

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

Thursday, January 23, 2020

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 DDA 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 DDA 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 limiting the number of 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 Café, 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