

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, January 23, 2020**

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 DDA received a commitment from Susan Cerbone, Public Information Officer, that the City would promote what the DDA 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 DDA 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