

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday May 12, 2022**

The meeting of the Downtown Development Authority Board was held on Tuesday May 12, 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
Ms. Tammy Kozinski
Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner (arrived at 8:15 a.m.)

Board Members Absent

Mr. Joseph Hopkins

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ken Thomas, Redevelopment Director (new)
Mr. Robert Jagger, City Attorney
Michele Toliver, Redevelopment Project Manager
Captain Jeremy Nikolow
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 – May 12, 2022

A motion was made by Ms. Cook with necessary corrections, seconded by Ms. Kozinski, to approve the minutes of the April 14, 2022, Downtown Development Authority Meeting, as presented. The motion carried (3-0).

4. Reports & Presentations

a. Introduction of Ken Thomas, Redevelopment Director

Mr. Ken Thomas, Newly Appointed Redevelopment Director, introduced himself and explained of future plans to speak with each board member individually.

b. Public Safety Update

Captain Jeremy Nikolow presented his report to the Board.

Commissioner May asked for the date of Orlando invades Daytona event

Captain Nikolow stated there is a day event on May 28th

Commissioner May asked will there be any passes for senior residents on the beachside to make them aware of the events due to lack of social media.

Captain Nikolow explained there are no plans of informing residents that are without social media.

Board members expressed their concerns with the homeless population in the area.

Captain Nikolow stated that being homeless is not a crime and it is the responsibility of private business owners to have the individual trespassed from their property.

Commissioner May asked about the status of electrical outlet box covers that says property of Daytona Beach.

Captain Nikolow stated he has no update to provide.

Commissioner May asked do most of the downtown businesses have a no trespassing sign?

Captain stated he can provide the information on how businesses can sign up for the proper trespassing signage.

c. Marketing Update

Mr. Keith D. Gold, President/CEO, Gold & Associates presented his report to the Board. Mr. Gold provided an overview of project update, online analytics, and campaign budget spreadsheet.

Mr. Sznajstajler stated he noticed a lot of website traffic numbers in the month of April.

Mr. Gold stated there have been three major increases in the online cost in the last six months because of the consist changing in wording, phrasing, and advertising to express the same thing in a much more economical way.

Ms. Cook asked for a copy of the campaign budget spreadsheet prior to the meetings.

Mr. Berger stated a copy of the campaign budget spreadsheet can be provided at the next meeting.

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve amending the budget to allocate \$1,000 per month from the DDA's reserves. The motion carried (4-0).

d. Events Update

Mr. Al Smith, representing Bullseye Direct Marketing, updated the Board on past and upcoming events.

Mr. Smith requested additional funds from the DDA Event budget to extend contract to cover food truck events from June-September.

A motion was made by Ms. Cook to amend Bullseyes Marketing contract, seconded by Commissioner May, to amend the Bullseyes Marketing contract to add the Food Truck events with a budget of \$14,000. The motion carried (4-0).

e. Farmer's Market Update

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

Mr. Thomas stated there was a report of a \$15,000 deficit that he would speak with the City Manager for assistance in the coverage.

Ms. Cook stated there was actually \$50,000 in damages because of the lack in proper insurance. She also stated that was a hailstorm that was not the normal level motion and we shouldn't be the only ones to help them regroup when most will not return.

Mr. Berger stated there will be some financial incentives for those vendors to come back.

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. Jagger requested an amendment to the budget to allocate \$14,000 from a reserve account for Bullseye Marketing by the City's budget officer. He stated there must be two motions for approval of contracts and funding

A motion was made by Ms. Cook to amend to approve Bullseye Marketing contract for June-September events, seconded by Commissioner May. The motion carried (4-0).

A motion was made by Ms. Cook, seconded by Commissioner May, to approve amending the budget to allocate \$14,000 from the DDA's reserves. The motion carried (4-0).

h. Downtown Projects Update

Mr. Sznajstajler updated the Board about the Esplanade Project tour.

5. Public Comments

Fred Cleveland, 140 S. Beach Street, expressed concerns about the cumulation of trash in the area.

Mr. Berger stated the solution would be speaking with the recycling manager.

6. Board Comments

Mr. Sznajstajler requested individual meetings with Mr. Thomas and DDA members include discussions on the board members version of the spreadsheet.

Ms. Cook asked when do the board start their budget to determine how much fees will be covered by the City.

Mr. Thomas stated the starting point with the board members is to identify you want to do and then start adding in numbers. He also stated any overages will be presented to the City Manager.

Mr. Ken Thomas introduced Mr. Jeff Brown, New Economic Development Strategic Director to board.

Board members thanked Mr. Berger for his years of service to the board.

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 9:54 a.m.


Mr. Michael Sznajstajler, Chair


Ms. Gina Fountain, Board Secretary