

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, March 1, 2022**

The meeting of the Downtown Development Authority was held Tuesday, March 1, 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
Captain Jeremy Nikolow
Ms. Mandana Carry, Office Specialist II
Ms. Gina Fountain, Casual Worker

1. Call to Order

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

2. Roll Call

Ms. Fountain called roll and noted members present as stated above.

3. Approval of Minutes

Regular Meeting – March 1, 2022

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meetings of December 16, 2021 and January 27, 2022, as presented. The motion carried (5-0).

4. Reports & Presentations

c. 2022 Board Meeting Schedule

Mr. Sznajstajler recommended the Board consider approval of their 2022 Board Meeting schedule before considering the other presentations and reports. The Board gave their unanimous consent to revise the DDA monthly schedule to the second Thursday of each month beginning April 14, 2022.

a. Riverfront Park Presentation

Mr. Joe Yarbrough, Esplanade Manager, Brown Riverfront Esplanade Foundation, presented his report to the Board. Mr. Yarbrough noted that the first phase of the park [ISB to Fairview] would be open by late this Spring barring any unforeseen events, and that the second phase [ISB to Orange] would be open by late Summer or early Fall of 2022. He also noted there were additional changes upcoming to address the use of the Josie Roger House and Manatee Island, and adding holiday lighting in the Esplanade.

Ms. Katrina Guevara, Events Manager, Brown Riverfront Esplanade Foundation, presented an overview of her qualifications and strategic plans of events to help the small business succeed in the downtown area.

b. Public Safety Update

Captain Nikolow presented his report to the Board.

Board members voiced their concerns regarding transients and panhandling in the area with the increase in business surrounding the downtown area and the police response when the 911 non-emergency number is called.

Captain Nikolow stated that the police department currently has 30 open positions and the panhandling has become an issue; however, the calls are prioritized based on the nature and emergency of the call. Captain Nikolow noted there is currently a lack of coverage for the downtown area and overtime is readily available; however, manpower no longer wants to work longer shifts.

Mr. Yarbrough advised that there will be a 24-hour private security service hired to help monitor the area when the Esplanade opens. Mr. Yarbrough stated there will be security cameras that can also estimate the number of people in the park and activities.

d. Marketing Update

Mr. Berger noted that the Board was provided with the marketing information from Gold & Associates, and that Keith Gold could not attend the meeting.

e. Events Update

Mr. Al Smith updated the Board on past and upcoming events.

Ms. Kozinski asked that DDA keep business owners aware of all planned events in the downtown area so that businesses could plan for more staffing.

f. Farmer's Market Update

Ms. Melanie John, Market Manager, presented her quarterly report to the Board and noted that D'Marco is expanding his produce area.

Mr. Berger stated that the Children's Business Market planned for March 26th may have over 30 vendors in attendance.

g. Monthly Financial Report

Mr. Berger presented his report to the Board and noted that revenues now reflect the addition of the new Brown & Brown headquarters project.

h. Downtown Projects Update

Mr. Sznepstajler updated the Board about the Chamber of Commerce Eggs & Issues meeting on March 10th that will include a review of downtown projects and DDA activities to be presented by Mr. Berger.

5. **Public Comments**

There were no public comments.

6. **Board Comments**

Ms. Kozinski stated she met with Ms. Theresa Lieberman about t-shirts for the Art Festival and because no businesses would assist with the cost of the t-shirts, she will be providing her with a check for \$900 to assist with the cost.

7. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.



Michael Sznepstajler, Chair

Mandana Carry, Office Specialist, II