

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD
MINUTES
Thursday, December 16, 2021**

The meeting of the Downtown Development Authority Board was held Thursday December 16, 2021, at 8:00 a.m. in RM. 149 B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler, Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Mrs. Mandana Carry, Office Specialist II

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:00 a.m.

2. Roll Call

Roll was called and noted members present as stated above

3. Approval of Minutes

Mr. Sznajstajler requested two changes. On page 2 "voters" should be "boaters", and on page 3 change reference to "money" to "agreement for more things". A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes as requested. The motion passed (3-0).

4. Reports & Presentations

a. Public Safety Update

No update.

b. Marketing Contract with Gold & Associates

Mr. Keith Gold, Gold & Associates, presented his report to the Board.

c. Events Update

Mr. Al Smith, representing Bullseye Direct Marketing, presented the new schedule for the remainder of the fiscal year and gave a summary of the first quarter events. Mr. Smith stated that Port Orange Food Truck events are at same date and time as his proposed schedule and advised the Board that the dates will need to be changed to the first Friday of the month.

Mr. Smith stated that the event budget was still uncertain with respect to event fees from the City.

Mr. Hopkins asked about the amounts charged for the events.

Mr. Smith stated that he is unclear about what will be charged for events based on prior discussions with the City that some fees may be reduced and that the City would continue to sponsor the events, noting the previous City Manager had provided financial support.

Mr. Jagger asked if the fees for the events in 2021 had not been paid.

Mr. Smith stated that some of the fees were not paid and expected DDA to work out an agreement with City.

Mr. Berger stated the former City Manager paid for sponsorship of the events so DDA could afford to put on these events last year.

Mr. Sznajstajler stated he met with the City Manager to help lessen the burden of the fees and is just finding out that Bullseye has not paid the fees. Mr. Sznajstajler stated that whether or not the City Manager pays for the fees is his decision, that the DDA is its own entity, has its own budget, and needs to follow its budget and co-sponsorship agreement.

Mr. Jagger stated that the items for reimbursement to Bullseye are for actual events that have happened, so the expenses that were charged and that had occurred would then fit in the agreement that was made.

Mr. Sznajstajler stated the proposed budget for remaining events exceeds the exceeds the DDA's \$70,000 event budget.

Mr. Berger stated the DDA can approve events proposed up to May and then revise our budget once staff reviews the event costs and fees.

Mr. Hopkins stated the DDA can make a budget that lists our true costs.

Mr. Sznajstajler stated we can go over this by looking where money is being spent, then we can return to budget in May.

Ms. Kozinski stated DDA already raised the budget from last year, so we need to be clear.

Mr. Hopkins stated that he could not support approving this year's event budget without it being balanced.

Mr. Berger Mr. Berger suggested that the Board could approve events already planned through March plus the Spring Art Festival and return after the holidays to consider additional revisions to the event budget.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed events schedule through the end of March 2022. The motion passed (3-0).

Mr. Jagger stated that Exhibits A-3 should be attached to the agreement.

John Nicholson, 413 N. Grandview Ave., Daytona Beach, suggested using COVID funds and corporate sponsors for events.

Mr. Berger stated going forward he would look into the status of the event costs and fees before the January meeting.

Mr. Sznajstajler stated that would be appreciated.

Mr. Smith requested the DDA approve the expenditure of \$1,350 to purchase a web site marketing program called ZAP for the Art Festival to help attract more artists.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve \$1,350 out of Art Festival budgeted money for the ZAP app. The motion passed (3-0).

d. Farmer's Market Update

Mr. Berger stated that fresh produce is now consistently available at the market. Mr. Berger stated the Markets' revenues were still down, however once holidays are over, we hope for it to turn around. Mr. Berger stated 6 new vendors have started and the Market has 2 more weeks of this month to finish out, then the Market will be closed on Christmas Day and New Years' Day and resume on the second Saturday in January.

e. Downtown Projects Update

Mr. Berger stated the City Commission approved an incentive agreement with Framework to construct the Beach Street Apartments project and the Downtown Board will consider a rezoning request for the project in January.

f. Financial Report

Mr. Berger stated that the budget reports were in each member's packet.

5. **Public Comments**

John Nicholson stated what are you getting with the app for the money you are spending. John Nicholson also stated I believe in the case of the market, it needs to reach out to folk, locally to see for example when blueberries are in season, ask the local farmer to help with product. The farmer with corn for example could be local and from down the street. The board should do advertising and invite folks out. Each month could be a new merchant and a new winner.

6. **Board Comments**

Mr. Smith stated ZAP is a website application and it generated by artists from all over the nation (if not world).

Mr. Sznepstajler asked if Halifax Art society also uses the same app, ZAP.

Mr. Smith stated yes it did.

Mr. Sznepstajler stated these are great ideas for the market and we have a Market Manager to call her and let her know. Mr. Sznepstajler stated also I would like us to look at changing our meeting dates and times for next year.

Ms. Kozinski stated that the events that are planned for Saturday nights, are not great in the sense from streets and access being closed. The reason being the older folks with mobility issues have a hard time getting back and forth not to mention how hard it is on the businesses and with staffing being an issue, better hours and methods would be appreciated.

7. **Adjournment**

Mr. Sznepstajler adjourned the meeting at 9:15 a.m.


Michael Sznepstajler, Chair


Mandana Carry, Office Specialist II