

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, July 22, 2021**

The meeting of the Downtown Development Authority was held Thursday, July 22, 2021 at 8:00 a.m. in Conference Room 149-B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Michael Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski  
Ms. Quanita May, Commissioner (joined meeting at 8:38 a.m. via Zoom)

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Capt. Scott Lee, Daytona Beach Police Department  
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Mr. Sznajstajler called the meeting to order at 8:05 a.m.

2. **Roll Call**

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

3. **Approval of Minutes**

**Regular Meeting – June 24, 2021**

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 24, 2021 as presented. The motion carried (4-0).

**Workshop – July 8, 2021**

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to approve the minutes of the July 8, 2021 meeting as presented. The motion carried (4-0).

#### 4. Reports and Presentations

##### a. Public Safety Update

Capt. Scott Lee stated crime has increased in the district by 17%, noting crime was significantly down last year in comparison due to Covid; however, overall, crime is down 24% over the last two-year period. Capt. Lee stated there has been an increase in aggravated assaults.

Mr. Hopkins asked how the officer who was the victim of a shooting is doing.

Capt. Lee stated he is doing well.

Mr. Hopkins stated the group that was congregating in the Marina area has moved and he thanked the Department for their efforts.

Ms. Kozinski stated they have moved to the CVS and 7-11 areas.

Capt. Lee stated the 200 block of Magnolia is a recurring problem, noting a number of arrests of vagrants have been made. Capt. Lee stated the offenders are offered services, in conjunction with Stewart-Marchman, as they go into jail; and if they accept the services, they will not be sent to jail; however, most do not want to take advantage of the services.

Ms. Cook stated she was on hold for 30 minutes when calling to report a non-emergency issue, which was someone going through the downtown spray painting.

Capt. Lee stated Volusia County handles all dispatching and when a crime is being committed, she should call 9-1-1.

Ms. Kozinski stated there was a system in place just for the downtown through a Facebook page that looped to the Police Department and the Public Information Officer, Susan Cerbone, regarding crime incidents. Ms. Kozinski stated she is willing to help to get such a program in place again.

Capt. Lee stated the page was removed because it was becoming difficult to meet peoples' expectations for response. Capt. Lee stated he had no problem if she wanted to create a page for her area.

Mr. Jagger stated she can create the page personally but it would not be a government-run site.

##### b. Gold & Associates Presentation and Marketing Contract

Ms. Cook asked about the rack cards.

Mr. Gold stated the cards are being distributed. Mr. Gold stated he asked that an additional 1,000 be printed so they can be delivered to the city and then distributed to the merchants.

Mr. Gold stated at the workshop, conversion data was discussed as well as the new strategic marketing plan and the new guest satisfaction survey. Mr. Gold stated a new plan will be completed based on research and the new guest satisfaction survey.

Ms. Cook asked if the survey will be online or how will the guests receive the survey.

Mr. Gold stated it will be distributed to the database of 8,700 people who receive the e-blasts each month. Mr. Gold stated additional databases are acquired periodically.

Mr. Gold spoke about the conversion data and stated the information is gathered from signature events and Facebook. Mr. Gold stated most people visit the Riverfront Shops page as a result of clicking on an event listed on Facebook. Mr. Gold stated the majority of people who visit the site come from the Facebook page and not the event producer's page.

Ms. May joined the meeting via Zoom at 8:38 a.m.

**Board Action:**

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to allow Ms. May to participate in the meeting virtually based on extraordinary circumstances. The motion carried (4-0).

Mr. Gold provided a draft of the Strategic Marketing Plan. Mr. Gold stated the report can be reviewed by the Board members and they can provide their input on the detail they would like included.

Mr. Gold stated the marketing contract was discussed at the workshop. Mr. Gold stated there is an interest in increasing the amount to support events. Mr. Gold stated the full-service contract is \$3,750 per month. Mr. Gold stated 32 different services are provided on a regular basis as part of the contract. Mr. Gold stated pro bono services are offered in addition to the contract. Mr. Gold suggested that a new digital marketing option could be offered which would reduce the contract to \$2,950 per month and would free up additional dollars for events. Mr. Gold stated all invoices are provided to the city at net and there is no mark-up on services. Mr. Gold stated when he places media ads, he provides the 15% discount afforded his agency. Mr. Gold stated the Special Events budget is listed currently at \$35,000 but it could go up to \$65,000. Mr. Gold stated with the proposed new contract, the Professional Services item in the budget would decrease from \$45,000 to \$35,400. Mr. Gold stated budget comparisons are included as part of the packet for the Board's information.

Mr. Sznajstajler asked about the Professional Services expense noting there is a cost for advertising and the cost for the work that Gold does to prepare the ad.

Mr. Gold stated that is correct; but if there is something that needs to be done, his firm just does it.

Mr. Hopkins asked what portion of the market will be overlooked if the DDA moves to strictly online advertising.

Mr. Gold stated we will miss the oldest demographic which makes up a large portion of the customer base.

Mr. Sznajstajler asked about the advertising on the Beach channel.

Mr. Gold stated that was free and Gold did not pay for that. Mr. Gold stated he has contracts with 13 counties and the State of Florida and it indicates that a lot of people are still influenced by television.

Mr. Sznajstajler asked if the radio advertising focuses on Riverfront shops.

Mr. Gold stated that has been primarily focused on event marketing during the Christmas and holiday season.

Al Smith, BullsEye Direct Marketing, stated the figures provided in Mr. Gold's presentation regarding events are unfair and should not be based on the number of likes on Facebook. Mr. Smith stated the figures should be based on how many people showed up for an event and how much the merchants achieved through sales. Mr. Smith stated he spends a fraction of what is provided by the DDA on social media.

Mr. Gold stated the data is not from Gold & Associates, it is from Facebook.

Mr. Sznajstajler stated he met with the City Manager one-on-one after the workshop and he will meet with him again tomorrow to talk in more detail about events. Mr. Sznajstajler stated they discussed how the DDA would like the city to help with event fees. Mr. Sznajstajler stated the next meeting will include staff to further discuss funding. Mr. Sznajstajler stated his preference is that funds not be used to pay event fees but be used to focus on other things and assist BullsEye with events.

Ms. May stated she met with the City Manager prior to Mr. Sznajstajler meeting with him. Ms. May stated her request of the City Manager is that the DDA pay nothing and that events become city-sponsored. Ms. May stated it looks very favorable for the DDA.

c. BullsEye Direct Marketing Proposed FY2022 Events Schedule and Agreement

Al Smith, BullsEye Direct Marketing, asked that the DDA commit to funding the events planned for the first quarter of next fiscal year so he can start planning the events. Mr. Smith stated he hears from the merchants that they want more events to be held in the downtown as well as an additional art festival. Mr. Smith stated the Facebook page for the planned food truck events indicate over 16,000 people are interested. Mr. Smith stated five trucks have been turned away because he does not want the event overbooked.

Mr. Smith suggested that Mr. Sznajstajler talk with the City Manager about the fees, particularly the \$1,000 charge for police services during an event. Mr. Smith stated his events do not need that kind of attention. Mr. Smith stated by eliminating those fees, the food truck events could be done very inexpensively on a monthly basis.

Mr. Smith stated a planned event is Beachtoberfest which would be a street party like a German Oktoberfest. Mr. Smith stated he plans to hold another wine walk in November and a Chocolate Festival in December and a second wine walk in January. Mr. Smith stated he will not charge the DDA for the wine and chocolate walk. Mr. Smith stated he would like to have a commitment from the DDA today about holding another art festival.

Mr. Sznajstajler asked if the DDA cost is what Mr. Smith is expecting the DDA to pay, not the fees.

Mr. Smith stated yes and noted there has been an increase in fees over the last two years.

Mr. Sznajstajler stated he plans to present the fees that were discussed at the last meeting to the City Manager tomorrow. Mr. Sznajstajler stated he would like to have Mr. Smith's best guess as to what the fees may be.

Theresa Lieberman, Imagine Daytona, presented a video of the proposed Arts Festival to be held in April 2022. Ms. Lieberman stated she is the marketing chair for the Ormond Beach Arts District. Ms. Lieberman stated she currently supports all of BullsEye's events. Ms. Lieberman stated she hopes the arts festival will be a city-sponsored event in cooperation with the DDA. Ms. Lieberman stated she is hoping to draw more people to the downtown through their marketing plan. Ms. Lieberman stated she feels the art festival will draw 15,000 people to the event. Ms. Lieberman stated an event that is planned is War of Art which would benefit Volusia County Schools. Ms. Lieberman stated she is asking the DDA for a financial contribution and limiting or reducing the city fees.

Ms. May stated partnerships are being sought for the arts festival.

Ms. Cook asked where the spring arts festival will be held.

Mr. Smith stated primarily Beach Street and Magnolia and he would like to include the north block.

Ms. May asked that whatever is planned should be a good fit with what is already happening in the city, including beachside, and to make sure they know about the event before they set their calendar.

Ms. Lieberman stated both Holly Hill and One Daytona have art festivals planned for the spring but not the same weekend as the one proposed for downtown.

Ms. Cook stated the News Journal used to do a centralized calendar and there is currently not one being done.

Ms. May stated there is a master calendar of events planned through the city but a lot of time there are private events. Ms. May stated she will work to see what can be done to coordinate a master calendar.

Ms. Lieberman stated she would like a commitment from the DDA so she can start promoting the event.

Ms. May asked Mr. Jagger if the City Manager can make a decision on his own regarding the fees and if the City Manager can make a commitment regarding a partnership vs. sponsorship.

Mr. Jagger stated the DDA has a license agreement that sets out reduced permit fees so that contract would have to be amended for a further reduction in fees. Mr. Jagger stated since it is a contract, it will have to go to the DDA and City Commission for approval.

Mr. Sznajstajler stated Mr. Smith is asking for a commitment for the spring arts festival; and Mr. Smith's number for his list of proposed events is \$67,500 and the DDA Options 1 and 2 are for either \$50,000 or \$60,000. Mr. Sznajstajler stated at some point, the DDA has to approve a budget for the year. Mr. Sznajstajler asked if the Halifax Art Festival funding is included in the budget.

Mr. Berger stated it is included as part of events.

Mr. Sznajstajler stated the total for events would then be \$72,500 since Mr. Smith's numbers do not include the Halifax Art Festival proposed funding. Mr. Sznajstajler stated if he receives some form of commitment from the City Manager regarding a partnership, and the fees are reduced, the DDA could then reduce their contribution so the DDA will have a balanced budget.

Mr. Smith stated the number would change if the fees are reduced; however, he would like a commitment of \$20,000 for the art festival so he can aggressively market the event.

Ms. Cook asked if a specific contract could be prepared for the \$20,000 for the arts festival.

Mr. Sznajstajler stated Mr. Smith's request is to approve events through the first quarter of next year. Mr. Sznajstajler suggested approving the events through March plus the \$20,000 for the spring art festival. Mr. Sznajstajler stated there is approximately \$20,000 remaining in the budget for this year.

Mr. Berger stated the DDA previously discussed the error in contributions from Volusia County. Mr. Berger stated the funds have been received as planned and it is anticipated that the budget amount may increase to about \$180,000, not \$141,000. Mr. Berger stated he is waiting on confirmation that those numbers are correct.

Mr. Sznajstajler stated he would like to work with the figures that we have and not make any assumptions.

Mr. Jagger stated he believes the direction from the DDA is to prepare a contract with BullsEye through the first quarter of next year, including the spring arts festival as well. Mr. Jagger stated he will draft that contract and present it at the next meeting. Mr. Jagger stated he is not sure how the city fees will be addressed but he will not assume a permitting fee in the contract since he does not know what that will be but the fees will be a direct payment through the city system.

Mr. Sznajstajler stated he was hoping to provide Mr. Smith with a commitment today so he can move forward.

Mr. Jagger stated his preference would be to bring a contract back for the DDA approval instead of doing it on a directive today. Mr. Jagger stated a special meeting may need to be scheduled.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to direct the City Attorney to work with BullsEye Direct Marketing in drafting a contract to support the DDA sponsored events as proposed by BullsEye Direct Marketing through the spring art festival planned for April, 2022. The motion carried (5-0).

**Public Comments:**

There were no public comments.

Mr. Sznajstajler stated the DDA has two proposals from Gold & Associates – one with the same services as previously provided and one with a reduced price. Mr. Sznajstajler stated he thinks if the DDA could work with the city on a partnership, there will be additional revenue. Mr. Sznajstajler stated he would

still like to have paper and broadcast presence and he likes the brand that has been created.

Ms. Kozinski stated she, Ms. Cook, and Mr. Hopkins were on the DDA when it addressed the issue of branding. Ms. Kozinski stated she also feels it is important to keep the print and broadcast. Ms. Kozinski stated she is not comfortable with putting all the eggs in one basket, based on previous experience.

Ms. May stated she likes where the DDA is going with Bullseye Direct Marketing and she would like to see a reduction in the Gold contract. Ms. May stated she would like to reduce the Gold contract and bring in another player to do some work in a different area.

Mr. Sznajstajler stated he does not have the time or energy to go through an RFP process. Mr. Sznajstajler stated for the amount of money spent on the Gold contract, an incredible return is received. Mr. Sznajstajler stated he would like to keep the digital but still have the ability for spending less than the \$3,750 per month to have their creative services on non-digital.

Ms. May stated she would like to see a list of the local involvement.

Mr. Sznajstajler stated the DDA is the one doing the media buys with Mr. Gold's assistance.

Ms. May stated since we are doing so much work with Imagine Daytona, could they assume some of the work being done by Gold & Associates, for a fee of course. Ms. May asked if they would be open to doing work in this field if they are not already doing it.

Ms. Lieberman stated yes.

Mr. Hopkins stated we have a marketing agency that we hired and we have a promoter that we hired. Mr. Hopkins stated he tried to get on the BullsEye website and it cannot be accessed. Mr. Hopkins stated he is frustrated and we should hold our promoter to a standard with insurance, credentials, and experience and we now have BullsEye and Imagine Daytona coming to the table that the DDA is expected to entrust to market our downtown, and we don't have the credentials and evidence of experience. Mr. Hopkins stated he is disconnected with this. Mr. Hopkins stated he agrees with the proposed art festival but does not agree to committing \$20,000 to a firm to promote us that doesn't have the criteria, credentials, insurance, and experience that we hold our marketing agency, Gold, to. Mr. Hopkins stated the contract is with BullsEye Marketing and you cannot access their website.

Ms. May stated she is not suggesting spending \$20,000 with anybody but it is merely a thought process that we may need to diversify. Ms. May stated she

appreciates the print media and would like to see more of it. Ms. May stated we are definitely a radio community but she is not saying \$20,000.

Mr. Hopkins stated he entrusts Gold & Associates to continue the effort and does not feel we should hit the brakes and stop promoting of the downtown.

Mr. Hopkins left the meeting at 9:50 a.m.

Mr. Sznajstajler stated he does not feel the DDA has all of the budget information on the revenue. Mr. Sznajstajler stated if he knew the money was there, he would support no change in what we are doing. Mr. Sznajstajler stated he likes what we are doing and it works very well and it is held to a very high standard by people in the community. Mr. Sznajstajler stated he has never heard a single complaint about the marketing of downtown or the web page. Mr. Sznajstajler stated he would like to see a middle ground from what Mr. Gold has proposed as digital only and some broadcast and print or continue on with no change in what we are doing.

Ms. Cook stated after the meeting with the City Manager, there could be a huge change in the area of funding for the DDA budget or it could remain status quo. Ms. Cook stated the change in the fees from the city could make a big difference. Ms. Cook stated she is not ready to say no change or revised services until she knows more from the city about the fees.

Mr. Berger stated there is a \$40,000 reserve which is more than the DDA has had in their past budgets.

Mr. Sznajstajler stated the DDA still hasn't talked about the Farmers' Market. Mr. Sznajstajler stated he likes that we have a balanced budget. Mr. Sznajstajler stated he wants to be fair to Mr. Gold and wants him to know we are a partner with him like he is a partner with the DDA.

Ms. Cook stated she agrees but she does not think she can make a commitment on funding until the issue of the fees is determined. Ms. Cook stated she is committed to continuing with Gold & Associates, and at least at the reduced level.

Ms. May stated she agrees with Ms. Cook.

Mr. Jagger stated there could be a simple change to the Gold contract to the scope of services if the contract is reduced or a new contract prepared as a continuation of the existing contract. Mr. Jagger stated the contract can be written with whatever model the DDA adopts.

Mr. Gold stated he is proceeding with the full contract through the end of the fiscal year so he is fine.

Mr. Sznajstajler asked that Mr. Gold work with Mr. Berger to define what a hybrid contract would look like where there would be an increase in professional services and then we have some type of broadcast to go along with that.

Mr. Jagger stated he feels there would be a flat rate for online services and then ala carte for the offline services.

Mr. Gold stated he thinks there could be a middle ground between the two numbers provided and could spell out those services.

Mr. Jagger stated he will work with Mr. Gold and will present three options at the next meeting for the Board's consideration.

d. Farmers' Market Update

There was no action on this item.

e. Monthly Financial Report

There was no action on this item.

f. FY2022 Proposed Budget

There was no action on this item.

g. Downtown Projects Update

Mr. Berger stated the Downtown Redevelopment Board will be meeting on Friday, July 23, 2021 to review a proposed mural on Federal Alley as well as an art gallery and wine and coffee shop.

**5. Public Comments**

There were no public comments.

**6. Board Comments**

Ms. May stated her appointment is expiring on the DDA and she would like to know if the Board would like her to continue as the City Commission representative on the DDA.

Mr. Sznajstajler stated he will make sure the comments made tomorrow during his meeting with the City Manager are shared with the DDA prior to the next DDA meeting.

Mr. Sznajstajler stated he wants to make sure that Mr. Hopkins' comments are addressed and that DDA is making a commitment to BullsEye and no one else.

Mr. Sznajstajler stated the budget meetings with the City Commission will be September 8 and September 22. Mr. Sznajstajler stated Ms. Cook will have to attend the September 8 budget workshop since Mr. Sznajstajler is not available.

7. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary