

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday , July 14, 2022**

The meeting of the Downtown Development Authority Board was held on Thursday, July 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

Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Quanita May, Commissioner (via zoom)

Board Members Absent

Mr. Michael Sznajstajler, Chair

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Mr. Robert Abraham, City Attorney
Michele Toliver, Redevelopment Project Manager
Fredrik Coulter, Information Systems and Budget Director
Lieutenant Kelsey Harris, Daytona Beach Police Department
Ms. Gina Fountain, Board Secretary

1. Call to Order

Ms. Cook 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

a. Regular Meeting – June 9, 2022

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the June 9, 2022, Downtown Development Authority Meeting, as presented. The motion carried (4-0).

4. Reports & Presentations

a. Public Safety Update

Lieutenant Kelsey Harris, Police Department, briefly introduced himself and provided a summary of the CompStat Report.

Ms. May asked if he could repeat some of the stats because of her difficulty hearing them.

Lieutenant Harris stated that Homicides increased 200%, 1 last year and 3 this year and Sexual Battery increased 200%, 2 last year and 6 this year with 2 of the 6 were on a child.

Board members expressed concerns with the increased number of homeless that are sleeping behind trailers in the back parking lots, becoming increasingly verbally violent toward them and their employees that has been trespassed and arrested but returns , hanging in front of their businesses all day after purchasing a cup of coffee, sleeping on the sidewalks, calling the police non-emergency number and being placed on hold for a tremendous amount of time, and the Magnolia alcove that are using as a public restroom.

Lieutenant Harris stated there has been an increase in the homeless downtown but have not received complaints regarding some of the issues but will address.

Mr. Thomas stated that Code Enforcement have addressed and resolved the homeless issue by removing the individuals and their belongs but not the trailers.

Ms. May asked were the trailers allowed to remain in the back parking lot at night.

Mr. Thomas stated that was a good question that he would find out the answer and provide an update.

b. Marketing Presentation

Mr. Keith D. Gold, President/CEO, Gold & Associates presented his report to the Board. Mr. Gold provided an overview of June and July project updates, online analytics, new marketing initiatives/brochures/discount cards/workshops/farmer's market, campaign budget spreadsheet, and budget planning for 2022-2023.

Ms. Kozinski asked if \$196,000 in Approach B where the board would stay if we kept the one millage and do not go with the roll back.

Mr. Gold stated that what he understood that the amount of tax money generated is going to increase but do not know exactly how much. He stated that there was a discussion with Mr. Thomas in regard to increasing the budget by \$20,000.

Ms. May asked what can the board do with the money we have without the expectation that we are going to get more.

Ms. Kozinski stated that she was only asking because she was just wondering how we came up with the \$20,000 extra number.

Mr. Thomas stated Plan B was not based on an increase in our mileage or revenue, it was just based on all the other things that we can do to help the market and one of the keys here is a lot of this was going to be trying to drum up the farmer's market.

Mr. Gold stated that the main focus is Approach A to determine what the board spent this past year for our spending during the current fiscal year.

Ms. Cook asked is there a disclaimer to check the website address to get other downtown merchants or businesses information that relates to eating and entertainment and shopping on the brochure.

Mr. Gold stated that he does not recall but if not will do so

Ms. Cook stated we do not want the print to be small causing difficulty for people to read. She stated that everyone has a smartphone or something similar to download the map or directory that list all the merchants or businesses in the downtown area so we want leave anyone off.

Mr. Gold stated that there is a downloadable map so there is a pin of where all the businesses are located and directory that is updated every other month then reprinted up to six times a year.

Mr. Hopkins stated he do not think we want to promote the farmer's market this has been embarrassing to come around full circle and he was concerned that we send the survey out to try to encourage people to attend a market that really does not exist

Mr. Thomas stated that over the last several weeks there was one week that we did not have any vendors show up and there were customers in the month of June. He stated this summer has been very slow and difficult. He stated that there was a thought to maybe seize the operations for the summer and start back in August. He stated that the customers do come but the problem is with the vendors because they are going elsewhere.

Mr. Hopkins stated that if customers go to the market and there are no vendors there what do they walk away with but disappointment. He stated that he does not know that they are going to continue to come back and this has been problematic for me for a long time.

Ms. Kozinski stated that originally she did the market as a marketing tool for her business that she has had for 12 years downtown. She stated that she has watched the vendors just go down and it is discouraging to tell people to check out the farmer's market when the vendors do not show up.

Mr. Hopkins stated that he does not know if we need to send a survey out because he was concerned that would be sending the wrong message to try to encourage people to attend the market and summer is notoriously bad and extremely difficult with the heat and

weather. He stated that the dynamics of the market are constantly changing vendors no matter the time of the year and question the market as a whole.

Mr. Gold stated that the survey would give you some data rather it is good, bad, or ugly, so if you have a lot of people that complain that will be in the survey. He stated that the survey would also give more actual data to determine why the customers are going to other market.

Ms. Kozinski stated that when reading these questions on the survey it is not encouraging people to come to our market just why are you or why are you not coming.

Mr. Gold stated that he believes there will be a lot of disappointment but at least we are going to have something in black and white for the board to make decisions.

Ms. Cook stated that the board have been dealing with it for so long that it is extremely discouraging. She stated that the market changed from when it was located at City Island and many other markets are doing pretty well. She stated that it has been a negativity in our budget for a year and a half or two.

Mr. Thomas stated the purpose of the survey is to get information from people on what do you think we need at the market and why are you going to these other markets to have something in black and white. He stated that he has received a lot of comments about why not change the date of the market to a Friday or like when the food trucks that go on. He stated that Melanie John, Market Manager, have gone to other food and farmers market that are not in close proximity to find out why they are there and she was told because they are receiving more customers. He stated that he would hate to see the farmers market die just because people are not showing up and during the summer time everything is down. He stated that before we make this hard decision at least give until the fall to sort of try to drum up some more participation. He asked that more time is given to try to bring in some vendors to Ms. John, He stated that he is not advocating to change the date because Saturday morning seems to be a time for customers to be there. He stated that this can be discussed again in November after data is received the survey and the participation of vendors as well as customers.

Ms. Kozinski stated it is frustrating that the vendors would move to another farmers market because they receive more customers. She stated that it is the vendors consistency as a business to show up during their advertised scheduled times for the customers to continue to patronize their business.

Mr. Gold asked should all the marketing and advertising be put on pause to save money or keep moving forward just perhaps see what happens with the survey.

Mr. Hopkins stated that we have been waiting to see what happens for a long time and we keep promoting something that is vaguely in existence. He stated that it is a risky proposition to encourage people to do something like that and I have suggested at one

point that we pause the market to recruit people, have a new promotion or something to relaunch.

Mr. Gold stated that he would look at reprinting the marketing and advertisement material in October, so it is there for the holidays.

Mr. Thomas stated that the farmers market advertisement remaining in the brochure would be a great idea, since the Espionage is up and running is open that could possibly generate more business.

Ms. Kozinski asked are we better off advertising it in our rack card until maybe October, giving us a little bit of time to figure it.

Ms. May asked does the farmers market support itself or do the board support it.

Mr. Thomas stated he could not provide an answer to what are the expenditures compared to the income generated.

Board members stated that the board supports the farmers market but is currently in the red and losing money.

Ms. May asked what do the rest of the board members think about continuing the farmers market.

Mr. Hopkins stated he do not think it would be beneficial to continue to promote advertising and spending any more money at least through the summer. He stated need to put on pause until the Espionage gaining a lot of traction then maybe we can do work with them to get an audience down there and get a commitment from the vendors to make it worthwhile and get an attraction.

Ms. May stated that she could see putting more money into events because they are all year long.

Ms. Cook stated that because the board can not make a decision today except for making a motion that we do not have the farmers market in the brochure for the summer months.

Ms. Gold stated that we do not need a vote just direction from the board.

Mr. Thomas stated we are printing a distribution of 11,000 brochures that would last throughout the fall beginning in October without the farmers market included. He stated that if the farmers market is still operating and we see a need to add the farmers market we could or just keep it out.

Mr. Gold stated the primary way that people get to the farmers market is through online marketing, especially social media postings and marketing overall.

A motion was made by Mr. Hopkins to do not include farmers market promotion advertising & marketing in summer rack card, seconded by Ms. Kozinski. Motion carried 4-0

c. DDA Financial Report

Fredrik Coulter, Information Systems and Budget Director, briefly introduced himself and provided a summary electronic form from Tallahassee regarding the TRIM, new year property taxes , rollback, CRA & DDA budget, 140 fund, and City Commission public hearing.

Mr. Abraham stated that the one millage maximum was setup by the Legislation that can be lowered by the board.

Mr. Coulter stated that if the millage is requested to be lowered he could do the recalculation.

Ms. Cook stated we save with the one millage even when the City Commissioners have gone down to the rollback rate for the City's budget.

Mr. Coulter stated yes, it has been one millage since he started.

Mr. Abraham stated that if we do not go to the rollback rate, the City needs to advertise that the board will be staying at the one millage exceeding the rollback rate. He stated that the additional money received would be from levying one bill instead of the rollback would raise to approximately \$20,000.

Ms. May asked what do the \$20,000 represent in the margin, if we do a rollback and not the one million.

Mr. Coulter stated that the one millage is a 7.3% increase over rollback.

Ms. Cook asked are we looking for a motion to accept the rollback and then one for the property taxes.

Mr. Coulter stated what I need is a motion for the advertising that would be one and a recognition of what the rollback is calculated and the date set for the first public hearing meeting that usually will occur the first week in September.

Mr. Abraham stated the meeting would be in conjunction with the raise because as subservient entity, the DDA is, but it is included in the overall City budget that will be held on September 7th.

A motion was made by Ms. Kozinski to keep the budget at one million and the rollback rate of 7.3, seconded by Mr. Hopkins. Motion carried 4-0

Mr. Coulter stated that he would provide the profit/loss/saving for the farmers market and the breakdown of individual and residential properties within the DDA at the next meeting.

Mr. Thomas stated that the budgets given in the past was never created by Mr. Coulter office and he would prefer all budgets be created by the City Finance Department.

e. Events Update

Ken Thomas, Redevelopment Director, stated that Al Smith was unavailable to attend today but there was a recent meeting with him to discuss existing events and should more activities be created in the fall for the holidays. He stated that he wanted input from the board regarding if more activities for those particular special events should be created.

Ms. May asked if the park is spending a lot of money doing certain things then what are we doing in terms of our part to capitalize on what they are already doing.

Ms. Cook stated that Katrina Guevara is here to speak on behalf of the Riverfront Esplanade and could provide more information regarding events.

Katrina Guevara, Event Manager, stated that she contracts for event services through Brown & Brown Foundation for the Riverfront Esplanade. She stated they have fliers, posters, red cards, things that we are doing with our promotion on a weekly and monthly basis that we want to cross-promote with each other. She stated that there are packed events scheduled during October-December and that would be a great opportunity for us to partner with each other. She stated that some of the events they will be hosting but they are inviting outside event planners, organizers, and promoters to host some big events during these months. She stated there is an idea to add a Sunday Morning Market because this day have been one of their busiest mornings of approximately 200 walking through on the water consistently during the summer between the hours of 7:00-9:00 AM. She stated to not step on the Farmers Market their focus would be on crafters, hostess gifts, succulent plants and flowers that would be upscaled with the grand opening during Labor Day weekend.

Ms. May stated that she would like to have a list of all events through the months of August-December to help them promote.

Ms. Guevara stated that until those are approved events by leadership and contracts are signed by them, she is not allowed to publicly promote them but should received in a few weeks.

Ms. Cook asked if the events posted on Riverside Esplanade website sent to Mr. Thomas and in conjunction with the City's website.

Ms. Guevara stated that herself and Suzanne Vargo in marketing for Riverfront Esplanade are sending some stuff to the City on like our Fourth of July event but she will be meeting with Mr. Thomas to discuss some of the holiday events.

Board members discussed ideas of being in a sponsorship role to promote downtown businesses and events to increase the dwell time on the street.

Mr. Hopkins stated we promote the downtown and it has been notoriously problematic in getting the licensing and paying fees. He asked has the Riverfront Esplanade been subject to that same process of permit requirements and billing as does street vendors.

Ms. Guevara stated that depends on what is being down on the property there will be no need to pull an additional City permit and that is a privately managed venue. She stated that some large events that are brought in that requires staging has to be approved by the City for safety as well as to sell alcohol. She stated that also if extra security is needed then permitting is required through the City to have Police Officers help, if there will be a lot of cross over to the Esplanade from Brown & Brown if goes over the edge.

Mr. Hopkins that he thinks it is important for the board to understand how we can help navigate that.

Ms. Guevara stated that financial support in the marketing of events from the board would be wonderful assistance would be a great partnership. She stated that if the board wanted to also be listed as a sponsor on the website then a link can be created for DDA or however you want to be listed.

5. Board Comments

Mr. Thomas advised Ms. Kozinski and Mr. Hopkins that their terms have expired and need the continuity if you agree to stay on for another two years. He stated that another application needs to be filled out online and to provide 2021 financial disclosure forms.

6. Public Comments

There were no comments

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 10:16 a.m.


Ms. Sheryl Cook, Vice Chair


Ms. Gina Fountain, Board Secretary