

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD  
MINUTES**

**Thursday, January 27, 2022**

The regular meeting of the Downtown Development Authority Board was held Thursday January 27, 2022, at 8:00 a.m. in Room 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  
Ms. Sheryl Cook, Vice Chair  
Ms. Quanita May, Commissioner

**Board Members Absent**

None.

**Staff Members Present**

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

**1. Call to Order**

Mr. Michael Sznajstajler, chairman, 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 stated that the Board should take time review the December 16, 2021 minutes, and take vote at next meeting.

**4. Reports & Presentations**

a. Public Safety Update

Captain Lee reviewed the crime report for the last quarter for the Downtown area and changes to improve public safety in the Downtown.

b. Marketing Contract with Gold & Associates

Keith Gold, Gold & Associates, reviewed the monthly marketing presentation and survey results from the merchants and others that responded to five campaign options for the Board's consideration.

c. Events Update

Ms. Theresa Lieberman, Imagine Daytona, presented a new initiative, P.A.C.E., Public Art Car Exhibit, which would include a Jeep to be painted by a local artist and placed on display at the northeast corner of Beach Street and ISB. The Jeep would be on display for a month starting on April 1<sup>st</sup> through May 1<sup>st</sup>.

The Board discussed the project and thanked Ms. Lieberman for her presentation.

Mr. Al Smith reviewed the upcoming events and noted the Spring Arts Festival was his primary focus and reviewed details including the Art Battle, the new ZAP website, and all the promotional marketing completed and in progress. Mr. Smith also highlighted the events partnership with local businesses and larger donors.

Mr. Berger presented the status of the events budget and expenditures and noted \$2,988 remains unspent from the events budget for sponsorship during the first quarter of the fiscal year and suggested this amount be used to pay toward unpaid event fees for the first quarter. Mr. Berger stated the Event sponsorship agreement between the DDA and the City has lapsed and proposed staff draft a new agreement.

Mr. Sznajstajler stated his concerns about exceeding the budget and asked if Mr. Smith still owed more event fees.

Commissioner May asked if the City was billing Bullseye?

Mr. Berger stated yes, the City was still billing.

Mr. Jagger noted unpaid event fees were not identified as part of the event costs.

Mr. Berger requested the DDA pay the fees that the City has billed for these events.

Mr. Sznajstajler asked if there was a request to pay the fees.

Mr. Smith said he has requested the City help reduce or pay the event fees.

Mr. Jagger suggested the could apply the roughly \$3,000 that was saved to close out the first quarter and cover most of the fees.

Mr. Sznajstajler suggested the Board approve the \$2,988 for the fees and approve the next four events so Mr. Smith can move forward.

A motion was made by Ms. Kozinski, seconded by Commissioner May, to reimburse \$2,988 to be used to help reduce the promoter's event fees, and approve the budget for the next four scheduled events [April & May Food Truck Rally, April Wine Walk, and Cinco De Mayo]. The motion passed (5-0).

Public Comments:

John Nicholson, 413 N. Grandview Ave., Daytona Beach, suggested the City use rental cops as a way to reduce event fees.

Board Comments:

Mr. Sznajstajler noted the Board needed to decide the meeting schedule for the upcoming year and to provide a response back to staff using the form provided.

Mr. Sznajstajler stated he had a previously scheduled meeting and that Ms. Cook will continue the meeting as Vice Chair.

d. Farmer's Market Update

Mr. Berger stated the Market Manager had a medical emergency and that staff will provide their report next month.

e. Financial Report

Mr. Berger referred to the monthly finance report in the Board's agenda packet.

f. Downtown Projects Update

Mr. Berger reviewed updates for Beach Street Phase Two, Beach Street Apartments, and the Riverfront Esplanade.

**5. Public Comments**

Mr. John Nicholson, 413 N. Grandview, stated there is no advertising to bring people from the Beachside to Downtown and suggested a trolley and more residents living downtown will help.

**6. Board Comments**

There were no Board comments.

**7. Adjournment**

Ms. Cook adjourned the meeting at 10:05 a.m.

  
Michael Sznajstajler, Chair

  
Mandana Carry, Office Specialist II