

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Monday, October 22, 2020**

The meeting of the Downtown Development Authority was held Monday, October 22, 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. Quanita May, Commissioner
Ms. Tammy Kozinski
Mr. Joseph Hopkins

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Abrahamson, City Attorney's Representative
Ms. Becky Groom, Board Secretary

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 – August 26, 2020

Mr. Hopkins stated the correct name of the Police Officer that attended the August meeting is Off. Justin Huckabee and asked that his name be corrected in the minutes.

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the minutes of the Regular Meeting of August 26, 2020 as corrected. The motion carried (4-0).

4. **Public Comments by Persons Addressing the Board**

Mr. Berger stated no public comments have been received to include as part of the record.

5. **DDA Staff Reports**

a. Monthly Financial Report

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger presented both the October, 2020 Monthly Financial Report as well as the end of FY2019-2020 financial report. Mr. Berger noted the reserve funds have not been accessed and the amount spent was only within a few dollars of spending the entire funds allocated. Mr. Berger stated the Farmers Market suffered severely during the last year but he feels things are changing for the positive.

Mr. Sznajstajler asked about the line item set aside for sales.

Mr. Berger stated the intent is to have shopping bags and t-shirts with the logo on them for sale.

Ms. May asked if there could be a perk for wearing a t-shirt or carrying a shopping bag with the Market logo on it while shopping at the Farmers Market.

Mr. Berger stated he thought that was a good idea and will discuss it with the Market Manager.

b. Events Update

Mr. Berger stated the Local State of Emergency is still in effect and the timing is unknown as to when events will start again. Mr. Berger stated when the trees are wrapped with the holiday lights along Beach Street, he would like to celebrate that and promote the new Beach Street look. Mr. Berger stated the holiday parade will be held along Beach Street on December 12.

Al Smith, 18 Forest Glen Way, Ormond Beach, Florida stated the downtown looks wonderful and there should be a way to promote that and have people gather outside of the stores. Mr. Smith asked if the City Commission could set parameters in order to allow such an event. Mr. Smith stated something related to the holidays would allow people to visit the stores and could promote the improvements that have taken place in the downtown.

Ms. May stated that will be a City Commission decision; however, she feels people should be able to go and shop and that should be their decision, not the store owners.

Mr. Hopkins stated he feels it is time to open the gate and move on.

Ms. Kozinski stated she agrees with Mr. Hopkins and feels people need to make their own decision.

Mr. Sznajstajler stated he feels a little more conservative and feels there needs to be guidelines and he cannot trust that everyone will follow those guidelines.

Ms. May stated the Board needs to have a safety plan. Ms. May stated the State of Florida has set the month of November as Mobility Month to encourage people to walk and bike. Ms. May stated that would promote people to come to the downtown and could be a marketing campaign.

Mr. Smith stated having an event outside would be an advantage and would allow the merchants to take advantage of that. Mr. Smith stated there would be a concern if events were inside the stores. Mr. Smith stated an environment could be created that would help the merchants and also follow the CDC guidelines. Mr. Smith noted Main Street is struggling just as bad as the Downtown.

Ms. Kozinski stated she feels an outdoor event would be good and the shops on Beach Street that want to participate could set up something outside on the sidewalk or at the rear of their stores, as she has done at her store.

Ms. May suggested partnering with the city to show off the work that has been done and the revitalization.

Mr. Berger stated holding an event outside should be fine as long as public health measures are followed and marketing areas along the sidewalk are well spaced.

Mr. Sznajstajler suggested Mr. Smith let the City Commission know at their November 4, 2020 meeting what type of event he is planning and the plan will have to be finalized at the November 18, 2020 meeting if an event is to be held in November.

Mr. Smith stated he would like the City Commission to set parameters regarding events and noted events are planned for the bandshell.

Ms. May stated the City Commission is reviewing items on a case-by-case basis and no parameters have been set.

c. Farmers Market Update

Mr. Berger stated the Farmers Market continues to struggle and noted he has outlined some strategies in a memo which are included as part of the packet to help increase the customer base.

Ms. Kozinski stated she would like to promote seniors at the Market in order to bring people to the outdoors and market to that group as well as WIC customers.

Ms. May stated the Housing Authority is planning on having a market for seniors at the Windsor building and suggested the DDA partner with them.

Mr. Hopkins asked why the Housing Authority did not approach the DDA to work with them.

Ms. May stated she feels it has a lot to do with the distance people would have to travel to get to the Farmers Market.

Ms. May stated many of the vendors at the Farmers Market are not wearing masks and asked if Mr. Berger wants to address that.

Mr. Berger stated if people are spaced out, he is not concerned.

Mr. Berger stated there is still a problem with the gentleman who is broadcasting on the sidewalk which has caused a disruption at the Market and resulted in a loss of revenue for the vendors. Mr. Berger stated he is researching a wireless audio system that could be placed on the street lights to help provide consistent quality sound for music. Mr. Berger stated the individual has started distributing leaflets and he has seen monetary transactions.

Ms. May stated DeLand had a similar situation and suggested he talk with representatives there to see what they did to address the broadcasting issue.

Ms. May asked what the difference is between the broadcasting and panhandling.

Mr. Abrahamson stated there is a difference with the donation issue as opposed to the broadcasting but he would have to research the matter.

Mr. Berger stated the Market Manager's contract has an incentive component. Mr. Berger stated the Market Manager is well liked by the vendors and additional duties have been given to her. Mr. Berger stated he would like to come back to the Board with a proposal regarding a salary increase for the Market Manager and providing incentives.

Mr. Sznajstajler stated it is time for the DDA to review the Manager's salary.

d. Downtown Projects Update

Mr. Berger stated the Beach Street project is nearing completion. Mr. Berger stated the area near the Brown & Brown construction site that was closed for utility work has been opened. Mr. Berger stated the Riverfront Esplanade and seawall projects are moving along and there is activity on the Delta West project. Mr. Berger stated the Burgoyne project will be brought back with a land use to the City Commission in December.

e. Public Safety Update

There was not a representative of the Police Department in attendance.

Ms. Kozinski stated the Police have been very responsive to any concerns she has had at her business.

Mr. Berger stated the Police have shown a presence in the downtown and are getting to know the vendors.

Mr. Berger stated the security cameras are being installed and he can view many of the areas through his computer.

Mr. Berger stated staff is addressing the issue of people leaving their vehicles and trailers in public parking areas and using those sites as storage spaces.

6. **Gold & Associates Presentation**

a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the website and calendar are updated on a daily basis. Mr. Gold stated the "open for business" area is the most active on the website. Mr. Gold stated the kiosks are being updated bi-monthly. Mr. Gold stated a special holiday rack card will be prepared, noting rack cards were not recently used due to hotel closures. Mr. Gold stated he would like to include a flyer with the utility bill as was done last year. Mr. Gold stated he has been working with the Chamber of

Commerce to have information on the downtown included with their e-blasts.

Mr. Gold stated he has talked with Mr. Berger about potentially holding Friday sidewalk sale events during the holiday season. Mr. Berger stated the pumpkin giveaway will be at the Farmers Market this Saturday.

Ms. May asked what newspapers are used for print advertising.

Mr. Gold stated there is a contract with the Hometown News and he has talked with the News-Journal. Mr. Gold stated he has worked with the Daytona Times to promote the SNAP program.

Ms. May asked on an ongoing basis, who is Gold & Associates marketing with.

Mr. Gold stated when COVID began, print use went down.

Ms. May stated we are blocks away from a community with a lot of children in it and she wants to see those children at the Farmers Market. Ms. May stated she would like to spend money advertising in the Daytona Times since they have less digital.

Mr. Gold stated the Board agreed to on line and television advertising and no print advertising as a result of COVID; however, he is now looking at all of the community newspapers more than when the plan was previously presented. Mr. Gold stated the only contract that has been finalized is the one with the Observer group but he is looking at all of the community papers.

Ms. Kozinski stated Small Business Saturday is a big event and suggested including that as part of the Farmers Market promotion for that Saturday.

Mr. Berger stated typically the worst Saturday for the Farmers Market is the Saturday after Black Friday.

Mr. Gold stated he will be working with the City on the holiday parade. Mr. Gold stated Gold & Associates will provide graphics for the holiday season on the light poles and banners.

Mr. Gold stated the update on the budget is included in the packet and Gold is under budget and some of those funds have been moved to the print category.

Ms. May asked how we are tracking the number of people that visit the website and how does that relate to the number of customers visiting the downtown. Ms. May stated she wants to make sure there is a link between the money being spent and the actual number of customers.

Mr. Berger stated he visits businesses door to door and he sees an increase in the number of customers.

Mr. Gold stated he engages with the merchants on a regular basis. Mr. Gold stated he asked the merchants through the surveys if they want to meet with him and they have said no. Mr. Gold stated information is sent to the merchants through an e-blast every other week.

Ms. May asked if there is any means of gathering information other than sending out a survey.

Ms. Kozinski stated she asks questions of customers when they come into her store.

Mr. Gold stated a lot of surveys are done in person but they are sent to merchants four times a year.

Mr. Sznajstajler stated he feels the downtown needs to be given some time to recover before talking with them again. Mr. Sznajstajler stated there have been a lot of changes recently in the downtown, including the streetscape project and the reopening of the bridge. Mr. Sznajstajler stated once Brown & Brown is open, there will be more people living and shopping in the downtown.

Al Smith stated he has a concern about doing anything in the downtown on Black Friday since those businesses may not be able to compete with big businesses on that day. Mr. Smith stated perhaps he could create an event around Small Business Saturday.

The Board agreed that an event on Small Business Saturday is a good idea.

7. Public Comments

There were no public comments.

8. Board Comments

Mr. Hopkins asked if there will be holiday decorations in the downtown.

Mr. Berger stated yes.

Mr. Hopkins asked what the percentage is of vacancies in the downtown.

Mr. Berger stated some businesses continue to be shuttered because of COVID. Mr. Berger stated there is about 70% occupancy on Beach Street on the first floor level.

9. **Adjournment**

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



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary