

**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.

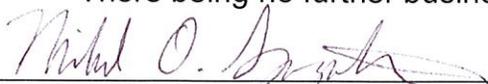
Mr. Berger stated the Beach Street renovation project is continuing and is still on schedule.

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

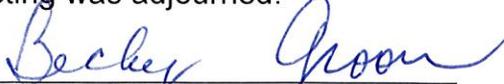
“As it relates to events for downtown – I am opposed to events at this time due to the public health crisis. Citizens moving store to store increases the likelihood of disease transmission which could culminate in a store closing for a 14 day mandatory quarantine period. Currently, in the interest of 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