

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday April 14, 2022**

The meeting of the Downtown Development Authority Board was held Tuesday April 14, 2022, 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
Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner

Board Members Absent

None

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Abraham, City Attorney
Michele Toliver, Redevelopment Project Manager
Sergeant Donald Rininger
Ms. Gina Fountain, Board Secretary

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 Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the March 1, 2022, Downtown Development Authority Meeting, as presented. The motion carried (5-0).

4. Reports & Presentations

a. Riverfront Park Update

Mr. Joe Yarbrough, Esplanade Manager, Brown Riverfront Esplanade Foundation, presented his report to the Board and noted progress and challenges during the update and suggested could be a soft opening date as early as June 4 for the first phase of the Esplanade located north of ISB. Mr. Yarbrough introduced Cindy Powell, Deputy Manager, Brown Riverfront Esplanade Foundation, and provided a brief overview of her duties.

Ms. Katrina Guevara, Event Manager, Brown Riverfront Esplanade Foundation, invited Board members to take a private golf cart tour prior to the soft opening.

b. Public Safety Update

Sergeant Donald Rininger presented his report to the Board.

Board members voiced their concerns regarding transients and panhandling surrounding the downtown area.

Sergeant Rininger stated that the police department is aware of the ongoing issue in the area and are continuing work to manage the problem.

Commissioner May noted that metal electrical box covers instead of plastic would prevent transients and panhandlers plugging their electronic devices into the City's electrical outlets.

c. Marketing

Mr. Keith Gold, President/CEO, Gold & Associates presented his report to the Board. Mr. Gold provided an overview of the targeted age groups for online marketing and driving new people to the website.

d. Events Update

Mr. Al Smith, representing Bullseye Direct Marketing, updated the Board on past and upcoming events and introduced Theresa and Josh Lieberman with Imagine Daytona to provide a presentation about the successful inaugural Spring Art Fest event.

Mr. Smith requested an additional \$2,500 from the DDA Event budget to add the Daytona Beach Beer Fest event to be held on Saturday May 21, 2022 with craft beers and entertainment.

A motion was made by Ms. Cook, seconded by Commissioner May, to amend the Event Co-Sponsorship Agreement to add the Daytona Beach Beer Fest event with a budget of \$2,500. The motion carried (5-0).

e. Farmers' Market Update

Mr. Berger noted the monthly Farmer's Market update report was included in the Board's packet.

f. Monthly Financial Report

Mr. Berger presented his report to the Board and would present updated numbers to reconcile the event budget report.

g. Budget Amendment

Mr. Berger requested an amendment to the budget to allocate \$53,121.15 of unbudgeted roll forward funds from the prior fiscal year identified by the City's budget officer.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve amending the budget to allocate \$53,121.15 of unbudgeted roll forward funds to the DDA's reserves. The motion carried (5-0).

h. Downtown Projects Update

Mr. Sznajstajler updated the Board about the DDA presentation at the Chamber of Commerce Eggs & Issues meeting on March 10th.

5. Public Comments

There were no public comments.

6. Board Comments

Ms. Kozinski recommended downtown businesses be listed as sponsors on events.

Commissioner May stated regular events should be frontloaded and budgeted for the year.

7. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.



Mr. Michael Sznajstajler, Chair



Ms. Gina Fountain, Board Secretary