

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, February 13, 2020**

The meeting of the Downtown Development Authority was held Thursday, February 13, 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. Tammy Kozinski

**Board Members Absent**

Ms. Sheryl Cook, Vice Chair  
Ms. Quanita May, Commissioner  
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. Sherry Randolph, Communications Manager  
Ms. Shelley Szafraniec, Communications Specialist  
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. Mr. Sznajstajler stated there was not a quorum so no action could be taken by the Board. Staff reports were presented with no action taken.

**3. Approval of Minutes**

**Regular Meeting – December 17, 2019**

No action was taken on this item due to the lack of a quorum.

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 report is as expected for this time of the year. Mr. Berger stated the revenue stream on the Farmers Market continues to decline and there were no SNAP transactions this past Saturday.

b. Event Update

Mr. Berger stated the Wine & Chocolate Walk was a success with a large attendance.

Al Smith, BullsEye Direct Marketing, stated 20 merchants participated in the Wine & Chocolate Walk and there was a waiting list of others who were interested in being involved. Mr. Smith stated close to 800 people attended the event. Mr. Smith stated all of the merchants he talked with indicated they had strong sales during the event and there was no resistance because of the construction along Beach Street.

Mr. Smith stated the Beer & Bacon Festival was an event that was held last year by Southern Stone and he will be duplicating the event. Mr. Smith stated social media has indicated a lot of interest in the event.

Mr. Smith stated a Wine & Cheese Walk is planned for April 4, 2020. Mr. Smith stated this is a new event. Mr. Smith stated there will be a St. Patrick's Day event which will be held in conjunction with McKay's.

Mr. Berger stated a number of vendors were on the sidewalk along Beach Street during the Wine & Chocolate Walk which provided music for the event. Mr. Berger stated a number of businesses along International Speedway Blvd. indicated they were pleased to have people walking into their businesses during the event. Mr. Berger stated he has had nothing but positive comments from the merchants about the event.

c. Farmers Market Update

Mr. Berger stated he talked with the vendors at the Farmers Market after the DDA workshop and stated there is resistance from some of the merchants to hold the Farmers Market on Saturday mornings and closing Magnolia from Beach Street to Palmetto. Mr. Berger stated the produce vendors are in favor of starting the Market@Magnolia on Saturday mornings in order to get customers oriented to the new location. Mr. Berger stated signage and banners will be used to direct people to the

new location. Mr. Berger stated the Wall Street access will remain open to Beach Street. Mr. Berger stated a Wine & Cheese event will be held on April 4, and that event will be used as a time to let everyone know the Market will be moving on April 11, 2020 to the new location on Magnolia.

d. Downtown Projects Update

Mr. Berger stated the Beach Street improvements are proceeding. Mr. Berger stated the Riverfront Esplanade Master Plan will be presented to the City Commission on Wednesday, February 18, 2020. Mr. Berger stated the Josie Rogers House has been moved. Mr. Berger stated the Veterans Memorial Bridge is scheduled to open in March. Mr. Berger stated Manatee Island will remain closed until March due to construction activity on the island. Mr. Berger stated the city's website is changing each week to include information on the streetscape project.

e. Public Safety Update

Off. J. T. Thomas stated the city will be redoing their waterways ordinances which will help to address items such as signage which is needed for the day docks area. Off. Thomas stated a sailboat has been parked at the end of the day dock and he has spoken with the owner who has indicated the boat will be removed today.

Mr. Berger stated IT has worked out the technical details for placement of a security camera on the roof of the Wall Street Lofts. Mr. Berger stated he will be working with the homeowners association to prepare an agreement for the placement of the camera on the roof.

5. Gold & Associates Presentation

Keith Gold was not in attendance to present the report but the material was included as part of the packet.

6. **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida suggested the city provide a TPA for vendors on a specific block such as those that were on the sidewalks during the Wine & Chocolate event and the merchants could get the permit for free.

Mr. Smith stated he obtains a permit for an event and he controls the sidewalk so any vendor wanting to use the sidewalk will help pay for the permit. Mr. Smith stated the TPA is covered under his permit so no one needs to get an additional TPA.

Mr. Nicholson asked what type of sidewalk will be placed on the east side of Beach Street and stated he thought the Redevelopment Director might know the answer.

Mr. Sznajstajler stated that is more of a city question than one for the DDA.

Mr. Nicholson stated the DDA does not care what happens in the downtown.

Mr. Sznajstajler stated Mr. Nicholson's question is a city question and he should not state that the DDA does not care about downtown.

7. **Board Comments**

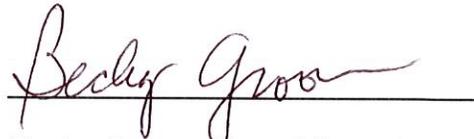
There were no Board comments.

8. **Adjournment**

The meeting was adjourned at 8:45 a.m.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary