

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

The meeting of the Downtown Development Authority was held Thursday, March 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

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
Capt. Trisha Loomis, Daytona Beach Police Department
Ms. Shelley Szafraniec, Public Information Officer
Ms. Jennifer Lynch, Office Assistant II

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 – February 25, 2021

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meeting of February 25, 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. Trisha Loomis presented a report to the Board noting Part I crimes are down by 5%. Capt. Loomis was asked about the bus bench on S. Beach near the Marina. Capt. Loomis stated staff is working with Votran to address the issue but the bus bench is ultimately Votran's property.

Mr. Hopkins stated a woman who has been sleeping in the bus bench was issued a trespassing citation by Off. Tucker on Friday but the woman reoccupied the bench on Sunday and stayed there until Tuesday.

b. Monthly Financial Report

Reed Berger, Redevelopment Director, stated a \$10,000 change was made to the budget last month as was discussed by the DDA to correct an error and that change is reflected in this month's report.

c. MMB Properties Report

Mr. Berger stated included in the packet is a map of the properties that are located on MMB that are part of the DDA valuation properties. Mr. Berger stated included in the report is the amount of the tax that was paid by those properties, which amounts to a little over \$1,000. Mr. Berger stated the area along Beach Street from Orange Avenue to International Speedway Blvd. generates about \$13,500 in tax payments, which is the area where events are held. Mr. Berger stated there are 20 parcels on the MMB properties and there are 34 parcels in the Beach Street area. Mr. Berger stated on MMB, there are 5 vacant lots and 6 vacant buildings; and on Beach Street, there are 3 vacant buildings. Mr. Berger stated there are 3 buildings under construction on Beach Street. Mr. Berger noted the Brown & Brown building is located at the end of MMB and is within the DDA boundaries and the projected valuation for the DDA is about \$40,000. Mr. Berger stated the DDA budget is currently at \$146,000 so adding the \$40,000 to it will be a significant increase. Mr. Berger stated the estimated budget for FY2021-22 will be presented to the DDA in May.

d. Events Update

i. St. Patrick's Day Follow-Up

Mr. Berger stated a copy of the summary from BullsEye Direct Marketing for the St. Patrick's Day event has been provided to the Board.

Al Smith, BullsEye Direct Marking, stated the event was a success. Mr. Smith stated there was a large crowd and all of the merchants participated. Mr. Smith stated a younger crowd attended the event and most seemed to be in the age range of 25 to 40.

Mr. Hopkins stated there was a younger crowd but noted there were a lot of families in attendance.

Mr. Smith stated he was concerned about the buildings that are vacant and suggested vacant buildings have older signage removed and indicate proposed plans for the buildings.

Mr. Smith stated the Beer & Bacon event is planned for Saturday and noted advance ticket sales have been good but there is a decrease in merchant participation.

Mr. Smith stated COVID has not been an issue at the events and he would like the DDA's commitment to the Brews & Burgers event.

Ms. May asked if a brewery will be selling their products.

Mr. Smith stated there will not be a brewery selling their product, noting the merchants will be selling the product.

Ms. May asked if anything can be placed in front of the vacant storefronts in order to fill in the gaps.

Mr. Smith stated he is thinking of placing 1 or 2 musicians in the empty areas to provide entertainment as people are walking by.

Ms. May asked if the merchants along Palmetto could be invited to have a small space available for them along Beach Street during events.

Mr. Smith stated he is always open to incorporating interested businesses into his events.

Ms. Kozinski asked if new businesses that are coming into the Beach Street area could be invited to participate.

Mr. Smith stated he has no problem with that idea. Mr. Smith stated the new owner of the Wine Bar will be involved as a new business as well.

Ms. May asked what fee would be charged a business from another street, such as Palmetto, that wanted to place a table on Beach Street during events to introduce their business to the area.

Mr. Smith stated he will work with them but noted other merchants are charged \$50.

ii. Event Agreements

Mr. Smith stated the Brews and Burgers event will be held May 22, 2021.

Mr. Berger noted a \$3,000 DDA commitment is requested for that event.

Robert Jagger, City Attorney, stated the contract with BullsEye Direct Marketing will have to be amended to incorporate that event.

Mr. Smith stated he provided to the Board a list of a proposed summertime event series that would take place on Friday nights, once a month, in June, July, and August. Mr. Smith stated the events would include a food truck rally. Mr. Smith stated the events would be planned to be held on Magnolia. Mr. Smith stated food trucks bring their own crowd and the trucks do not require electric since they have their own power. Mr. Smith stated he would like to request \$5,000 for each event from the DDA; but if the City absorbs the fees, the amount will be considerably lower.

Ms. May asked if anything can be done to encourage people to visit Beach Street as well.

Mr. Smith stated if the businesses are open, people will visit there.

Mr. Berger stated the car shows are listed as needing \$6,000 from the DDA for each of those events so these events will be \$1,000 less. Mr. Berger stated the costs for the St. Patrick's Day event was about \$4,600 for the event fees. Mr. Berger stated he is recommending that the procedure for reimbursing event costs be revised so that the event fees are paid first. Mr. Berger stated he does not anticipate any event fee exceeding what is budgeted. Mr. Berger stated the policy is that the City will not reimburse event fees. Mr. Berger stated what he is proposing is a match from the City, i.e., if the DDA sponsors an event

for \$3,000, the City will also provide \$3,000. Mr. Berger stated the City's logo would be displayed on all marketing materials. Mr. Berger stated the agreement would be revised that the DDA will first pay for any event fees and any remaining funds that the DDA has committed would be used toward marketing.

Mr. Jagger stated the agreement could be revised to reflect that there will be a reimbursement for expenses and Mr. Smith will have to submit bills. Mr. Jagger stated the contract could be revised to reflect reimbursement for the Brews & Burger event up to \$3,000 and \$5,000 for each of the summer events.

Ms. May asked if the contract could be written for future events and would be in the best interest of the DDA long term.

Mr. Jagger stated the contract could be multi-year but noted the DDA has not previously had a consistent schedule of events.

Mr. Jagger stated a proposed event schedule and revised contract could be presented to the DDA as part of the budgeting process and Exhibit A, the list of events, could be revised each year.

Mr. Hopkins expressed concern that the City Manager is leaving in June and stated there may not be future support for the contract.

Mr. Hopkins stated he would like the agreement amended to sponsor the additional three events.

Mr. Berger stated it is his understanding that the City Manager wants to support events in the downtown.

Ms. May stated she is a downtown business owner and a City Commissioner and she is able to advocate on the DDA's behalf and asked if Mr. Hopkins was not interested in pursuing a multi-year contract.

Mr. Hopkins stated he is interested in supporting the events as requested by Mr. Smith; and if the DDA is interested in asking Ms. May to speak with the City Manager about a multi-year contract, that would be a separate action.

Mr. Jagger suggested completing an agreement for the events as proposed by Mr. Smith for this fiscal year and then preparing a separate agreement for FY-2022 which would be a multi-year agreement. Mr. Jagger stated Mr. Smith could submit a list of proposed events and that could be presented to the City Manager.

Mr. Smith stated the reason he proposes holding the events on Magnolia is because there is no cost for street closure associated with closing Magnolia which helps significantly with the cost.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve a budget of \$18,000 for BullsEye Direct Marketing for the Brews and Burger event to be held on May 22, 2021, and then three Friday night events to be held June 11, 2021; July 23, 2021; and August 20, 2021. The motion carried (4-0).

Mr. Berger stated he still needs direction from the DDA regarding reimbursement for the St. Patrick's Day event and any future events that the City agrees to sponsor. Mr. Berger stated if the City is a sponsor, the City Manager's Office is asking that the DDA invoice the City and as a sponsor, the city would provide the funds directly to the DDA.

Mr. Jagger stated BullsEye Direct Marketing should invoice the City, not the DDA.

Ms. Cook asked if the DDA would provide the additional funds from the City to BullsEye.

Mr. Berger stated he is asking that the \$5,000 that was agreed to by the City be invoiced.

Mr. Jagger asked if Mr. Berger is suggesting that the City pay the DDA \$5,000.

Mr. Berger stated yes, that would be the sponsorship.

Ms. Cook stated it would be a transfer and then the DDA transfers \$10,000 to Bullseye.

Mr. Jagger stated BullsEye would submit invoices to the City and the City would reimburse BullsEye, noting the DDA should not be the bookkeeper. Mr. Jagger stated the sponsorship is between BullsEye and the City. Mr. Jagger stated the City can grant money to the DDA but that would be a separate agreement.

Mr. Hopkins stated if Commissioner May wants to approach the City Manager about an agreement, that would be independent of any Board action.

Mr. Jagger stated he would agree. Mr. Jagger stated he would like to find out more from the City Manager as to what is being proposed. Mr. Jagger stated if the City Manager wants to give the DDA money, he can but he would like to get more information from the City Manager as to what he is proposing.

Mr. Berger stated he would like to have clarification on the St. Patrick's Day agreement.

Mr. Jagger stated there is already an agreement in place for that event and no motion is required for that action.

Board Action:

A motion was made by Mr. Hopkins, second by Ms. Kozinski, to give direction to Commissioner May to discuss with the City Manager a three-way agreement on sponsorship of future events with BullsEye Direct Marketing for events. The motion carried (4-0).

Public Comments:

There were no public comments.

e. Farmers' Market Update

Mr. Berger stated the report is included as part of the packet. Mr. Berger stated the weather has caused the market to close a couple of times prematurely due to tents and tables being blown in the street. Mr. Berger stated the Wine & Chocolate event was a big day for the Farmers' Market. Mr. Berger stated more vendors are needed and staff will be working to recruit additional vendors. Mr. Berger stated he plans to conduct a survey of vendors who have not participated at the Market in a while to determine why they are not returning.

Ms. Cook asked if a decibel reader could be used to help determine the sound level from the preacher and to help to deter the interruptions.

Mr. Jagger stated if there is interruption in the Market from a megaphone, the individual can be trespassed. Mr. Jagger stated the City does have a noise ordinance which is enforced during Bike Week and that could be another means of enforcement.

Mr. Berger stated the preacher has not been at the Market since Bike Week.

f. Downtown Projects Update

Mr. Berger stated new signs will be placed along Beach Street regarding pedestrian/bicycle traffic.

Mr. Berger stated there have been issues regarding trash collection and those issues are being addressed.

Mr. Berger stated he plans to schedule a merchant meeting so the City and the merchants can work together.

6. Gold & Associates Presentation

a. Monthly Report

Keith Gold, Gold & Associates, presented the monthly report, which was included as part of the packet. Mr. Gold stated the website is continually updated. Mr. Gold stated new merchants are added as well as events. Mr. Gold stated e-blasts are sent out to encourage participation in events and to encourage merchant participation. Mr. Gold stated there are on-line ads running to promote the Farmers' Market and to reach potential vendors. Mr. Gold stated during the last month, 111 vendors showed interest in the City's Farmers' Market.

James Chisholm, City Manager, addressed the Board. Mr. Chisholm stated the City Commission has asked staff to research electronic signs, so staff may look at electronic signs for the downtown area as well as Main Street and Seabreeze and possibly MMB. Mr. Chisholm stated the signage will include businesses that are located in the area. Mr. Chisholm stated there needs to be discussion with the merchants about remaining open, particularly the restaurants.

Ms. May asked if the DDA agreements will carry forward once there is a new City Manager hired.

Mr. Chisholm stated everything will carry forward; and if there is an approved agreement, it will continue until the agreement expires or someone changes it.

Mr. Jagger stated previously the DDA discussed sponsorship by the City of events coordinated by BullsEye Direct Marketing. Mr. Jagger stated the DDA has a reimbursement of expenses agreement with BullsEye. Mr. Jagger stated that Mr. Berger indicated he had a discussion with the City Manager about the City being a co-sponsor and matching the DDA

sponsorship amount. Mr. Jagger stated he indicated to the Board that a three party agreement would be needed to identify the events and the amounts of sponsorship. Mr. Jagger stated the Board was concerned as to whether a long-term obligation is proposed or if the City match would be short term.

Mr. Chisholm stated he looks at the contract as short-term and the City would match about \$5,000 for upcoming events.

Ms. May stated she is hoping to get some things in order for long term, regardless of who is in office, including City Commissioners and Board members.

Mr. Chisholm stated the City is trying to help the downtown but the businesses have to be open in order to draw customers. Mr. Chisholm stated there are plans to put a 250 to 300 parking space garage in the downtown as well. Mr. Chisholm stated he met with the Volusia County Manager about extension of the CRA so the expenses for the parking garage can be recovered through the TIF. Mr. Chisholm stated the County staff is not engaged but he will be talking to the County Council to get their support. Mr. Chisholm stated a number of projects have been identified that could be funded if the CRA is extended but there has been no response from the County.

Mr. Hopkins asked if there is an update on the status of the vacant Volusia County administrative building on North Beach Street.

Mr. Chisholm stated during the last conversation he had with Volusia County staff, he was informed that the building will be demolished but he does not know when. Mr. Chisholm stated they may be considering privatizing the property but he does not know that for sure.

Ms. Cook thanked Mr. Chisholm for being supportive of the downtown and the DDA.

Mr. Chisholm stated he will still be around and plans to work with the cities, county and the private sector after his retirement from the City.

7. **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida talked about a trolley for the beachside and downtown area.

8. **Board Comments**

Ms. Kozinski suggested placing sign posts in the downtown to provide direction to various businesses in the downtown.

Ms. May stated she would like to have someone address the Board about the Riverfront Park Foundation and their future plans in terms of marketing.

Mr. Hopkins stated with the additional revenue planned for next fiscal year, other ways of promoting the downtown need to be explored.

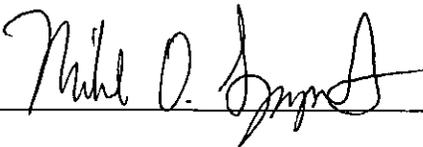
Mr. Berger stated Madeline's, a wine bar, is working to open in the downtown. Mr. Berger stated a new deli-restaurant, Bay Street Dawgs, is planned for Bay Street. Mr. Berger stated Little Italy, the M Lounge, and the Legends Restaurant are planned to open but they have not confirmed opening dates.

Ms. Kozinski stated there is a new restaurant in the Marina, and Mr. Hopkins encouraged the Board to stop by and see the new restaurant.

Ms. Cook stated the next meeting is planned for April 22 at 8:00 a.m.

9. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary