and will not walk a distance to attend their appointments.

Theresa Lieberman, Imagine Daytona, stated she loves the idea of a Friday night market. Ms. Lieberman stated the downtown area needs to be more than shops and needs to be an experience which will attract younger people. Ms. Lieberman stated perhaps a market could be held monthly on Friday night which would have vendors other than produce vendors, such as artists.

Glenna Doyle stated she feels the Market should be expanded to include artists and asked if the Market could be incorporated into the Park. Ms. Doyle stated it is a bad time to move the Farmers Market with the major construction projects in the area. Ms. Doyle stated there will be no parking.

Melanie John, Farmers Market Manager, stated the majority of the existing customer base is elderly. Ms. John stated she would like to capitalize on the younger generation and the Friday night market would be an opportunity to attract young people. Ms. John stated the market needs to adjust along with changing shopping habits.

Jeannette stated the vendors at the Farmers Market are spaced and they need to be moved closer together which makes the Market look empty.

Al Smith, BullsEye Direct Market, stated he was President of the DBPA 20 years ago and the revenue from the Market was close to \$40,000.

Mr. Sznajstajler stated following up with business owners along Magnolia is important to this discussion. Mr. Sznajstajler stated he does not think the Market will be moved before the bridge reopens. Mr. Sznajstajler stated there should be follow up with the current vendors regarding their feelings of moving the market to Friday night and their need for electricity.

Mr. Hopkins stated access to Wall Street is imperative if the Market is moved to Magnolia. Mr. Hopkins stated he feels the Market will be better on a Saturday morning than on a Friday night. Mr. Hopkins stated if the market is moved, then the agreement with the City needs to be changed to offer more than a Farmers Market.

Ms. Cook stated she does not think we should leave the Saturday Farmers Market. Ms. Cook stated the Market should be retained as a Farmers Market and accepting SNAP will help bring in more local people. Ms. Cook stated holding the Market on Friday nights could be held as long as it is included with other functions.

Ms. May stated she likes the idea of keeping Magnolia as an evening venue and keeping the Market on City Island. Ms. May stated perhaps a Farmers Market is no longer relevant in this part of town.

Ms. Kozinski stated we are in competition with other Saturday markets. Ms. Kozinski stated opening the bridge will have an impact on the market but that will not fix anything. Ms. Kozinski stated the Market cannot be held in the park due to the damage that could be caused by driving trucks on the grassed area.

Mr. Sznajstajler stated some change needs to happen on Saturday mornings or Friday nights to promote the downtown. Mr. Sznajstajler stated we need to provide staff with some direction.

Ms. May asked if we could look at a date to test a downtown evening event to see what type of response we receive.

Mr. Sznajstajler stated he would not be opposed to that.

Mr. Berger stated he wants to make sure we do not have a negative impact on our businesses. Mr. Berger stated he will have discussions with vendors and business owners about both days.

Ms. May asked if someone could put together a plan for a pop-up event.

Mr. Berger stated he will reach out to see if there is interest.

## 6. Adjournment

There being no further business to come before the Board, the workshop was adjourned.

Michael O. Sznajstajler, Chair  
Becky Groom, Board Secretary



AGENDA ITEM: 5a

# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE 2451  
 DAYTONA BEACH, FLORIDA 32115-2451  
 PHONE (386) 671-8180  
 FAX (386) 671-8187

### MEMORANDUM

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DATE: February 7, 2020  
 TO: Beachside Redevelopment Board  
 FROM: Reed Berger, Redevelopment Board  
 SUBJECT: Discussion: Murals on Main Street

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The following is the ODA financial report with expenditures through February 7, 2020.

### General Activities

Revenues	Projection	Received to Date	
		As of 2/7/20	Balance
Ad Valorem	\$ 137,927	\$ 114,449.44	\$ 23,477.56
Downtown CRA Payment	\$ 55,567	\$ 55,657.00	\$ (90.00)
Interest	\$ 100		\$ 100.00
<b>Total</b>	<b>\$ 193,594</b>	<b>\$ 170,106.44</b>	<b>\$ 23,487.56</b>

Line Item	Appropriation	Spent to Date	
		As of 2/7/20	Balance
Professional Services	\$ 45,000	\$ 18,750.00	\$ 26,250.00
Professional Services - Other	\$ 3,000		\$ 3,000.00
Contract Services	\$ 1,000		\$ 1,000.00
Care and Subsistence	\$ 500	\$ 116.91	\$ 383.09
Advertising	\$ 34,000	\$ 20,473.45	\$ 13,526.55
Events Promotion	\$ 5,000	\$ 5,000.00	
Supplies	\$ 2,000		\$ 2,000.00
Memberships	\$ 450	\$ 420.00	\$ 30.00
Downtown CRA Payment	\$ 55,567	\$ 55,657.00	\$ (90.00)
Contingency	\$ 7,077		\$7,077.00
<b>Total</b>	<b>\$ 153,594</b>	<b>\$ 100,417.36</b>	<b>\$ 53,176.64</b>

## Farmers' Market Activities

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b>	
		<b>As of 2/7/20</b>	<b>Balance</b>
Vendor Revenue	\$ 28,000	\$ 2,904.00	\$ 25,096.00
Sponsorship	\$ 2,000		\$ 2,000.00
Market Booth Sales	\$ 6,000		\$ 6,000.00
<b>Total</b>	<b>\$ 36,000</b>	<b>\$ 2,904.00</b>	<b>\$ 33,096.00</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b>	
		<b>As of 2/7/20</b>	<b>Balance</b>
Market Manager	\$ 18,000	\$ 3,300.00	\$ 14,700.00
Projects (SNAP Program)	\$ 3,000	\$ 1,087.50	\$ 1,912.50
Liability Insurance	\$ 1,500	\$ 1,051.00	\$ 449.00
Advertising	\$ 6,000	\$ 2,988.00	\$ 3,012.00
Marketing	\$ 1,500	\$ 270.00	\$ 1,230.00
City Fees	\$ 1,500		\$ 1,500.00
Booth Merchandise	\$ 3,000		\$ 3,000.00
Other Materials & Supplies	\$ 1,500		\$ 1,500.00
<b>Total</b>	<b>\$ 36,000</b>	<b>\$ 8,696.50</b>	<b>\$ 27,303.50</b>

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**Profit/Loss** **\$ (5,792.50)**

## Downtown Event Activities

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b>	
		<b>As of 2/7/20</b>	<b>Balance</b>
Vendor Revenue		\$	\$
Event Sponsorship	\$	\$	\$
Total	\$	\$	\$

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b>		<b>Balance</b>
		<b>As of 1/18/20</b>		
Event Promotion	\$ 40,000	\$ 5,340.07	\$	\$ 34,659.93
Total	\$ <b>40,000</b>	\$ <b>19,940.07</b>	\$	\$ <b>34,659.93</b>

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**Profit/Loss** \$ (19,940.07)

	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 229,594	\$ 173,010	\$ 56,584
Total DDA Expenditures	\$ 229,594	\$ 129,054	\$ 100,540
Balance	\$	\$ 43,957	\$ (43,957)



AGENDA ITEM: 5a

# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE 2451

DAYTONA BEACH, FLORIDA 32115-2451

PHONE (386) 671-8180

FAX (386) 671-8187

### MEMORANDUM

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DATE:	February 8, 2020
TO:	Downtown Development Authority Members
FROM:	Reed Berger, Redevelopment Director
SUBJECT:	Farmers' Market Vendor Survey

---

The Board requested staff to confirm its survey findings regarding the preferences of existing Market vendors to relocate the Market from City Island to Magnolia Avenue between Beach Street and Palmetto Avenue (Market at Magnolia) and whether or not they would commit to Saturday morning, Friday evening, or both. The final results follow.

1. All vendors preferred relocation from City Island to the Market at Magnolia.
2. 3 of 13 vendors representing 6 paid spaces preferred Saturday only. 1 produce vendor representing 3 paid spaces would only attend on Saturday.
3. 10 of 13 vendors representing 20 paid spaces preferred attending both Friday and Saturday events. The remaining 4 active produce vendors representing 14 paid spaces preferred attending both days.
4. No vendors chose to attend Friday event only.

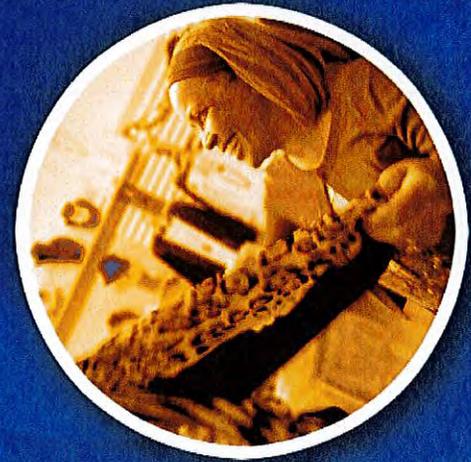
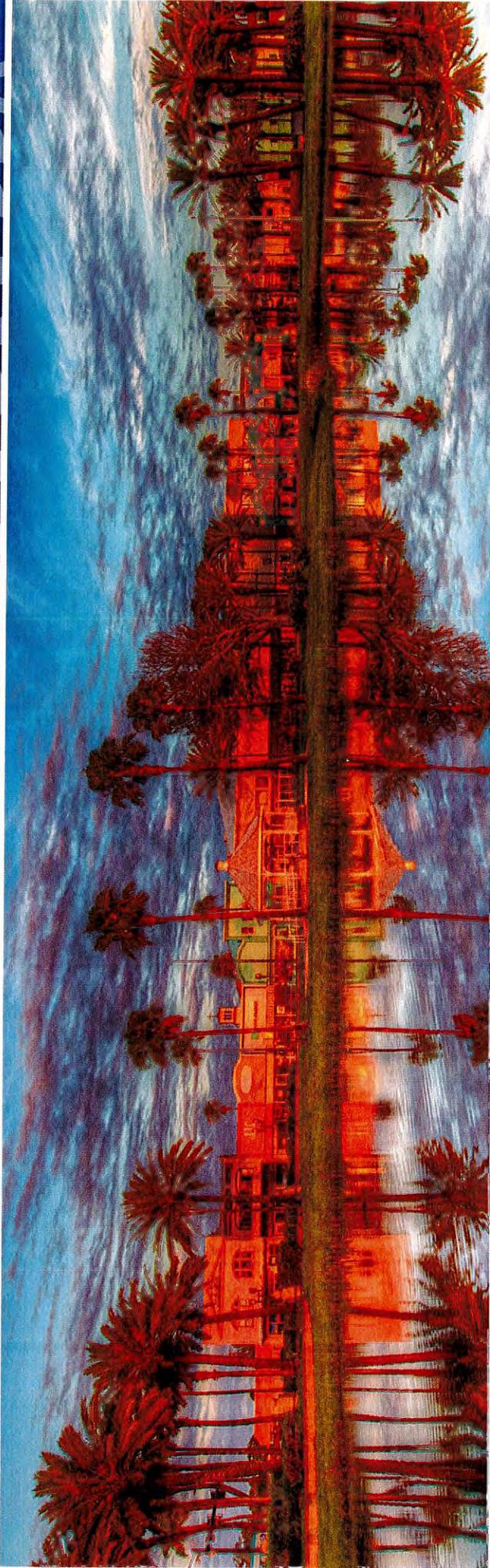
In conclusion it is clear that moving the Market but keeping the Saturday morning schedule is preferred together with also attending the Friday evening event.

Staff will provide additional findings at the Board's meeting be seeking direction from the Board so that agreements can be put into place.

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THE CITY OF  
**DAYTONA BEACH** DDA

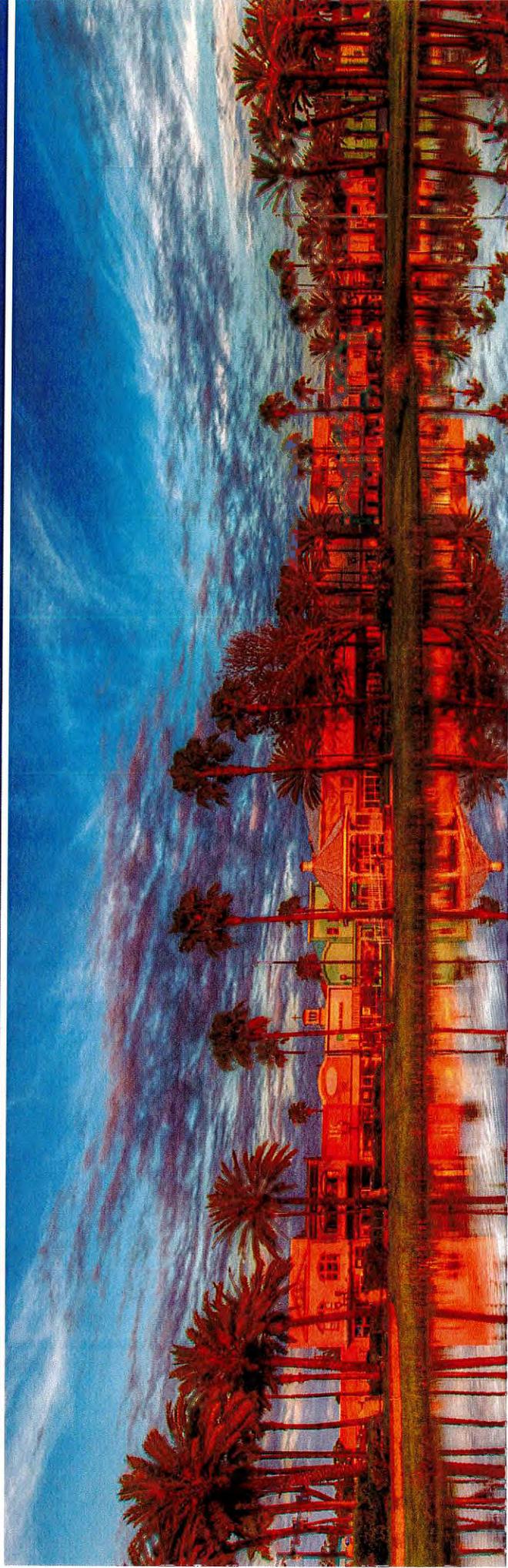


**G O L D**

*Marketing Communications*

Presentation

# AGENDA



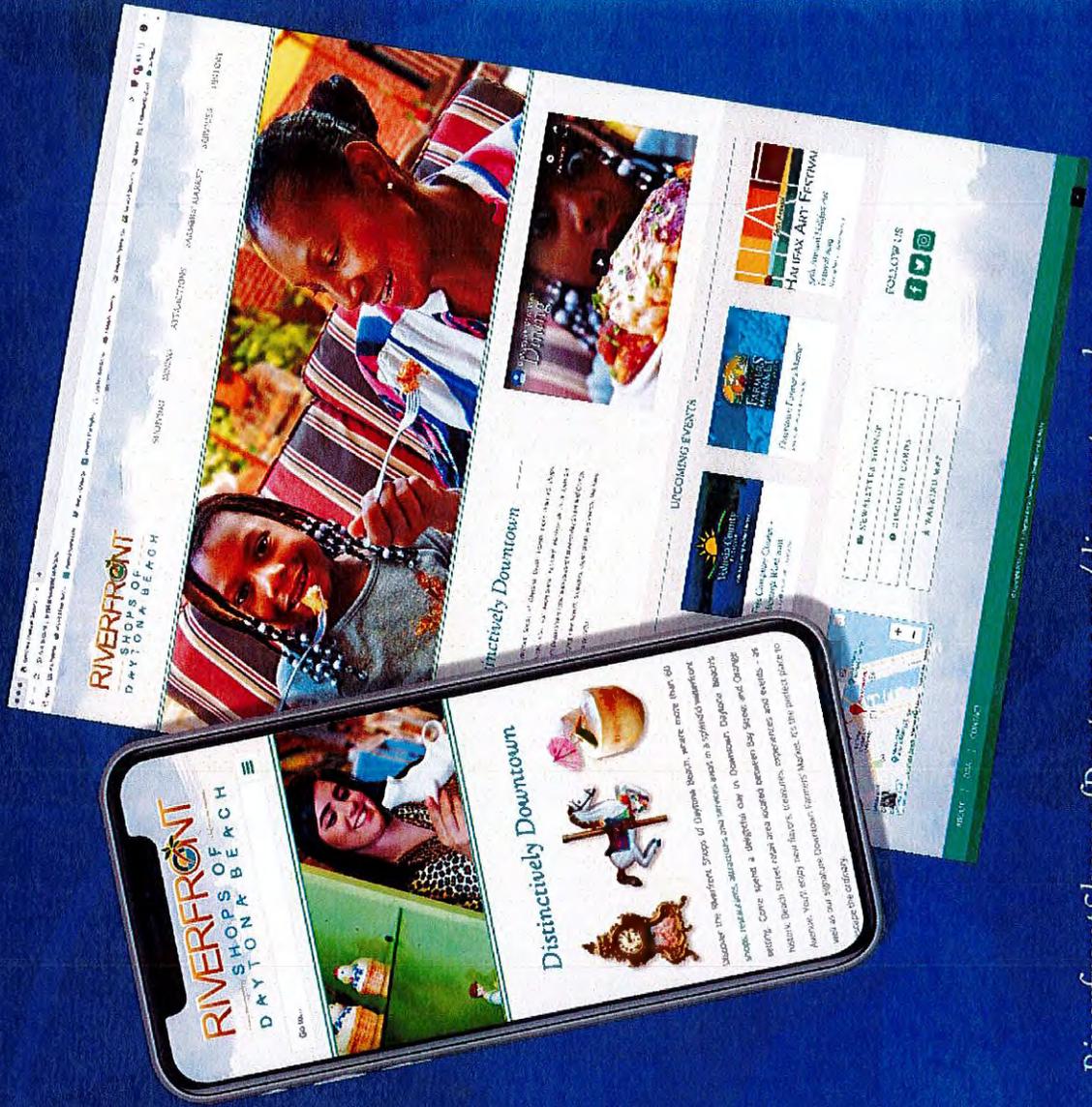
1. January/February Tactical Highlights
2. Campaign Tracking & Updates
3. Questions & Answers



# 1. JANUARY/FEBRUARY Tactical Highlights

## WEBSITE:

- Optimization is Ongoing.
- Calendar of Events is Updated Continuously.
- Merchant Listing is Updated.
- Discount Program Participants are Added.



# 1. JANUARY/FEBRUARY

## Tactical Highlights

### ADVERTISING:

- Google Search and Display Ads and Retargeting Program.
- Social Media Advertising.
- Observer Group Advertising Continues.



Community Print Ads

# 1. JANUARY/FEBRUARY

## Tactical Highlights

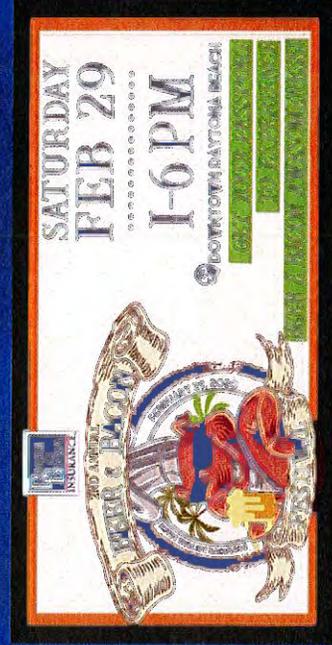
### SPECIAL EVENTS:



January 18



February 8



February 29

# 1. JANUARY/FEBRUARY

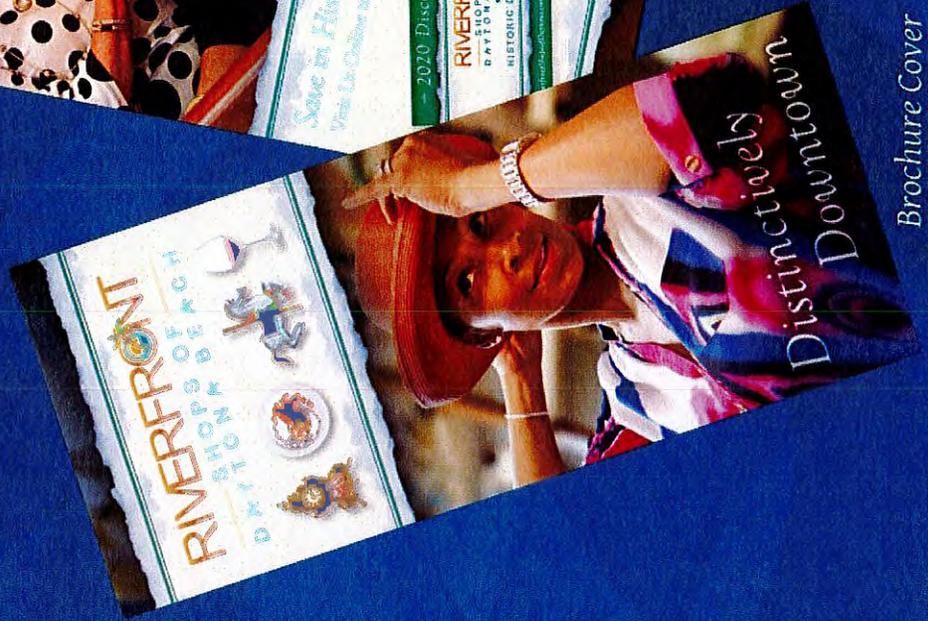
## Tactical Highlights

### COLLATERAL MATERIAL:

- *Distributed at 280 Locations.*
- *Discount Program Participation Flier/Sign.*
- *New Directoy Kiosk Poster (to be Updated ASAP).*



Discount Program  
Flier/Sign



Brochure Cover

# 1. JANUARY/FEBRUARY

## Tactical Highlights

### E-MARKETING:

- Regular Blasts are Distributed to Merchants and Customers.
- Latest Blasts Feature the New Discount Program and Upcoming Events.



Merchant E-Blast



Consumer E-Blast

# 1. JANUARY/FEBRUARY

## Tactical Highlights

### MARKET@MAGNOLIA:

- *Market@Magnolia will be a Vibrant Shopping, Arts and Entertainment Venue that Attracts Customers to the Wide Array of Businesses in Historic Downtown Daytona Beach.*
- *A Community Workshop was Held and Branding Concepts were Presented.*

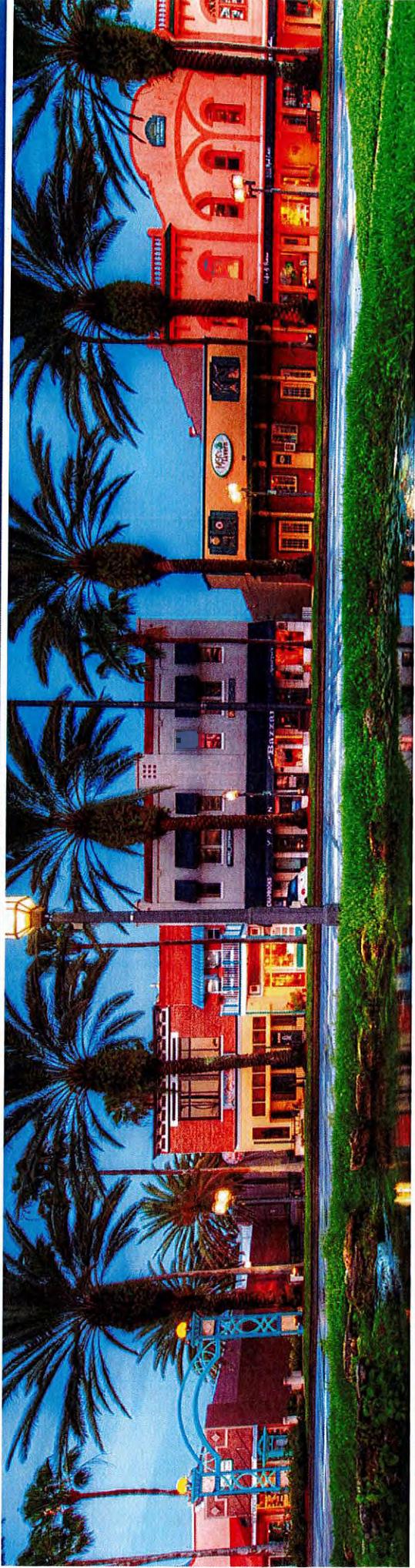


MARKET@MAGNOLIA

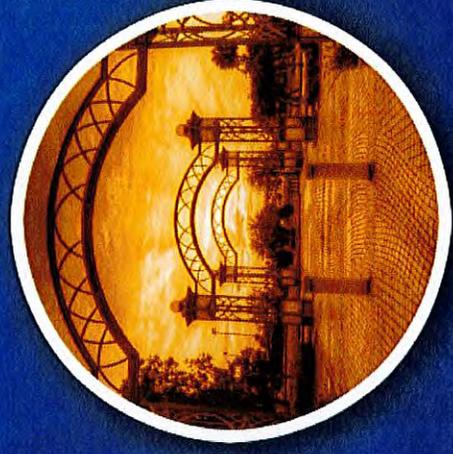
market@magnolia



# 3. QUESTIONS & ANSWERS



*Thank You  
for Your  
Partnership!*



RIVERFRONT SHOPS OF DAYTONA BEACH  
**DOWNTOWN BEAUTIFICATION MESSAGING**

Prepared by GOLD & Associates • Friday, February 7, 2020

Purpose

To have a concise, consistent message that is communicated through a wide range of media channels regarding the streetscape project at the Riverfront Shops area in historic Downtown Daytona Beach.

Overall Message

HEADLINE: BEAUTIFYING BEACH STREET

TEXT: Efforts are underway to make our historic Downtown area even more beautiful for generations to come. During this streetscape project, the roads remain open, and there is ample free parking available in front of and behind the shops.

Banner Message

HEADLINE: BEAUTIFYING BEACH STREET

SUBHEAD: For Our Community For Our Future

LOGOS: CITY OF DAYTONA BEACH

RIVERFRONT SHOPS OF DAYTOHA BEACH

DAYTONA BEACH DDA  
**JANUARY 2020 ONLINE ANALYTICS REPORT**

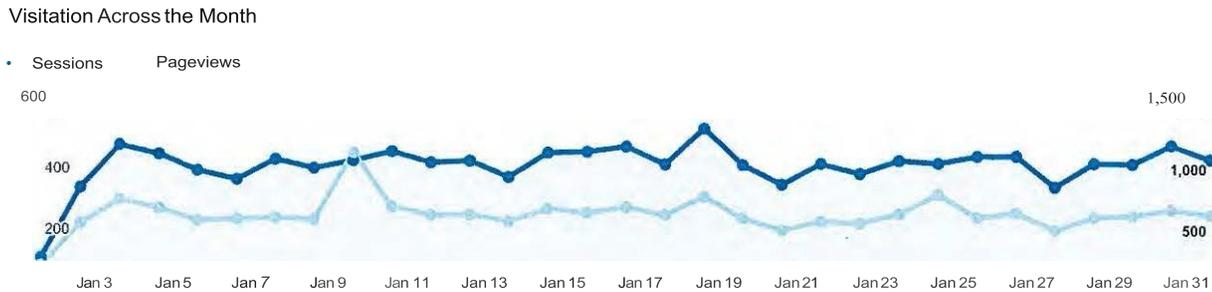
Prepared by GOLD & Associates • Monday, February 10, 2020

The Riverfront Shops online campaign has continued to generate significant engagement. Below are the key results for consideration by the DOA Board. Site traffic continued to produce substantial traffic in January following the launch of the new website and the increased investment in online media in the 2019-2020 Tactical Plan.

Overall Traffic (Continued)

WEBSITE VISITATION TRENDLINE

Visitation Across the Month



Overall, December had 11,557 sessions (up 15% from 10,009 in December) and 16,440 pageviews (up 16%/rom 14,156 December). Traffic was relatively event across the month.

Top Pages

Most Viewed Pages

Page	Pageviews
/	10,623
/farmers-market/	2,630
/dining/	600
/shopping/	580
/events/	336
/attractions/	278
/brochures-and-maps/	171
/event/chili-brew/	138
/event/wine-chocolate-walk/	132
/services/	107

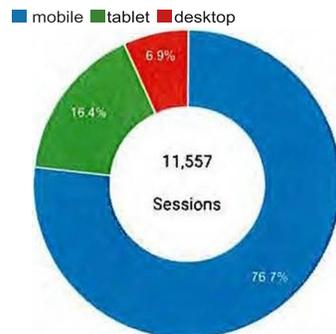
The Home and Farmers' Market pages were again the most visited overall. Pageviews for the shopping, dining, attractions pages totaled 1,458. (/= Home Page.)

DAYTONA BEACH DDA  
**JANUARY 2020 ONLINE ANALYTICS REPORT**  
Prepared by GOLD & Associates • Monday, February 10, 2020

Overall Traffic (Continued)

TRAFFIC TYPE

Sessions by Device Category



Mobile visitation continued to outpace desktop and tablet traffic by a wide margin. (The new website better leverages this trend.)

KEY TRAFFICE SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	8,964
facebook_ads / cpc	932
google / organic	764
(direct) / (none)	480
daytonabeach.com / referral	151
bing / organic	50
l.facebook.com / referral	48
codb.us / referral	35
m.facebook.com / referral	33
yahoo / organic	21

Google advertising was by far the largest traffic source, followed by Facebook advertising, Google organic search, and direct visits

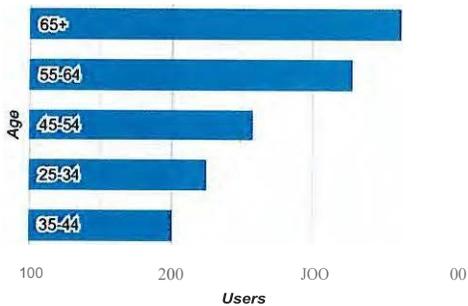
DAYTONA BEACH DDA  
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Prepared by GOLD & Associates • Monday, February 10, 2020

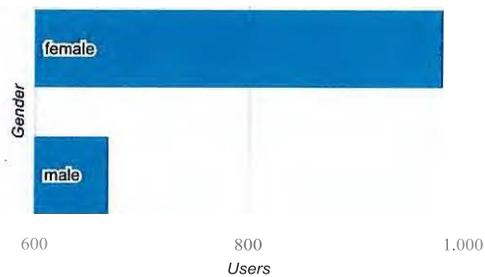
Overall Traffic (Continued)

DEMOGRAPHIC AND GENDER

Users by Age (Where Available)



Users by Gender (Where Available)



Site visitors represented a wide range of ages in January. Where demographic data was available, visitors were predominantly female and 45+.

Online Advertising

GOOGLE ADVERTISING



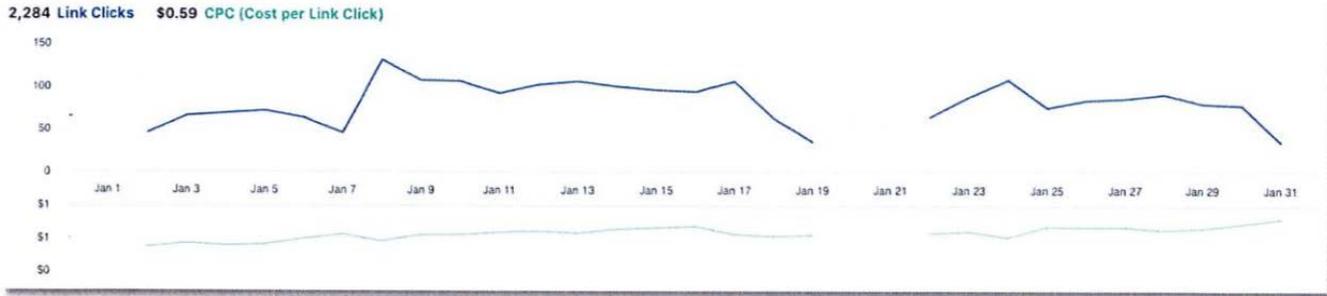
The Google Ads campaign generated 10,868 clicks in January (up 7% from 10,118 clicks in December). "Things to Do in Daytona Beach," "Daytona Beach Events," "Daytona Event," and "Daytona Beach Calendar" were among the most popular keywords, although the majority of traffic came from display advertising.

DAYTONA BEACH DDA  
**JANUARY 2020 ONLINE ANALYTICS REPORT**

Prepared by GOLD & Associates • Monday, February 10, 2020

Online Advertising (Continued)

**FACEBOOK ADVERTISING**



The Facebook advertising in January generated a total of 2,284 link clicks, 475 of which were for the Farmers' Market. This represented an increase of approximately 2% over December, even though the ads were paused briefly during the month due to payment issues with the City's P-Card. (Overall, a majority of ad link clicks were by women 45+.)

Event responses were a major focus of the month, with 800 paid responses for Chili & Brew and 592 paid responses for the Wine & Chocolate Walk in January. In total, Chili & Brew had 1,169 paid and organic responses on the Riverfront Shops page, and Wine & Chocolate had 3,210 responses (including those in February).

The Riverfront Shops Facebook page had 11,987 "likes" at the end of January, and the Farmers' Market page had 2,238 "likes" (a modest increase for both pages).

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**Action Steps**

Centers, Lodging, Etc.	Created hospitality rack brochure with discount card promotion. Approved by client. Designed merchant flier/sign. <b>NEXT: Brochure distributed. (Client to distribute flier/sign.)</b>
ADVERTISING – Newspapers & Magazines	Observer Group ads are running. <b>NEXT: New ad to be sent to The Observer 2/10. New Daytona Times campaign to start in February.</b>
Direct Mail & Merchant	Write and distribute eblasts monthly. Consumer and merchant blasts sent w/o 2/3. <b>NEXT: Awaiting client details on upcoming events to include in the next blasts.</b>
Direct Mail – For Event Organizers	Created a flier showing event organizers the support they will receive from the DDA. <b>NEXT: Awaiting client approval.</b>
PROMOTION – Ongoing Campaign	Includes print advertising, ongoing Facebook and Google ads, e-blasts, calendar updates, press releases, posts (by Manager), distribution. Distributed SNAP materials. Initial Market @ Magnolia trademark search conducted. <b>NEXT: Awaiting feedback from Workshop.</b>
Ongoing Campaign	Ongoing search and display advertising. <b>NEXT: Present analytics monthly at DDA meetings.</b>
Maps & Listings	Updated 5-6 times per year. Updated posters/merchant directory in December. <b>NEXT: Awaiting event information to revise listings.</b>
UPDATES – Website & Facebook	Ongoing updates made to website and social media. <b>NEXT: Update calendars weekly as new events are announced.</b>
Photography throughout Downtown	Schedule shoot for after Market @ Magnolia move is made. <b>NEXT: GOLD to prepare list of shots needed for City Communication.</b>
Press Releases & Events	Prepare releases monthly. (Review those from the City, County, and VCB.) <b>NEXT: Awaiting client updates for release on upcoming events.</b>
Surveys/Merchant Surveys	Branding survey relaunched 10/15 and findings presented to the DDA. <b>NEXT: Conduct next consumer study in Q3 to inform the Marketing Plan.</b>
Print Materials	Created press release, print ads, radio ads, posters, and banners. SNAP also mentioned in Observer ads. <b>NEXT: Will be included in Observer Times ads.</b>
PROMOTION – Facebook	Ongoing advertising focused on events, along with general Riverfront Shops and Farmers' Market ads. <b>NEXT: Present analytics at DDA meetings.</b>
PROMOTION – Farmers' Market	Farmers' Market posts are made by the Market Manager. <b>NEXT: Awaiting Market @ Magnolia information for announcements.</b>
PROMOTION – Riverfront Shops	New events are posted weekly as received. Event organizers and City also post. "Liked" merchant and business pages as Riverfront Shops. <b>NEXT: Continue ongoing posting, especially for special events.</b>
PROMOTION PLAN – Annual	Annual plan developed and presented to DDA in Jan. and Feb. Discussed at April meeting. Finalized at August meeting. <b>NEXT: Present plan for FY 2020-2021 in April.</b>
Marketing Monthly	Revised for the new fiscal year. Updated for the DDA monthly. <b>NEXT: Continue ongoing updates.</b>
Website Site Listing & Content Updates	Maintain and optimize continuously, including events calendar. New site launched 9/21 with additional security and ADA features purchased for two years. <b>NEXT: Present analytics at monthly DDA meetings.</b>
Direct Mail Merchant Promotion	Web page and merchant flier/sign copy developed, plus the card and web page were created. Designed participation flier/sign. <b>NEXT: Client to distribute signs as merchants sign-up to participate.</b>

