

DOWNTOWN DEVELOPMENT AUTHORITY

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Michael O. Sznajstajler
Chairman
Quanita May
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Wednesday, August 26, 2020 8:00 a.m.
City Commission Chambers

NOTICE – 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) 671-8023		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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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: July 13, 2020
4. **DDA Staff Report**
 - a. Monthly Financial Report
 - b. Budget
 - c. Events Update
 - d. Farmers' Market Update
 - e. Downtown Projects Update
 - f. Public Safety Update
5. **Gold & Associates Presentation**
 - a. Monthly Presentation
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Monday, July 13, 2020**

The meeting of the Downtown Development Authority was held Monday, July 13, 2020, at 8:00 a.m. in the Commission Chambers, 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. Tammy Kozinski

Board Members Absent

Ms. Quanita May, Commissioner
Mr. Joseph Hopkins

Staff Members Present

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

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:03 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting – June 11, 2020

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 11, 2020 as presented. The motion carried (3-0).

4. DDA Staff Reports

a. Monthly Financial Report

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated there are minimal funds remaining in the current budget; however, there are very few expenditures planned for the remainder of the year.

b. Budget

Mr. Berger presented the tentative budget for FY2020-21, which was included as part of the packet. Mr. Berger stated there has been a great loss in revenue at the Farmers Market during this past year due to the COVID-19 crisis.

Mr. Sznajstajler noted there are reserves listed in the current budget in the amount of \$40,000 and asked if that was as of today. Mr. Sznajstajler stated the budget shows a loss for this fiscal year of \$11,423.

Mr. Berger stated that is as of today but noted the deficit would be if all available funds are spent. Mr. Berger noted the amount set aside for events will not be spent this year.

Mr. Berger stated the proposed budget will be finalized in August.

c. Events Update

Mr. Berger stated all events are cancelled until further notice.

Al Smith, BullsEye Direct Marketing, stated he agrees with the events being cancelled. Mr. Smith stated he does have two events planned, the two Downtown Daytona Nights events, and the permitting is in process but he did not approach anyone to sponsor those events due to the current health situation.

Ms. Cook asked if the two events that Mr. Smith is working on could be ready to go after the beginning of the next fiscal year if the health situation improves.

Mr. Smith stated yes.

Mr. Smith stated he has talked with representatives of the Halifax Art Festival and they are concerned about the number of registrations.

Mr. Berger stated the Halifax Art Festival plans are proceeding but there has been a lower number of registrants. Mr. Berger stated work is continuing on planning the event as though it will occur.

d. Farmers Market Update – Market @ Magnolia Transition Plan

Mr. Berger stated included in the packet is an amendment to the Farmers Market License Agreement which will amend the boundaries to show the new location on Magnolia including the parking areas. Mr. Berger stated signage will be installed to direct customers to the new location.

Ms. Cook asked if the ADA parking will be in the 100 block of Beach Street.

Mr. Berger stated yes.

Ms. Cook asked what will be on Wall Street.

Mr. Berger stated there will be parking for businesses that will be closed off, such as Salon 230.

Mr. Berger stated if the DDA approves the amendment, it will be presented to the City Commission at their August 4, 2020 Commission meeting.

Public comments:

There were no public comments.

Board action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the First Amendment to the Farmers Market License Agreement, in accordance with the document as presented by staff. The motion carried (3-0).

e. Downtown Projects Update

Mr. Berger provided plans for graphics for the electrical panels and boxes along Magnolia Avenue.

Ms. Kozinski asked how many locations there will be where the graphics will be posted.

Mr. Berger stated there will be 6 and each could be a different design.

Mr. Berger stated the fence is down at 125 S. Palmetto and there will be public parking at that site. Mr. Berger stated Code Enforcement and Police staff will be located in the building by August.

Mr. Berger stated 452 Small Business Reopening Grants have been approved and 350 checks have been issued for the grants.

f. Public Safety Update

There was not a representative from Public Safety in attendance.

5. **Gold & Associates Presentation**

a. Monthly Presentation

Keith Gold was not in attendance but a report was included in the packet from Mr. Gold regarding the Market @ Magnolia.

6. **Public Comments**

There were no public comments.

7. **Board Comments**

Ms. Cook stated some businesses are open but are not listed on the website as being open, such as Braxas Books.

Mr. Berger stated he will check and make sure the list is correct.

Mr. Berger stated the Beach Street renovation project is continuing and is still on schedule.

Mr. Sznajstajler read the following email from Ms. May for the record:

“As it relates to events for downtown – I am opposed to events at this time due to the public health crisis. Citizens moving store to store increases the likelihood of disease transmission which could culminate in a store closing for a 14 day mandatory quarantine period. Currently, in the interest of safety, I am further reducing my business in person contact. I have 2400 sq. ft. facility in which I allow only 1 or 2 people max. I am masked at all times. I too am suffering financially but I cannot contribute to an increase of infection in the general population.”

8. **Adjournment**

There being no further business, the meeting was adjourned.

Michael O. Sznajstajler, Chair

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: August 21, 2020
 TO: Downtown Development Authority Members
 FROM: Reed Berger, Redevelopment Director
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report with expenditures through August 21, 2020.

General Activities			
Revenues	Projection	Received to Date As of 8/21/20	Balance
Ad Valorem	\$ 137,927	\$ 139,544.58	\$ (1,617.58)
Downtown CRA Payment	\$ 55,567	\$ 55,657.00	\$ (90.00)
Interest	\$ 100	\$ 19.57	\$ 80.43
Total	\$ 193,594	\$ 195,221.15	\$ (1,627.15)
Line Item	Appropriation	Spent to Date As of 8/21/20	Balance
Professional Services	\$ 45,000	\$ 41,250.00	\$ 3,750.00
Professional Services - Other	\$ 3,000	\$ -	\$ 3,000.00
Contract Services	\$ 1,000	\$ -	\$ 1,000.00
Care and Subsistence	\$ 500	\$ 139.93	\$ 360.07
Advertising	\$ 34,000	\$ 41,555.49	\$ (7,555.49)
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
Total	\$ 153,594	\$ 144,022.42	\$ 9,571.58

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 8/21/20	Balance
Vendor Revenue	\$ 28,000	\$ 4,904.00	\$ 23,096.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 6,000	\$ -	\$ 6,000.00
Total	\$ 36,000	\$ 4,904.00	\$ 31,096.00
Expenses	Appropriation	Spent to Date As of 8/21/20	Balance
Market Manager	\$ 18,000	\$ 11,000.00	\$ 7,000.00
Projects (SNAP Program)	\$ 3,000	\$ 1,587.50	\$ 1,412.50
Liability Insurance	\$ 1,500	\$ 1,051.00	\$ 449.00
Advertising	\$ 6,000	\$ 3,382.84	\$ 2,617.16
Marketing	\$ 1,500	\$ 1,093.29	\$ 406.71
City Fees	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 3,000	\$ -	\$ 3,000.00
Other Materials & Supplies	\$ 1,500	\$ 589.74	\$ 910.26
Total	\$ 36,000	\$ 18,704.37	\$ 17,295.63
Profit/Loss		\$ (13,800.37)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 8/21/20	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 8/21/20	Balance
Event Promotion	\$ 40,000	\$ 26,692.07	\$ 13,307.93
Total	\$ 40,000	\$ 26,692.07	\$ 13,307.93
Profit/Loss		\$ (26,692.07)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 229,594	\$ 200,125	\$ 29,469
Total DDA Expenditures	\$ 229,594	\$ 189,419	\$ 40,175
Balance	\$ -	\$ 10,706	\$ (10,706)
Reserves	\$ 39,968	\$ 39,968	\$ 39,968
Notes:			
1. Appropriations reflect budget amended at the DDA March 12, 2020 meeting.			



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MEMORANDUM

DATE: August 21, 2020
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: Budget & Budget Meeting Updates

Please find attached the DDA's FY20/21 Tentative Budget approved by the Board at its July 13, 2020 meeting with the following revisions.

1. As a result of the COVID pandemic the Halifax Art Festival has been cancelled for 2020 and therefore eliminates the need for the \$5,000 for the grand prize.
2. The COVID pandemic is also expected to limit the number of events that will be permitted in the upcoming fiscal year.
3. Funds from event related expenses were reallocated to Advertising & Marketing in anticipation of a more aggressive campaign to attract visitors to the downtown and support our local businesses and boost attendance at the Farmers' Market.

This proposed budget together with a proposed millage rate will be considered for first reading by the DDA Board at the City Commission's meeting to be held on Wednesday September 9, 2020 at 6:00 PM. The DDA Board will be advised at a later date when and where they can assemble prior to being seated at the City Commission dais.

The DDA Board will hold a public hearing before taking action to approve the DDA budget and millage rate at the next City Commission meeting scheduled for Wednesday September 23, 2020 at 6:00 PM. The Board will be advised at a later date when and where they can assemble prior to being seated at the City Commission dais.

At this time the Board should expect to arrive at 6:00 PM for both City Commission meetings and not hold a regular meeting in September unless the Board believes there is other business to be addressed before the new fiscal year. Due to the COVID pandemic requiring the Board to use the City Commission Chambers staff will also be requesting the Board to establish a new meeting date and time for regular monthly meetings.



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TENTATIVE 2020 – 2021 BUDGET

Overall Revenue

Ad Valorem Taxes	\$141,007
Transfer from CRA	98,440
Interest on Investments	50
Farmers Market Revenue	24,000
Farmers Market Sponsorships	<u>4,000</u>
	\$267,497

Overall Expenses

Administrative Expenses	1,750
Professional & Technical Services	45,000
Advertising & Marketing	49,000
Event Expenses	40,000
Farmers' Market Expenses	28,000
Contingency	5,307
Payment to Downtown CRA	<u>98,440</u>
	\$267,497

TENTATIVE 2019 – 2020 BUDGET BY ACTIVITIES

FARMERS' MARKET ACTIVITES

Item	Total
Market Manager	18,000
Manager Supplies	1,500
Advertising & Marketing	1,500
SNAP Program	3,000
Insurance	1,500
Booth Merchandise	3,000
City Fees	1,500
Total	\$ 28,000

DDA GENERAL ACTIVITIES

Item	Total
Professional Services	45,000
Office Supplies	1,000
Care and Subsistence	300
Professional Memberships	450
Downtown Marketing	49,000
Contingency	5,307
Payment to Downtown CRA	98,440
Total	\$ 199,497

DOWNTOWN EVENT ACTIVITES

Item	Total
Event Advertising	40,000
Total	\$ 40,000

Proposed as of August 21, 2020	DDA Tentative 2020/21 Budget
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GENERAL DOWNTOWN PROMOTION	
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REVENUE	
Ad Valorem Taxes	141,007
Downtown CRA Payment	98,440
Interest	50
Total Revenue	\$ 239,497

EXPENDITURES	
Professional Services	45,000
Care and Subsistence	300
Advertising & Marketing	49,000
Supplies	1,000
Memberships	450
Downtown CRA Payment	98,440
Contingency	5,307
Total Expenditures	\$ 199,497

FARMERS' MARKET OPERATIONS	
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MARKET REVENUE	
Vendor Revenue	22,000
Sponsorship	4,000
Market Booth Sales	2,000
Total Revenue	\$ 28,000

MARKET EXPENDITURES	
Market Manager	18,000
Projects (SNAP Program)	3,000
Liability Insurance	1,500
Advertising & Marketing	1,500
City Fees	1,500
Booth Merchandise	1,000
Other Materials & Supplies	1,500
Total Expenditures	\$ 28,000

DOWNTOWN EVENTS	
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EVENT EXPENDITURES	
Event Promotion	40,000
Total Expenditures	\$ 40,000

DDA BUDGET SUMMARY	FY20 PROPOSED
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TOTAL REVENUE	\$ 267,497
TOTAL EXPENSES	\$ 267,497
BALANCE	\$ -

Reserves	\$ 39,968
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