



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Michael O. Sznajstajler
Chairman
Quanita May
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Wednesday, July 14, 2022 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **Regular Meeting: June 9, 2022**
4. **DDA Financial Report** - Fredrik Coulter, Information Systems and Budget Director
 - The rollback property tax rate is 0.9318
 - The proposed property tax rate is 1.0000, which is a 7.3% increase over the rollback rate
 - The date of the first public hearing for the adoption of the budget is September 7, 2022, at 6:00 pm in the Commission Chambers
5. **Reports & Presentations**

Public Safety Update – Captain Jeremy Nikolow

Keith Gold & Associates

Events Update – Al Smith

Farmer’s Market – Kenneth Thomas, Redevelopment Director
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, June 9, 2022**

The meeting of the Downtown Development Authority Board was held on Thursday, June 9, 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. Quanita May, Commissioner

Board Members Absent

Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Mr. Robert Jagger, City Attorney
Michele Toliver, Redevelopment Project Manager
Ms. Gina Fountain, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:08 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting – June 9, 2022

A motion was made by Ms. May with necessary corrections, seconded by Ms. Kozinski, to approve the minutes of the June 9, 2022, Downtown Development Authority Meeting, as presented. The motion carried (3-0).

4. Reports & Presentations

a. Public Safety Update

Captain Jeremy Nikolow was not present to provide his report to the Board.

b. Marketing Presentation

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. Gold stated as a result of Commissioner May suggestion there has been a return of the discount card program even though it is not in there contract special landing page.

Ms. Kozinski asked do we know how many people downloaded the actual card? She stated that her business has participant in the program every year and she knew of only one customer who actually uses that card. She suggested the use of a QR code on the phone, for customer that do not have their cards.

Mr. Gold stated that QR codes were done and gone a few years ago, but they are back robustly. He also stated they are working through the City to find out what are the requirements for placing the QR codes at the checkout point or windows for all merchants.

Mr. Gold stated that the Communication Manager Office is in the process of checking on the actual requirements for placing the QR codes in the merchants businesses. He stated various ways the merchants could market their businesses.

Mr. Gold stated he believes this approach gives us another tracking mechanism and will provide the data to present monthly. He stated there will be a survey sent to merchants, asking how and what they need to help their businesses grow. This will assist in our agenda for the merchant workshops.

Mr. Thomas asked about the timeframe given to the merchants to return the survey.

Mr. Gold stated there are three reminders sent to the merchants to complete the survey and a \$100 gift card provided at time of completion.

c. Events Update

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

Board members expressed concerns with the limited parking spaces during events, oil leakages during the food truck events, barricades/garbage can receptacle, lighting in back parking lot, and ownership of abandon building in the area.

Mr. Thomas stated that the area is pressured wash weekly and the abandon building in question is currently in foreclosure, but there will be conversations about what can be done. He stated that he would provide an update at the next meeting regarding the trash receptacle pickup times after an event and the number of parking spaces for events.

Ms. May stated when she first got into office, they improved the lighting almost right away and cameras has since been installed.

e. Farmer's Market Update

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

Board members provide examples of how to increase the vendor business in the market location with the exception of some nonprofit businesses.

Mr. Thomas stated also the possibility of offering vendors free space for one month.

Ms. May asked about the percentage of merchants that remains open later or close early.

Mr. Gold stated that the merchant hours vary, but the restaurants remain open until 9:00-10:00 p.m. He stated that would be included in the survey sent to the merchants to inquire about the type of business and hours of operation.

f. Ken Thomas, Redevelopment Director

Mr. Thomas stated he wanted to sit down with each of the board members and brainstorm on how they can help the staff to bring more residential housing to the downtown community.

5. **Public Comments**

John Nicholson, 413 N. Grandview Avenue, provided various ideas to advertise the businesses in the area.

6. **Board Comments**

Mr. Sznajstajler asked do we have a financial report this month because we are getting close to our third year and we did a lot of big budget changes last month with the extra funds.

Mr. Thomas stated the financial report will be provided at next month meeting.

Mr. Sznajstajler asked about vacancies and term renewals for the board.

Ms. Toliver stated that staff would be notified of the term renewals, but would check on the resolution for vacancies.

7. **Adjournment**

There being no further business to come before the board, the meeting was adjourned at 9:02 a.m.

Mr. Michael Sznajstajler, Chair

Ms. Gina Fountain, Board Secretary

