

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, January 28, 2021**

The meeting of the Downtown Development Authority was held Thursday, January 28, 2021 at 8:00 a.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski  
Ms. Quanita May, Commissioner

**Board Members Absent**

Mr. Michael Sznajstajler, Chair

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Sherry Randolph, Public Information Officer  
Ms. Jennifer Lynch, Office Assistant

**1. Call to Order**

Ms. Cook 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 – December 17, 2020**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of December 17, 2020 as presented. The motion carried (4-0).

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

Procedures for persons wishing to address the Board during the meeting were included as part of the agenda.

5. **DDA Staff Reports**

a. Public Safety Update

Capt. Scott Lee presented a report to the Board outlining crime statistics for the Beach Street area for the year 2020. Capt. Lee introduced the new District 2 Patrol Captain Trisha Loomis. Capt. Lee stated Officer Fertz Gaspar and Officer Zach McGrory are assigned to the Beach Street area. Capt. Lee stated there were over 3,000 calls for service in the Beach Street area during 2020, noting Beach Street contributed to slightly over 1% of all calls for service in the City of Daytona Beach and accounted for 2-1/2% of all calls for service in District 2.

Mr. Hopkins asked about the zone south of Orange Avenue, and Capt. Lee stated that is Zone 58.

Mr. Hopkins stated a woman has been living in the bus stop for over 3 months and someone took over the other bus stop yesterday. Mr. Hopkins stated the Marina area is south of Zone 57 which is the Beach Street area but is concerned about the situation in the Marina area.

Capt. Lee stated he will do his best to address the situation presented by Mr. Hopkins.

Ms. May stated she met with representatives from FDOT and Votran yesterday and will relay the information presented by Mr. Hopkins to those contacts.

Capt. Lee stated he will talk with the Legal Department regarding Mr. Hopkins' concerns to see if signage can be placed in the area. Capt. Lee stated he would also like to speak with the contacts Ms. May has mentioned.

Ms. Kozinski expressed concern about the inconsistency of officers that are assigned to the downtown area.

Capt. Lee stated it is difficult to maintain an officer in the downtown because they are basically being asked to operate as a security guard and do not see the type of activity that drew them to work in law enforcement.

Ms. May asked that the information Capt. Lee presented be placed on line or presented at the next City Commission meeting since it does not reflect high crime or a large number of homeless in the area.

Ms. Cook stated the officers assigned to the downtown are visible and have been responsive, as has Capt. Loomis.

Capt. Loomis stated a new program has started with Daytona Outreach which is working to help with the homeless.

b. Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet.

c. Events Update – Wine & Chocolate Walk

Mr. Berger stated the 10<sup>th</sup> Annual Wine and Chocolate Walk is scheduled for February 20, 2021 by Bullseye Marketing. Mr. Berger stated an application has been submitted to the city for the event.

Al Smith, Bullseye Marketing, stated he is on schedule for the event and will provide an opportunity to show off the renovations that have been made to the sidewalks in the downtown. Mr. Smith stated he anticipates 400 to 500 participants. Mr. Smith stated no funds have been requested from the DDA in the past because it has always been a popular event; however, right now there are no corporate sponsors. Mr. Smith stated going forward, he will have to rely on the DDA for any assistance that can be provided.

Mr. Jagger stated the proposed contract for the event is included in the Board's packet.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski to approve the proposed contract with Bullseye Marketing for the Wine and Chocolate Walk to be held on February 20, 2021, including the \$5,000 sponsorship from the DDA. The motion carried (4-0).

Mr. Smith stated the next events planned for Bullseye are two new events, which are the St. Patrick's Day event with McKay's and Cinco de Mayo with Tia Coreys. Mr. Smith stated the plan would be for the businesses to limit the number of people in their businesses as part of the event and create a type of block party to keep people outside. Mr. Smith stated

there may be a beer sponsorship but he would like to know if the DDA would be interested in providing a sponsorship as well.

Mr. Hopkins stated anything held outside in the downtown would be an advantage and he would support it.

Ms. Kozinski stated she agreed with Mr. Hopkins and asked if the street will be closed.

Mr. Smith stated closing the street may be an issue since he does not know the status of sponsorships.

Ms. May asked if events held in the downtown could be coordinated with events planned by the Daytona Tortugas.

Mr. Smith stated he will proceed with planning the two events but does not know at this time what the costs will be.

Ms. May stated she has been in touch with the Hispanic Chamber who is interested in bringing some other businesses into the downtown. Ms. May stated the Hispanic Chamber has an interest in holding their 10th anniversary celebration on Beach Street and may be held in conjunction with Cinco de Mayo.

Ms. Cook asked if sponsorships were provided by the DDA for these two events last year.

Mr. Berger stated the events were not held because of the COVID shutdown but \$5,000 was planned as sponsorship for each event. Mr. Berger stated he would like to use the agreement that was in place for last year's events and proceed to set a schedule for events for the remainder of the year.

Ms. Cook expressed concern about not having a contract in place before the end of February when the DDA meets again for the St. Patrick's Day event.

Mr. Jagger stated the DDA could agree to support the event today and direct the City Attorney to use the same format as is in place for the Wine & Chocolate event and prepare the agreement for the St. Patrick's Day event. Mr. Jagger stated the contract would include language to provide Bullseye with an opportunity to terminate the agreement up to 30 days prior to the event and any funds provided by the DDA to Bullseye would be reimbursed should the event be cancelled.

Ms. May asked if the DDA would like her to update the City Commission on the proposed events. The Board agreed by consensus.

Ms. Cook noted the address for Bullseye is incorrect in the proposed agreement for the Wine & Chocolate Walk and asked that it be corrected.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to direct the City Attorney to create a contract with Bullseye Marketing for events to be held in conjunction with St. Patrick's Day and Cinco de Mayo, including a sponsorship by the DDA of \$5,000 for each event,. The motion carried (4-0).

The motion was amended by Mr. Hopkins, seconded by Ms. Kozinski, to to include language to allow Bullseye an opportunity to terminate the agreement up to 30 days prior to the events should permitting or other sponsorships become an issue. The amendment carried (4-0).

d. Farmers' Market Update

Mr. Berger stated Ms. Melanie John, the Market Manager, was very pleased with the proposed contract that was recommended by the DDA.

Mr. Berger stated vendors are not returning to the Market which is reflected in the monthly numbers. Mr. Berger stated a monthly report will be provided to the DDA on activities of the Market Manager.

Ms. Cook asked the status of the preacher who routinely disrupts the Market.

Mr. Berger stated sufficient documentation on the disruption has not been provided to the City Attorney. Mr. Berger stated as long as there is no documentation, nothing can be done.

Mr. Jagger stated the Legal Department did work with Mr. Berger in developing rules which have been posted at the Market. Mr. Jagger stated he has asked Mr. Berger to gather email complaints and video documentation of instances where the sidewalk has been restricted.

Ms. Kozinski stated she received several complaints on Saturday about the limited number of vendors at the Market.

Mr. Berger stated many of the customers are not returning and additional promotion of the Market may be needed. Mr. Berger stated he will provide more strategies at a future meeting. Mr. Berger stated the Halloween and Christmas events that were held at the Market did help increase the number of attendees. Mr. Berger stated Ms. John is working to put together an event for Valentine's Day.

e. Downtown Projects Update

Mr. Berger stated the city offices have opened at 125 S. Palmetto which include Code Enforcement and some Police offices. Mr. Berger stated an office has been set aside for the Market Manager.

Mr. Berger stated he is awaiting word on the official opening of the Brown & Brown building.

Mr. Berger stated staff is working to gather information on the schedule for the Daytona Tortugas.

Ms. Kozinski asked when the seawall work will be completed.

Mr. Berger stated he did not have an answer.

Mr. Hopkins left the meeting at 9:10 a.m.

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 calendar of events and merchants listings are updated on a continuing basis. Mr. Gold stated information on the Wine & Chocolate event will be added to the website. Mr. Gold stated newspaper and radio advertising was used during the holiday season and advertising will be updated to reflect the planned events. Mr. Gold stated banners are being printed for the winter season to be placed along Beach Street which will replace the holiday banners.

Mr. Gold stated during the holiday season, messaging was posted about the Farmers' Market in an attempt to increase customer attendance and recruit vendors. Mr. Gold stated he and Mr. Berger are talking with a new vendor which is a hydroponic business that operates world-wide.

Mr. Gold stated currently Gold & Associates is under budget.

Ms. Cook stated the report reflects that Southern Stone is being paid \$945 a week and asked if that is correct.

Mr. Gold stated advertising with Southern Stone was only for one week in January and that is the figure for that month.

Ms. May asked about geo-targeting.

Mr. Gold stated Gold & Associates does that and it looks at the footprint of advertising which was presented as part of the Strategic Plan.

Ms. Cook asked if the rack cards will be placed in the businesses.

Mr. Gold stated yes.

7. **Public Comments**

There were no public comments.

8. **Board Comments**

Ms. May stated she will be speaking with the City Commission about events planned for Beach Street and involvement of the Hispanic Chamber.

Mr. Berger stated based on the report from Public Works, the seawall is scheduled to be completed in April, 2021.

Ms. Cook asked the date of the next DDA meeting.

Mr. Berger stated a schedule has not been distributed but it appears most Board members can attend meetings on the fourth Thursday of the month.

9. **Adjournment**

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



Sheryl Cook, Vice Chair



Becky Groom, Board Secretary