

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, February 25, 2021**

The meeting of the Downtown Development Authority was held Thursday, February 25, 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

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair (arrived at 8:15 a.m.)
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Quanita May, Commissioner

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Ms. Shelley Szafraniec, Public Information Officer
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:06 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting – January 28, 2021

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meeting of January 28, 2021 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 noting crime is down by 17%. Capt. Lee stated the department has been addressing the issue that was brought to his attention at the last meeting regarding the bus stop near the Marina.

Ms. Cook arrived for the meeting at 8:15 a.m.

b. Monthly Financial Report

Mr. Berger stated revenue at the Farmers' Market continues to be low. Mr. Berger stated the budget needs to be corrected to adjust the expenses in advertising.

Mr. Berger provided a map to the Board that showed the boundaries of the DDA. Mr. Berger stated at some areas, the DDA area extends over to Segrave, one block from the railroad, and extends to Beach Street; and to the north, it extends to the site of the former car dealerships.

Ms. May asked if the one-block area along Dr. Mary McLeod Bethune Blvd. is included in the DDA.

Mr. Berger stated yes.

Ms. May asked if funds from the DDA could be used in the MMB area and if events could extend into that area.

Mr. Sznajstajler stated the DDA has a license with the city to operate events in a specific area.

Mr. Berger stated the license agreement is intended for the core downtown Beach Street area but that does not preclude the DDA from going back to the city to ask for a license for an event in that area.

Mr. Jagger stated the area was created by the State Legislature and it is a defined zone. Mr. Jagger stated the intent was for activities and events in a specific area defined by a license agreement; and that area does not include MMB but the agreement could be extended to include that area.

Ms. May asked if the property owners along the one-block area of MMB pay the extra mill. Ms. May questioned if people are paying the extra mill and do not benefit from the events.

Mr. Sznajstajler stated he pays an extra mill for his office along Ridgewood; and Mr. Hopkins pays the extra mill for his office at the Marina. Mr. Sznajstajler stated many people pay the extra mill that do not benefit from the events.

Ms. May asked if it is possible to extend events up to the first block of MMB and is that something the DDA would consider doing. Ms. May stated that area does not have anything happening and they need a source of funding. Ms. May stated the area is paying into the fund and there are some residential units there. Ms. May stated there will be a park soon that will have a huge Mary McLeod Bethune statue and people will be going to the park via MMB. Ms. May stated there are four businesses along MMB that would benefit from events but right now no one is going down that street.

Mr. Sznajstajler stated the DDA sets aside funds for each event and a budget is set to hold events in the downtown as well as advertising for the downtown.

Ms. May stated the City Commission has started to have strategic budget meetings; and the time is now to ask for more funds for the DDA and she feels the DDA would receive a favorable response.

Ms. Kozinski stated an event could be held specific to that area but noted attempts have been made to hold events in other areas. Ms. Kozinski stated people do not like to walk by empty store fronts.

Ms. May stated Ridgewood and the railroad tracks are natural barriers.

Ms. Kozinski stated vacant buildings are a natural barrier; and if something is not placed in front of the closed doors, people walk by them.

Mr. Sznajstajler stated the DDA made a decision to get out of the event business. Mr. Sznajstajler stated if someone wants to hold an event there and meets the criteria, the DDA can support and promote it. Mr. Sznajstajler stated he does not believe it is a good use of DDA funds to be an event promoter.

Mr. Hopkins stated he feels the DDA should take into consideration what is involved in that area. Mr. Hopkins stated the area being discussed is one block west of U. S. 1 and there are many vacant parcels there.

Mr. Sznajstajler suggested placing this item on the agenda for next month.

Mr. Berger stated he will provide additional information on the topic at the next meeting.

Mr. Hopkins asked that properties be identified that are unoccupied and vacant. Mr. Hopkins stated he has done work in that area in attempt to revitalize the area and it is a challenge.

Ms. May stated her concern is for the businesses that are on Dr. Mary McLeod Bethune Blvd. that are paying the 1 mill and Beach Street is primarily benefitting from it. Ms. May stated she feels if the DDA asked for additional funding for that area it would be favorably looked upon.

Ms. Kozinski asked if Ms. May could ask for additional funds for the area south of Orange because right now, no events are held there.

Ms. May stated she is not saying to focus in one area; but if those areas are paying the additional mill, they should receive benefit from that.

c. Events Update

i. Wine & Chocolate Walk Follow-up

Al Smith, Bullseye Direct Marketing, stated this year's was the largest event that has been held in the 10 years since he started the event. Mr. Smith stated he has had great reviews from the merchants and the event was attended by almost 800 people. Mr. Smith stated the merchants have expressed interest in holding additional events.

ii. St. Patrick's Day and Cinco de Mayo Event Sponsorship Agreement

Mr. Smith stated he has been advised by Mr. Berger that the permit for the event is available and there will be assistance from the city with the fees.

Mr. Smith stated he provided a list of proposed events to the DDA, which includes the Beer and Bacon event in March; an additional wine event, Cinco De Mayo, Beer and Burgers; and a number of Downtown Daytona Nights. Mr. Smith stated addressing Ms. May's concern, the St. Patrick's Day event will focus on the two blocks to the south and Cinco de Mayo will focus on the two blocks to the north. Mr. Smith stated he will need assistance from the city in paying fees for the street closures.

Ms. Kozinski stated Ms. May indicated last month that she would talk with the Hispanic Chamber about participating in the Cinco de Mayo event.

Ms. May stated the Hispanic Chamber of Commerce will be having an after-hours event for Cinco de Mayo at the Wine Bar that will be opening

and will be bringing an additional event to that location in the months ahead. Ms. May stated she will provide contact information for the Hispanic Chamber of Commerce to Mr. Smith so he may contact them to see if they are interested in parting in his Cinco de Mayo event.

Mr. Berger stated Mr. Smith wants to make sure the DDA is comfortable with the list of events that has been proposed.

Mr. Smith stated he is asking for funding for the proposed events as are outlined in the hand-out. Mr. Smith stated there has been discussion that additional funds may be available from the City Manager's office. Mr. Smith stated if the DDA would like, they could approve events through Cinco de Mayo and then determine future funding for events.

Mr. Jagger stated the contract with BullsEye is for two events so a contract will need to be prepared for additional events.

Mr. Berger stated all events total the funding request of \$50,000 which is the amount of the budget approved by the DDA.

Ms. Cook stated in the last contract for the two events, Bullseye was given a 30 day cancellation clause in the event BullsEye would be unable to secure a sponsorship. Ms. Cook stated the timing is very close in order to provide that option for the Beer and Bacon event.

Mr. Jagger stated there was a right to cancel in 30 days and there was also a Covid clause as well.

Mr. Smith stated he suggested looking at events through Cinco de Mayo. Mr. Smith stated the events where the street is closed is where he needs assistance.

Mr. Sznajstajler stated he agrees with providing support for the two upcoming events.

Mr. Jagger noted that the current contract with BullsEye has not been executed; and he could revise the contract to include the two upcoming events.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to add two events to the contract with BullsEye Direct Marking for March 27, 2021 and April 10, 2021, including the 30 day cancellation clause and providing a \$6,000 sponsorship for each event. The motion carried (5-0).

Public Comments:

There were no public comments.

Mr. Hopkins thanked Mr. Smith for what he is doing to promote the downtown.

Ms. Kozinski thanked Mr. Smith for his efforts and noted customers have asked her when additional events will be held.

Mr. Smith stated the reason the contract has not been executed is because he does not have a permit and he does not have confirmation on the amount of funding from the City to help with the fees.

Mr. Berger stated the City Manager has verbally extended the offer to help with the event costs for St. Patrick's Day and consideration is being given to future events. Mr. Berger stated he has been told the event has been permitted and Mr. Smith could walk downstairs to the office to check on it.

Mr. Sznajstajler stated if Mr. Smith does not have the permit by Monday, please let Mr. Berger know.

Mr. Berger provided budget information to the Board. Mr. Berger stated in August, a \$10,000 change was made to transfer money from the advertising account to events. Mr. Berger stated when he advised the Budget Office about the \$10,000 change, an additional \$10,000 was changed so he will be making the correction to realign the budget. Mr. Berger stated he just wanted to make the DDA was aware of the error.

- d. Farmers' Market Update
 - i. Valentine's Day

Mr. Berger stated there was a storm on Valentine's Day and the event was a wash-out. Mr. Berger stated a tent was destroyed during the storm.

Mr. Berger stated the Market Manager's monthly report for January is included as part of the packet.

Ms. Kozinski stated she continues to receive complaints about the preacher.

Mr. Jagger stated if the actions of the preacher disrupt the Market, he can be asked to leave.

Ms. May stated her clients are disrupted by the preacher when they enter and exit her studio.

Mr. Jagger stated he has advised Mr. Berger that it will be up to him and the Police Department to enforce the rules and trespass laws. Mr. Jagger stated the Police Officer will have a camera which will document the actions as well. Mr. Jagger stated any documentation or video will help support the city's viewpoint.

Mr. Berger stated he has asked those who complain to put it in writing.

Mr. Sznajstajler stated he has witnessed a young person handing out materials for the preacher.

Mr. Hopkins stated the preacher is a detriment to the market and there has to be a way to control it.

Mr. Jagger stated a section could be added to the rules that says there is no soliciting unless the solicitor has rented a booth.

Ms. Cook suggested asking the Police Officer to carry a decibel reader to determine the volume from the preacher's bull horn.

Mr. Sznajstajler left the meeting at 9:45 a.m.; and Ms. Cook assumed the role of Chair.

e. Downtown Projects Update

Mr. Berger distributed the schedule for the Daytona Tortugas game for the upcoming baseball season.

Ms. Kozinski asked how the Daytona Tortugas will be handling attendance.

Ms. May stated she has a meeting scheduled with representatives from the Daytona Tortugas and will find out about attendance, as well as their plan for the name change to Jackie Robinson Parkway as an event which she hopes will include all parts of Beach Street as well as parts of Dr. Mary McLeod Bethune.

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, referring to Ms. May's comments, that Gold & Associates could spotlight on different parts of the historic downtown area that is part of the taxing district that people may

not know a lot about. Mr. Gold stated the Marina area could also be highlighted.

Mr. Gold stated the Calendar of Events and merchant listing are continually updated. Mr. Gold stated he is working with the City's Public Information Office to promote the downtown branding. Mr. Gold stated the Wine & Chocolate Walk was featured on the webpage and future events will be added to the home page, the calendar, and will have landing pages as well.

Mr. Gold stated he continues to promote the Farmers' Market and contacts many groups to see if they are interested in being vendors. Mr. Gold stated the people from Worldwide Occuponics have indicated they will visit the market this weekend.

7. **Public Comments**

There were no public comments.

8. **Board Comments**

Ms. May stated strategic budget meetings will be held and wanted to know if the DDA wants to ask for more funding from the City Commission to hold additional events. Ms. May wanted to know if the DDA wants to hold an event each month.

Al Smith, BullsEye Direct Marketing, stated quality is of the utmost importance. Mr. Smith stated having one event a month is a good goal to have. Mr. Smith stated during the cooler winter months, maybe events could be held every other week.

Ms. May stated events need to be planned to coordinate with events that may be planned for the new Riverfront Park.

Ms. Kozinski stated she did not know about the Scavenger Hunt that was held last weekend. Ms. Kozinski stated she understood a permit is not required for such an event, but asked if the city knew the event was being held.

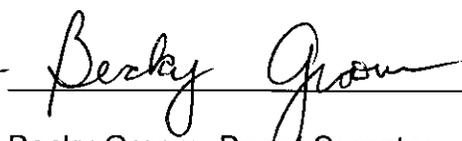
Mr. Berger stated staff was not aware of that event.

Ms. Cook stated there has not been a Calendar of Events for the City and not knowing of events is not fair to anyone.

Mr. Berger stated there is an internal calendar produced by Cultural Affairs of all events, including those that are permitted and events at the Band Shell.

9. Adjournment

There being no further business, the meeting was adjourned.

 ^{vice.} 

Michael O. Sznajstajler, Chair Becky Groom, Board Secretary