

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Wednesday, September 21, 2022**

The meeting of the Downtown Development Authority Board was held on Wednesday, September 21, 2022, at 4:00 p.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. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Quanita May, Commissioner

Board Members Absent

None

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Mr. Fredrik Coulter, Information Systems and Budget Director
Ms. Gina Fountain, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 4:05 p.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – August 11, 2022 & July 14, 2022

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the August 11, 2022, Downtown Development Authority Meeting, as presented the motion carried 5-0.

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the July 14, 2022, Downtown Development Authority Meeting, as presented the motion carried 5-0.

4. Reports & Presentations

a. Budget Approval FY2022-2023

Mr. Thomas and board members briefly discussed the Resolution to tentatively adopt the ad valorem property tax millage rate of 1.0000 per \$1,000 of assessed taxable value, that includes the 7.32% tax increase from the rolled back rate of 0.9318, the tentative budget for the FY2022-2023 for \$337,360, which includes Operating Expenditures and Capital Expenditures that was presented at the City Commission meeting on September 7, 2022.

b. Farmer's Market

Mr. Thomas discussed the Contribution Agreement and ideas on how to reimagine the Farmer's Market with the Riverfront Esplanade.

Ms. May discussed the meeting between Katrina Guevara, Events Manager and herself, which included the tents, one-time fee, rebranding and financial questions regarding the \$15,000 weekly or \$5,000 monthly. She stated that we maybe can do the monthly markets in the Riverfront Esplanade and weekly with the food truck event on Friday evenings.

Mr. Sznajstajler stated what he took away from the meeting is it will no longer be a Farmer's Market with the rebranding. He stated that he thinks the con to this is the farmer's Market concept goes away. He stated the \$15,000 weekly is more than what we are currently spending on the Farmer's Market..

Mr. Thomas stated that \$17,000 has been spent on the Farmer's Market, which includes the Market Manager Salary of \$11,000 through July 31st and \$11,000 through August 31st since there was no advertising.

Ms. Cook stated that there has not been a budget present to the board in a couple of months to review the renewable expenses or the one-time investments

Mr. Thomas stated there was a budget presented to the board in the month of July.

Mr. Sznajstajler asked Mr. Jagger what would his thoughts be about the Farmer's Market sponsorship to the Riverfront Esplanade.

Mr. Jagger stated that this decision would be up to the board to sponsor the Farmer's Market with the Riverfront Esplanade.

Ms. Kozinski stated that her concerns of competing with the food truck events that is held on Fridays, location of the events, and businesses not being open on Sundays.

Mr. Sznajstajler asked should we agree on a weekly or monthly amount to accomplish the goal for the Farmer's Market. He stated that he feels the monthly amount of \$5000 would be more beneficial, however, we need to meet with Katrina Guevara, Event Planner to discuss the exact details and make sure everyone is on the same page.

Ms. May asked what is the goal?

Mr. Sznajstajler stated his goal is to keep the Farmer's Market and grow the people downtown.

Board members discussed the location, contract terms, items to be sold, how would coincide with other events for the Farmer's Market. Also, Board members stated there are a few questions that need to be addressed with Katrina Guevara, Event Planner prior to the meeting such as; if the \$5000 monthly sponsorship would that include the cost of the tents, could there be an investment agreement for 1 year and do they have a preference and goal, the exact location of the Farmer's Market and the hours of operation.

Mr. Thomas stated he would summarize these questions and send a letter to Katrina Guevara, Event Planner to address and present at the next meeting.

5. Public Comments

Lori Sandman, Patent Attorney, provided a brief history of the Veterans Fest that will be located at Riverfront Esplanade on November 11-12 and The Locals Mix Music & Arts Expo that will be located at The Museum of Arts and Sciences on October 15th & December 10th. She asked if the DDA could possibly sponsor these two events.

Mr. Sznajstajler advised Ms. Sandman to contact Mr. Thomas to provide him with information regarding her request.

Randy Pryor, Editor, Lifestyle Magazine of Florida, provide a brief history of how the magazine originated, current locations served, and presented copies to review of the previous black & white magazine and the remake of the colored. He stated he was not here to request any sponsorship funds was there to basic introduce himself and explain the magazine would now be available in the downtown area.

6. Board Comments

There were no comments

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 5:23 p.m.



Mike Sznajder, Chair



Gina Fountain, Board Secretary