

**DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL MEETING
MINUTES
Thursday, August 11, 2022**

The meeting of the Downtown Development Authority Board was held on Thursday, August 11, 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

Mt. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Quanita May, Commissioner @ 8:15 AM

Board Members Absent

Ms. Tammy Kozinski

Staff Members Present

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

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:06 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – July 14, 2022

Mr. Sznajstajler stated that the minutes will be put on hold until the next meeting on 9/7/2022, since the board did not receive them in a timely manner to be review.

4. Reports & Presentations

a. Public Safety Update

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

Ms. Cook asked has the substation made any difference.

Ms. Gernert stated that she has been away for three weeks on vacation and cannot answer that question.

b. Marketing Presentation

Mr. Keith D. Gold, President/CEO, Gold & Associates, presented his report to the Board. Mr. Gold provided an overview of the July-August Project Update/Online Analytics/Campaign Budget Spreadsheet, New Marketing Initiatives, Farmer's Market Research Findings, and Budget Planning for Fiscal Year 2022-2023

Mr. Sznajstajler asked was there a seasonality component to the questions being asked such as what month or what time of the year do you visit the market. He asked did anyone say they come in the fall or summer and early spring.

Mr. Gold stated yes there is maybe two aspects; one is when they say they come and the second is the seasonality of the survey itself. He stated that if the survey was launched in January the results might be different because their visitation would be different. He stated my assumption is that right now they are visiting less because it is hot and in the wintertime they are visiting more but still not a lot overall.

Ms. May asked was your question phrased in such a way that instead of the past 12 months or the past six months or over the past three months, which would suggested for the past 12 months.

Mr. Gold stated this would be suggested for the past 12 months and they told us when they went. He stated that there was less 2% said they visited almost every month.

Ms. May stated were they looking for produce vendors in the survey or what they actually want to see at the local market.

Mr. Gold stated most were produce. He stated that less than 3% mentioned they would like to see some arts, collectibles, and antiques. He stated that 50% enjoyed the free entertainment component of the survey. He stated when you look at the overall scores, the rating right now, they are low.

Ms. Cook stated there were a lot poorer scores than some of the things you are saying.

Mr. Sznajstajler stated that the poor score was the highest in the survey.

Mr. Gold stated that the poor score received more votes than anything else. He stated that if you recall it came up a few times to maybe take a break in the summertime.

Ms. May stated that people are out visiting other markets and most customers interpreting result is a comparative analysis they are doing applying to these other spaces that are doing some different things, a little bigger venue, and they are coming up with their response based on that as well.

Mr. Gold stated that is a big part of it and you are looking at a lot of the national data and the people who are major Farmers Market shoppers like to shop at the Farmers Markets no matter where it is located. He stated they have actually told us they go to the Ormond Beach Farmers Market, Villages Farmers Market, and New Smyrna Farmers Market in the survey because they are actively interested in attending Farmers Markets. He stated that you are fragmenting the market to begin with and if these people are going to all kinds of markets, are they going to go to yours every week. No, because they are going to go to other markets too that is part of the fun for them. He stated they can come a lot more frequently.

Ms. May asked if anyone is coming from outer surrounding areas within a 3-5 miles radius.

Mr. Gold replied yes, they responded the way they wanted to by giving their address with the city and zip code in the record. He stated that the Daytona Beach area 31.17%, Ormond Beach 19.48 %, and Port Orange 12.98% but we have that very specific information for the highest percentage.

Ms. Cook stated we went through the process to get the SNAP Program for the Farmers Market and do not know the future of this program. She stated I do not even know if the SNAP is being used that much anymore. She stated that there were maybe five or six vendors on Saturday that included the Tie-dyed T-shirt and one was packing up and cutting down his boxes when she was there.

Mr. Gold stated that there are open ended questions where people can respond to their heart and their experience. He stated a lot of people said, they get there a little bit later and prefer to come a little later and mentioned everybody is packing and leaving. He stated that he does not know if everyone would want to be there at 11:00 on a Sunday morning, but the people looking at the whole year certainly should be a beautiful time for a lot of people for much of the year.

Ms. May stated there is another market that opened up on Sunday mornings and is not sure of the impact it of yet. She stated there is a small market that opens on Sunday morning that was trying to get the church crowd but not sure what the result is yet because they are not a City Program. She stated that the market is ran by a local college and not sure of the participation with that.

Mr. Sznepstajler stated that he and along with the market group spoke with them when they were getting started thinking about ways to collaborate and they had been adamant that they wanted the Sunday times.

Mr. Hopkins stated what do you attribute 53% that say the market is excellent, because it is virtually nonexistence. He stated that he drove by frequently and do not have to stop because there is nothing going on. He asked how can you attribute that we get at least 50% of the people saying it is excellent.

Mr. Gold stated that the 53% was of the lower income bracket and 33% say it is good to excellence in the higher income bracket.

Mr. Hopkins asked about the positive comments and he knows the market is not good or excellent.

Mr. Gold stated while most of the scores were not in the excellent range but in the good range and more scores were in the poor range.

Mr. Sznajstajler stated this could also be that people who come to the market in January and March as opposed to August..

Mr. Gold stated that is true if they only come to the market twice a year. He stated I guess if we had the survey in January there would be a different result for a lot of reasons. He stated this was discussed the last time and maybe this is an opportunity to change things in the summertime versus the rest of the season. During the wintertime my guess is we are not going to have as many complaints about the vendors and many other things that we have when it is 100 degrees outside. He stated when you launched the survey, it always has an impact on the results.

Mr. Sznajstajler stated I think it is time for us to have another special meeting when we can focus an hour of our time on just the market. He stated that today we have important issues we must focus on such as events and the budget. He stated there is a lot to go over and he thinks the market deserves a set period of time for our attention and focus where we could have everyone together and have our stakeholders together to talk about where we go from here.

Mr. Gold stated we collected questions like you are offering today, between now and that meeting that we can provide detailed information how to respond to those questions. He stated that if you wanted to know how far away people are coming from then this is a great question and we can provide more detail on that. He stated that if we want to unveil anything else about the seasonality of habits, number of people rating excellent versus the average rating for the market. He stated that we have an opportunity to sit down and really spend some time with it and we can show you a lot more information because.

Mr. Sznajstajler stated give us enough time to get through basically the budget events and setting up a time where Melanie and stakeholders can be here as well as vendors. He stated that we can schedule a meeting approximately two months from now.

Mr. Hopkins stated are we waiting for a metamorphosis or something. We have been watching this train go down the track for a long time. He stated we have a large portion of our budget for the Farmers Market and opportunities are coming for us to redirect these resources into something that we get a better return on.

Ms. May stated to slow down right now to get rid of our market for a little bit and just disband and then try to move in a new direction since the Riverfront Esplanade Park is launching interesting events. She stated that let us save some money and do something with it.

Mr. Hopkins agreed and stated let's take the blinders off and look at our budget then move our money in a different direction.

Ms. Cook stated we have not seen a budget of what we are spending and using. She stated we used to see a budget monthly on how much we are making and how much more it is draining our budget. We are supposed to be trying to bring people downtown and stay downtown.

Mr. Sznajstajler stated that the financial report provided in everyone's folder, we are have \$17,000 expenses on the market and \$5,200 revenue in a 12-month year long period, without including the \$11,700 salary of the Market Manager. He stated it is not our largest expense and he does not feel comfortable today saying let's shut it down. He stated he would like to explore and see what options are out there. He stated if the Esplanade wants to talk with us, then we should discuss the ideas and 146 people took the time to complete the survey so they really care about the market.

Ms. May stated the concept of only \$17,000 for a business person is a loss for me in business money is still a loss. She stated the meeting with the Esplanade is needed sooner than later.

Mr. Sznajstajler stated everything we do is at a loss. He stated that the role of the DDA, it is to spend the taxpayer money that we receive from the businesses in the downtown. We do not receive money from the residents. He stated we are actually providing a service to the residents from the community.

Ms. May stated as a business person in the area and watching some things dwindle by degrees over a period of years, she is not willing to go for two months as a business. To take her commissioner hat off as a business person there is a better way to spend the money or reinvestment of the funds.

Mr. Sznajstajler stated even if we had ten more vendors setup there , we are still going to operate at a \$8000- \$10,000 lost and that is essentially the business of the Farmers Market being that it is a nonprofit.

Mr. Hopkins stated we did have a market that produced the profit at one time so it was a benefit to the downtown and the money that the DDA put to promote the downtown with the Farmers Market, we had a reward. He agrees with the Commissioner wholeheartedly. He stated that it is \$35,000 a year to promote Farmers Market, which quite frankly does not exist. We can kick the can another month or two but I do not know if my opinion will change.

Ms. Cook stated we have to start figuring out our budget in September and it is now August. We had no income from the Farmers Market in the month of July. She stated that the figures have not changed from June to July.

Mr. Sznajstajler asked what does the DDA want to do because a motion needed for a vote.

Ms. May asked for a future planning strategic meeting in the next week to at least give Esplanade a moment to talk to because the budget is coming up so we have to make a decision.

Mr. Sznajstajler stated that he would prefer to speak with Mr. Thomas and Melanie John, Market Manager before that meeting or get Ms. John at that meeting because I think it is important.

Ms. May asked Mr. Thomas what do he think because she has seen him downtown and attending events even driving around picking up barriers.

Mr. Thomas stated he really is not going to weigh in because he have not been long enough to really do an assessment. He stated that only three months in and expecting him to weigh in if we should keep the Farmers Market is not enough time. He stated he needs to see the whole year 12 months.

Ms. Cook stated we need to make a decision soon because we are going to have to make another amendment to the motion to the budget after we acceptit.

Mr. Sznajstajler asked so do we need a motion to set a special meeting?

Ms. May asked can the meeting be for an hour and a half next Tuesday in the afternoon because of the MMB statue unveiling on Thursday of next week.

Mr. Gold stated that he would not be able to attend on Tuesday because he has a County Commission meeting on that date.

Ms. Cook asked if he could supply Mr. Thomas with something that has a little bit more detail. Your report was great and thank you.

Mr. Gold stated that he would make sure Mr. Thomas would have all the requested information for the meeting.

Mr. Sznajstajler stated a tentative date for Tuesday August 16th at 12:30, which could be subject to change.

Mr. Gold provided a summary of the printing cost, materials, and advertisements.

Mr. Sznajstajler asked are there any further questions for Mr. Gold.

Ms. Cook asked about the expenses with the Farmers Market activities.

Mr. Gold stated his accounting is different than the City's accounting and has pretty much always been that way.

Board members discussed the figures on the spreadsheet provided with Mr. Gold in comparison to the budget sheet provided by the City.

Mr. Thomas stated we are actually having a meeting in the Finance Department this afternoon to schedule a special meeting this month or in September to discuss our budget.

Mr. Sznajstajler stated that the key to all of this is we have to see it all together because the \$176,000 part here is not the full DDA budget. He stated that we have our Downtown CRA and everything on this sheet is obviously part of the bigger budget and we have to see how it all fits together.

c. Events Update

Theresa Lieberman for Al Smith, Bullseyes Marketing, presented her report to the Board. She recapped the past and future events and summarized the upgrade of the branding for the food truck events to change to Downtown Daytona Nights with a request for \$25,000 in funding.

Mr. Sznajstajler asked if this request of \$25,000 is in addition to \$85,000 already approved.

Ms. Lieberman stated she is just filling in for Mr. Smith to just talk about specific events for October and November. She stated he would fill you in on the budget details.

Ms. Cook stated that it would be actually \$34,000 request for these additional events.

Mr. Sznajstajler asked City Attorney, Robert Jagger as part as our event agreement are we out of events that we can do for the fiscal year. He stated that we are on at least the fourth amendment.

Mr. Jagger stated what we should do for the next fiscal year is enter into the new contract and have a fiscal year events schedule and basically to start over from what we have been doing. He stated we have got these sort of add on events and we have continued to extend the existing contract now and we are beyond what we have anticipated.

Ms. May asked for a 12-month calendar.

Ms. Lieberman stated we have a calendar that we are currently finalizing it, so next month or prior to that we should be able to when discussing the budget.

Mr. Sznajstajler stated he is struggling with is how this \$34,000 fits into the events you discussed, is there an overlap or not.

Ms. May stated that she wanted to know how the Esplanade fit into these events as well and if that combination might end up saving us money.

Ms. Cook stated that the presentation of events you presented today we would help co-sponsor.

Mr. Sznajstajler asked are there more events through the end of this fiscal year.

Ms. Lieberman stated just the Food Truck rally in September.

Mr. Sznajstajler asked have we already contracted for the event.

Ms. Lieberman replied yes. She stated that the \$3000 that we are asking for the relaunch and each additional Food Truck Rally on the 1st Friday we are asking for an additional \$2000, so that would be an increase of around \$1500.

Mr. Sznajstajler stated that it is hard to commit to a full year with this limited time to make a decision now.

Ms. Lieberman stated we are just asking for October and November to be covered.

Mr. Sznajstajler stated but covering the rebranding for the next year you are kind of setting the stage for that.

Mr. Jagger suggested bringing the full contract to the next meeting instead of events being added over the year and that way you know exactly what your budget and events are for the new fiscal year.

Mr. Sznajstajler stated this allows us time to listen to what Riverfront Esplanade will present to the Board. He stated we can accept everything that is in front of us right now as it is, we are overspending. He stated that we have spent more than what we have and we have reserves. Based on our last budget, our reserve is only \$50,000. He stated that we should not be sitting on hundreds of thousands of dollars of taxpayers' money but I think we need the full picture of what we are setting ourselves up for.

Ms. May stated that something might be on the horizon that we really want to do that we can do instantly so that is important.

Ms. Lieberman asked to consider just to approving \$3000 for October and \$2000 for November for the Downtown Daytona Nights.

Ms. Cook stated that you are asking for \$6000 in October and \$5000 in November, so are not just asking us for \$5000.

Mr. Sznajstajler provided a summary of how the budget process works for the new fiscal year.

Ms. May stated that a calendar with every single event and the dollar amount to cover that event is needed.

Ms. Cook asked Mr. Thomas if he wanted the Board to review the budget before the September 7th City Commission meeting.

Mr. Thomas stated that he wanted the Board to review and vote on the budget.

Board members agreed to meet on August 16th from 12:30-2:30 p.m. for a special meeting to discuss the budget for the Farmers Market and other events.

Mr. Thomas stated at this meeting we will provide the board with proposed budget so that you can edit it the way that you want and make some appropriations.

Mr. Sznajstajler asked for the next speaker.

Donald Stoner, Expert Event Solutions LLC, 1430 Arrowhead Trail, Enterprise, Florida, provided a summary Eat-Drink-Vegfest event and requested \$2500 for advertisement.

Katrina Guevara, Riverfront Esplanade 249 N. Beach Street Daytona Beach, requested \$25,000 from the DDA to assist with the December to Remember 17 days of activities to celebrate the holidays.

Mr. Sznajstajler asked if one of you can be present at the special meeting on August 16th for the budget review,

Ms. Guevara indicated she would be present at the special meeting with a calendar of events from October-December with the cost.

Mr. Sznajstajler asked that the requests for monies from the DDA be provided with a calendar to Mr. Thomas by August 12th for the board to review prior to the meeting.

Ms. May asked if each person is doing a separate marketing kind of deal or are we marketing the downtown as a whole with everything single item on one calendar.

Mr. Sznajstajler stated regardless of what we do business-wise and funds-wise, if there is an event going on in the downtown, then we should share the information.

Mr. Thomas stated there are approved events on the calendar and we are sharing the events.

Donald Stoner, 1430 Arrowland Trail Enterprise, Fl, provided a brief introduction of himself and explained the event Eat-Drink-Vegfest on October 8th & 9th on Manatee Island in collaboration with Riverfront Esplanade and local vegan vendors. He stated that he was here to request sponsorship from DDA

Ms. Guevara stated the registrations are going very well. The event will happen with or without the support of this Board.

Ms. Cook asked is there a charge for this event?

Mr. Stoner stated there is a \$5.00 charge to get into the event as well as a VIP option that would include a shirt, free drinks, and special access tent where they can listen to what is on the outside of the media.

Mr. Sznajstajler asked how much are you asking from the DDA to assist with sponsorship?

Mr. Stoner stated that \$2500 requested.

Mr. Sznajstajler asked are any other special event permits or anything the Esplanade would be responsible for.

Ms. Guevara stated that he insured the event and all the vendors go through him and his vendor application that he has. She stated that he has an agreement with the Riverfront Esplanade and it meets all our criteria. Ms. Guevara stated the Riverfront Esplanade pulls the liquor liability permit with the State of Florida and Daytona Beverages is the distributor for that permit. She summarized the other events with other providers that would be happening once a month and eventually opening a Farmer's Market on the south lawn of Riverfront Esplanade on Sunday mornings.

f. Farmer's Market Update

Mr. Thomas stated he would provide an update at the next scheduled meeting.

5. Public Comments

John Nicholson, 413 N. Grandview Avenue, discussed how the Downtown Development Authority and Downtown Redevelopment Board can get together and discuss how they can help each other and how to avoid opposing each other. He discussed the issues occurring with the Farmer's Market.

6. Board Comments

Mr. Hopkins stated that he resigned from the board and asked Ms. May for an update on the people whom she knows to get with staff regarding submitting an application.

Ms. May stated she has informed some people of there being a position available on the board and they informed her they were submitting their applications. She asked when the effective date of his resignation.

Mr. Hopkins stated that his term expired last month but he was committed to stay on the board until his position is filled.

Mr. Sznajstajler asked can there be a more formalized process of how people come to the DDA board for event sponsorship request because he feels like they are coming at multiple angles at multiple times and not a lot of consistency. He stated there was previously a form to present to staff.

Mr. Thomas stated that the next meeting will be on 8/16/22 at 12noon.

7. **Adjournment**

There being no further business to come before the board, the meeting was adjourned at 9:49 a.m.


Mike Sznajstajler, Chair


Gina Fountain, Board Secretary