

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Monday, August 26, 2020**

The meeting of the Downtown Development Authority was held Monday, August 26, 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  
Mr. Joseph Hopkins

**Board Members Absent**

Ms. Quanita May, Commissioner

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy City Attorney  
Ms. Sherry Randolph, Communications Manager  
Ms. Jennifer Lynch, Office Specialist II

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 8:00 a.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**Regular Meeting – July 13, 2020**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of July 13, 2020 as presented. The motion carried (4-0).

**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 very little funding remains in the budget but he believes there is enough to carry the DDA through the remainder of the fiscal year. Mr. Berger stated a lot of money was spent on advertising during the last year, much of which is related to COVID, and the declining revenue also relates to the Farmers Market not being opened.

b. Budget

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the proposed budget is based on 1.00 mill funding for the budget.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to authorize the proposed FY2020-21 budget as presented, based on a 1.00 millage rate, with a reduction of \$10,000 in Advertising and an additional \$10,000 in Event Expenses, noting the DDA can authorize budget transfers as needed. The motion carried (4-0).

c. Events Update

Mr. Berger stated the Halifax Arts Festival has been canceled due to concerns regarding COVID and stated a limited number of vendors had agreed to participate. Mr. Berger stated all other events have been canceled through this fiscal year. Mr. Berger stated new events will be scheduled when a determination is made by the City Commission that it is appropriate to hold events.

d. Farmers' Market Update

Mr. Berger stated the Farmers Market will be moving to its new location at the Magnolia/Beach street area. Mr. Berger stated the Market will open on Saturday, August 29, 2020. Mr. Berger stated Public Works staff will be assisting with traffic control set-up on Saturday morning. Mr. Berger stated the insurance has been updated for the new location with no additional cost in the premium. Mr. Berger stated USDA has also been made aware of the change in location since that organization oversees the SNAP program which is used at the Market. Mr. Berger stated many of

the produce vendors have not returned and there are a minimum number of vendors participating in the Market but some have indicated they will return later in the year. Mr. Berger stated storage space is available for the Market Manager at 125 S. Palmetto as well as the use of a small golf cart. Mr. Berger stated the police will assist should anyone enter the market and create a disturbance with loud broadcasting or music. Mr. Berger stated banners will be placed at the end of each entrance to the Market.

Mr. Hopkins asked if the electrical work has been completed in the area.

Mr. Berger stated the work has been done and is a positive improvement to the area.

Ms. Cook asked about the placement of directional signs for the Market.

Mr. Berger stated directional signage will be placed in order to encourage parking in the rear lots.

Mr. Hopkins stated he wanted to applaud Mr. Berger's efforts for all of his work in the relocation project.

Mr. Hopkins stated he feels many of the vendors are scattered and feels they should be placed closer together.

Mr. Berger stated the vendors will be placed toward Beach Street and will be placed closer together.

e. Downtown Projects Update

Mr. Berger stated contractors working on the Beach Street renovation project have been working in phases and it has been very successful. Mr. Berger stated the work on the south side of Beach Street is moving very quickly and disruption to businesses has been minimal.

Mr. Berger stated the Riverfront Esplanade project is in progress and the seawall is under construction.

Mr. Berger stated the Planning Board will be reviewing the proposed Burgoyne project at their meeting of August 27, 2020.

Mr. Berger stated a workshop will be held on the Downtown projects today at 5:45 p.m. Mr. Berger stated the workshop will be broadcast live on the city's website.

Mr. Berger stated the grant program for small businesses available through Volusia County will be ending soon.

f. Public Safety Update

Mr. Berger stated security cameras are being installed in the Beach Street area.

Off. Justin Huckaby introduced himself to the Board and stated he is working in the Veterans Bridge area to deter vagrants in the area.

Mr. Hopkins expressed concern about the number of vagrants in the Marina area.

Off. Huckaby stated he will look into Mr. Hopkins' concerns.

5. **Gold & Associates Presentation**

a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly update to the DDA. Mr. Berger provided handouts to the Board regarding information presented by Mr. Gold. Mr. Gold stated updates are made to the website on a daily basis. Mr. Gold stated the City's Public Information staff has been great to work with and provides the latest information needed for updates.

Mr. Gold stated the Board had previously talked about digital kiosks and he has researched that item. Mr. Gold stated the cost for digital kiosks has greatly reduced and Mr. Berger is reviewing installation costs.

Mr. Gold stated Mr. Berger asked him to compile a survey of other cities concerning marketing. Mr. Gold stated the survey indicated other cities are not having many events and, in some cases, virtual events are being held by the merchants. Mr. Gold stated the cities indicated that the events are not money-makers but just to promote awareness of an area.

Mr. Gold stated he suggests the same amount for his proposed budget for FY2020-21 as before and suggests that advertising dollars be used for television and online advertising.

Ms. Cook stated things may change so she is unsure how a budget could be approved.

Mr. Berger stated on September 9, 2020 a budget will be presented which will include funding for events; but if events are not held, the funds can be

reallocated. Mr. Berger stated staff is proposing the same budget as last year which was \$40,000; and if events are not held, money can be moved to Advertising.

Mr. Sznajstajler stated he feels the money should be allocated for events and then transferred to marketing if it is not needed. Mr. Sznajstajler stated if events are not held, additional marketing could be needed during the holiday season.

Ms. Kozinski asked if the city had any idea what the goal would be in order for the DDA to safely hold events.

Ben Gross, Deputy City Attorney, stated the guidelines are set by the Governor which are adopted by the City Commission; however, he stated other groups have asked the City Commission to permit events, such as those held at the Bandshell, and the DDA could also approach the City Commission with a proposal for events which would outline requirements for safety measures.

Mr. Sznajstajler noted the Farmers Market had been shut down; but conversations were held with Mayor Derrick Henry which resulted in the reopening of the Farmers Market.

Al Smith, BullsEye Director Marketing, stated right now, there is a lot of fear throughout the citizens regarding COVID and he does not feel people feel safe in going out. Mr. Smith stated he suggests spending as little as possible on advertising right now and then using the funds later when more things are open.

Mr. Gold stated he is not looking at spending advertising funds until November.

Mr. Berger stated advertising for the Farmers Market may be needed in October but, at this point, we are unaware of the snowbirds will return.

Ms. Kozinski stated she feels it is easier to move funds from events to marketing.

6. **Public Comments**

Sherry Randolph, Communications Manager, stated the Daytona Beach News-Journal just published an article today about the Beach Street streetscape projected and noted the article is very positive.

7. **Board Comments**

Mr. Berger stated there is a problem in scheduling the DDA meetings for the second Thursday due to previously scheduled meetings in the Commission Chambers. Mr. Berger stated right now, Room 149B is not available. Mr. Berger stated there are no other meetings scheduled for the first or fourth Thursdays of the month in the Commission Chambers. Mr. Berger stated the fourth Thursday may present a problem during holidays. Mr. Berger stated he recommends the DDA meet on the first Thursday of every month.

Mr. Sznajstajler stated he has a standing appointment the first Thursday of every month so he could not meet in the morning.

Ms. Cook stated in the past, the DDA has rescheduled meetings during the holiday season but noted she is ok with the fourth Thursday.

Mr. Berger stated he will poll the Board to see if there is another time when the Commission Chambers is available but it may not be in the morning.

Mr. Berger stated the budget meetings for the DDA with the City Commission will be September 9, 2020 at 6:00 p.m. and September 23, 2020 at 6:00 p.m. Mr. Berger stated previously the Board has met at 4:00 p.m. prior to the budget meeting; but based on the current business of the Board, he sees no reason for an additional meeting.

Ms. Kozinski asked if the next regular meeting of the DDA would be October 22, 2020.

Mr. Berger stated yes.

8. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.



Michael O Sznajstajler, Chair



Becky Groom, Board Secretary