



The CITY OF DAYTONA BEACH Downtown Development Authority Minutes

City Hall
Commission Chambers
Regular Meeting

301 South Ridgewood Avenue
Thursday, March 12, 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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Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Quanita May, Commissioner
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Ms. Sherry Randolph, Communications Manager
Ms. Becky Groom, Board Secretary

Call to Order

Mr. Sznajstajler called the meeting to order at 8:10 a.m.

Roll Call

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

Approval of Minutes

Regular Meeting – January 23, 2020

Workshop – January 23, 2020

Regular Meeting – February 13, 2020

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meeting of January 23, 2020; the Workshop of January 23, 2020; and the Regular Meeting of February 13, 2020. The motion carried.

DDA Staff Reports:

Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated there is no change in the financial status; however, there has been an increase in revenue at the Farmers Market in the last few weeks. Mr. Berger stated there was \$200 in SNAP sales three weeks ago; none the following week; and about \$100 this past week.

Mr. Berger stated that the financial reports have been completed and indicate that there is a carry-over of funds from previous years in the amount of \$39,950. Mr. Berger stated he will present recommendations to the Board at the April meeting on how those funds should be allocated. Mr. Berger stated 10% should remain in reserves. Mr. Berger stated he anticipates using some of the funds to offset the deficit in the Farmers Market fund and to possibly use some of the funds for events.

Mr. Sznajstajler stated the memorandum indicates a negative \$90 and asked what caused the negative fund balance.

Mr. Berger stated he was not sure but would verify the number with Finance.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to authorize staff to allocate the carry-over of funds from previous years in the amount of \$39,950, in accordance with the staff report as presented. The motion carried (4-0).

Event Update

Al Smith, BullsEye Direct Marketing, stated the Beer & Bacon event was held with attendance anticipated to be about 250 people. Mr. Smith stated over 650 people attended and it was a younger group of people. Mr. Smith stated a number of tickets were provided to Brown & Brown since they are sponsoring the events in the downtown and a number of people from their organization attended. Mr. Smith stated the merchants have participated and have seen this is an opportunity for their business. Mr. Smith stated the merchants have been enthusiastic and professional in the way they have handled the events. Mr. Smith stated the City's Public Relations Department has been doing a great job in getting the word out about events. Mr. Smith stated the beer merchants received a payback in the amount of 30 cents a ticket and the merchants set the price for the beer.

Mr. Berger stated the St. Patrick's Day block party will be held on March 17.

Mr. Smith stated he would like to change the name of the April 4th event from “Taste of Daytona Beach” to the “Wine and Cheese Walk.”

Mr. Berger stated the DDA will need to approve an amendment to the agreement in order to authorize the change in the name of the event.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the change of the name of the event scheduled for April 4 from “Taste of Daytona Beach” to the “Wine and Cheese Walk,” in accordance with the staff report as presented. The motion carried (4-0).

Mr. Smith stated right now the events are funded through July, but he would like to hold two Daytona Nights events. Mr. Smith stated if funds are available, he would like to hold those events and feels it is important to continue events through the end of the fiscal year. Mr. Smith stated he feels it is important to hold events in the downtown that are different from the Classic Rock events that are held at the Bandshell.

Mr. Berger stated the Primary Election will be held at the library on City Island on March 17, which is St. Patrick’s Day. Mr. Berger stated directional signage will be in place and he has worked out details with the Police Department.

Ms. Kozinski asked why Magnolia is open through the construction process in the downtown.

Mr. Berger stated that was looked at but noted the election is planned so it was determined that it was important to keep it open.

Mr. Sznajstajler stated 90% of people who go to City Island go there via Magnolia.

Farmers Market

Mr. Berger stated Charles Bryant, Project Manager for Midtown, has hosted a Health Fair in Midtown over the last few years; and that event was not held this year. Mr. Berger stated a Health Fair will be held on March 21 at the Farmers Market.

Ms. May asked if information is posted in the library on upcoming events in the downtown.

Mr. Berger stated no but stated that is a good idea.

Mr. Berger stated staff plans to initiate the move to the new venue starting mid-May. Mr. Berger stated wayfinding signs will be in place and will direct people to parking lots.

Mr. Berger stated the Market license agreement will be presented to the DDA with changes as far as the name and insurance policy. Mr. Berger stated USDA also must be notified of the move for the new SNAP location. Mr. Berger stated he plans on initiating Friday evening events as early as June.

Ms. May asked if a quarterly Artisan Market could be held.

Mr. Berger stated we could think of doing that type of event.

Downtown Projects Update

Mr. Berger stated there are Construction Meetings held every Wednesday at 10:00 a.m. at Public Works regarding the Beach Street project.

Ms. May asked that “slow down” signage be placed along Magnolia.

Mr. Berger stated staff is proceeding to have the working drawings approved for the Riverfront Esplanade. Mr. Berger stated the seawall construction is moving forward. Mr. Berger stated staff met with the Wall Street Loft Homeowners Association and they have approved the City’s agreement regarding security cameras. Mr. Berger stated it now appears the Veterans Memorial Bridge will not be completed until April.

Public Safety Update

There was no one in attendance from the Police Department to present a Public Safety Update.

Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the Monthly Report, a copy of which was included as part of the packet. Mr. Gold stated the website is updated daily, including changes to the merchant list. Mr. Gold stated the information on the discount program has been added to the website. Mr. Gold stated he has been working with the City and Mr. Smith to promote events on the website. Mr. Gold stated brochures are available in 280 locations. Mr. Gold stated his staff is working to promote the move of the Farmers Market to Magnolia. Mr. Gold stated visits to the website were up by 60% in January and February, noting most people look at the website regarding upcoming events and the Farmers Market. Mr. Gold stated the number continues to increase of people accessing the website from mobile devices. Mr. Gold stated over 3,200 people indicated interest in attending the Wine and Chocolate event on social media.

Mr. Gold stated he will be doing a photo shoot once the Farmers Market moves using the City’s photographers, which will help with the budget. Mr. Gold stated currently there is \$7,600 that could be reallocated that has not been used from the Photography Account. Mr. Gold stated those funds could be reallocated, especially since Mr. Smith is making plans for events to be held during the summer. Mr. Berger stated he would like to keep the funding as it currently is for now. Mr. Berger stated staff will be bringing back recommendations next month for the Farmers Market and that will be the time to talk about where some funds can be moved, if at all.

Ms. May asked if the merchants have indicated if they are pleased with the events. Both Mr. Berger and Mr. Smith stated yes, they are.

Public Comments

There were no public comments.

Board Comments

Mr. Berger stated two businesses will be closing on Beach Street. Mr. Berger stated Vinegar & Oil will be relocating out of state but the business will continue on line. Mr. Berger stated Nitro Ice Cream will

be relocating as well. Mr. Berger stated both merchants have indicated Beach Street has not been an issue. Mr. Berger stated Knotty Crab is a new business that will be opening.

Ms. May stated she has asked the City Manager for an update on the shops on Beach Street and if they are closing, why and what the City can do to help them.

Mr. Berger stated he has one prospect interested in opening another ice cream shop on Beach Street.

Ms. Kozinski asked if lights could be placed on the palm trees along Beach Street and remain year-round.

Ms. May asked if music could be piped into Beach Street and who would choose the type of music and the volume.

Ms. Kozinski stated she likes the idea of having music on Beach Street.

Mr. Smith stated music on Beach Street was previously discussed but the cost was significant.

Mr. Hopkins stated there could be an issue with license fees for the music.

Adjournment

There being no further business, the meeting was adjourned.