

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, October 28, 2021**

The special meeting of the Downtown Development Authority Board was held Thursday October 28, 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
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Quanita May, Commissioner

Board Members Absent

Ms. Tammy Kozinski

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 members were noted present as stated above.

3. DDA Staff Reports

a. Public Safety Update

There was no representative from the Police Department in attendance.

Commissioner May stated the homeless situation is growing worse in and around the Downtown Marina and people have spoken to her about homeless people coming to their cars and boats right in lot of the Marina itself. Commissioner May stated they feel threatened.

Commissioner May stated that the Marina administration was hoping for a Dingy Dock, to have access straight to Beach Street. Commissioner May stated for those

2,200 boaters in the Marina being able to gain access to Beach Street from their boats was something they were very interested in working towards.

b. Marketing Presentation

Mr. Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the Strategic Marketing Plan and the campaign to develop more ideas and feedback from our residents was the focus for the start of the next three months. Mr. Gold stated calendar of events and merchant listings were being updated as part of the continuing social media advertising they provided for the board. Mr. Gold stated after his presentation that the Board can decide, based on the Plan, how they would like to go forward.

Mr. Sznajstajler stated that the Board will take the time to review the Strategic Marketing Plan outside of the meeting and at the board's next meeting will decide any changes, and whether to proceed.

Mr. Gold stated any input the Board gives will help. Mr. Gold stated he would suggest the board look over the Media and TV coverage and increase spending in these areas for advertising. Targeting individualized commercials, focused internet for individuals, and a wider array of media all year long.

Ms. Cook stated she would like to see the Kiosk's get updated more regularly.

Mr. Gold stated that in fact they were planning on such activities, and that Mr. Berger was pushing for digital.

Commissioner May stated she would like to see a calendar that folks could add their own events to spread awareness.

Mr. Sznajstajler stated that would be a good concept, however, the focus would be on events for Downtown only.

c. Events Update

Mr. Berger introduced Al Smith, representing BullsEye Direct Marketing, who will discuss the Food Truck Events and a request for reimbursement.

Mr. Smith stated that he boosted his media coverage to make events better. He said the three truck events did very well and gave the Board a breakdown of costs, showing a few items that needed to be reimbursed.

Mr. Sznajstajler stated that the Board had set a limit for each event and had made an agreement with BullsEye Direct Marketing not to exceed these totals.

Mr. Smith stated that liability insurance, bands, more coverage on social media all played a part in creating a better experience for the Food Truck Events. He stated the reimbursement needed is \$ 6,601.95. Mr. Smith stated these Events had to be great so that following years could benefit DDA so the Board would spend less to make it happen.

Mr. Sznajstajler stated that the agreement was for a certain group of items, now we are asked to pay for more. Mr. Sznajstajler stated that we just want to be clear that we are not the Event producers.

Mr. Berger stated that the term marketing as described in the Sponsorship Agreement may include all the items listed in the report.

Ms. Cook recommended the need to change the agreement.

Mr. Jagger stated the contract includes a budget and allows for reimbursement according to expenses incurred, and that the Board can decide what is included.

Mr. Sznajstajler stated that we need to know that funds are available in the budget.

Mr. Jagger stated an amendment can be easily made.

Commissioner May stated we have a certain expectation of cost, a certain amount of risk.

Mr. Smith noted he also shares in the ups and downs.

Mr. Hopkins stated if we open this door, then all this money will get used for promoting, and we could face more charges.

Mr. Sznajstajler asked if the board would be held responsible to pay the insurance portion.

Mr. Smith stated he could not do these events without insurance.

Mr. Sznajstajler stated we are trying to cover our fees and ensure the success of what our events need. We also don't want to keep having to increase our budget for every cost that occurs.

Mr. Jagger stated the options are either pay for the increase or change the agreement and only pay what the board agrees upon.

Mr. Berger stated we built these events from scratch in last year's budget. Going forward we will need to be clearer about what we will or will not reimburse.

Ms. Cook agreed and noted we were trying something that could have failed just as well, but everything worked out. She recommended going forward we could change the wording and list all professional services.

Commissioner May agreed.

Mr. Sznajstajler stated under current structure now we cannot move.

Mr. Jagger stated we can amend that wording in the contract.

Mr. Sznajstajler proposed the board move forward to pay the gap in costs for the three events, plus the other various increase in expenses for services.

A motion was made by Ms. Cook, seconded by Commissioner May, to pay the reimbursement in the amount of \$6,601.95 for the three Food Truck events. The motion carried (4-0).

A motion was made by Ms. Cook to amend the contract agreement to include new wording to allow the Board to be added as an additional insured entity for the events. Commissioner May seconded the motion. The motion carried (4-0).

Al Smith stated that moving forward the Wine Walk, Food Truck, and Art Festival are being prepared for the upcoming weeks. Mr. Smith went over the weekend's activities and events, noting that extra media coverage helped boost how well the events did overall. Mr. Smith stated that moving to future projects, we have the Spring Art Festival, and introduced Theresa Lieberman.

Ms. Lieberman stated there are three stages building up to the Art Festival and proceeded to describe all three stages.

Mr. Smith requested \$2,500 to get things underway for the first phase of the Arts Festival.

Mr. Sznajstajler asked if the agreement includes the events for next year.

Mr. Berger stated the agreement only includes events through the end of 2021.

Mr. Sznajstajler asked the Board if it wished to make an authorization of funds.

Ms. Cook made a motion to authorize giving BullsEye Direct Marketing \$2,500 to move ahead with the Art Festival. The motion was seconded by Commissioner May. The motion carried (4-0).

d. Farmer's Market Update

Mr. Berger noted the report from the Markets Manager, Melanie John, was included in their packet.

Mr. Sznajstajler described a Friends of the Market meeting he attended with Jack White, Melanie John, and others to discuss ways to improve the Market. He noted that a new Market was under consideration on Sundays by a group of BCU staff and students in Midtown. Mr. Sznajstajler stated Ms. John has looked from Jacksonville to Plant City for produce suppliers. The issue to overcome is the storage and moving produce to the Market.

Mr. Berger stated that Ms. John did secure D'marco, who was with us before, and that as long as he followed vendor rules including being open during Market hours for the initial three months he would not be charged rent for space.

Mr. Berger noted Market hours will be adjusted for the upcoming season following the Halifax Art Festival and the change in Daylight Savings.

4. Public Comments

There were no public comments

5. Board Comments

Commissioner May asked that after the events there have been complaints of trash left in the area and needed to be addressed.

Ms. Cook stated that the preacher who is interrupting the Market should be arrested, all the yelling from bullhorn is stressing out folks and Ms. John is always mentioning him in her reports.

Mr. Jagger stated if he is disrupting the Market there must be sufficient evidence to arrest.

e. Downtown Projects Update

Mr. Berger stated that current project updates which included the new Beach Street Apartments, Phase 2 of Beach Street Improvements, and Riverfront Park.

6. Adjournment

There being no further business, the meeting was adjourned at 10:10 a.m.


Michael Sznajstajler, Chair


Mandana Carry, Office Specialist II