

# **DOWNTOWN** **DEVELOPMENT AUTHORITY**

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

Michael O. Sznajstajler  
*Chairman*  
 Quanita May  
*Commissioner*  
 Sheryl A. Cook  
 Tammy M. Kozinski  
 Douglas Martin

## AGENDA

**Tuesday, January 12, 2023 3:00 p.m.**  
**Conference Room 149 A&B**

**NOTICE** – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	<p><b>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</b></p>		<p><b>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</b></p>
---	--	---	--

In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
  - a. Regular Meeting: November 22, 2022
4. **Reports & presentations**
  - 4a. Public Safety Update- Captain Jeremy Nikolow
  - 4b. Keith Gold & Associates
  - 4c. Events Update- Al Smith
  - 4d. Art Walk Presentation- Gregory Grant
  - 4e. Halifax Arts Discussion
  - 4f. Monthly Financial Report
  - 4g. Discussion regarding Children's Farmers Market- March 2023
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

<u>Agenda Approval</u>	<u>Date</u>
 Redevelopment Director	1/11/23
 Assistant City Attorney	1/11/23

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, November 22, 2022**

The meeting of the Downtown Development Authority Board was held on Tuesday, November 22, 2022, at 3:30 p.m. in RM. 149 B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

**Board Members Present**

Michael Sznajstajler, Chair  
Sheryl Cook, Vice Chair  
Joseph Hopkins  
Tammy Kozinki  
Quanita May, Commissioner

**Board Members Absent**

None

**Staff Members Present**

Ken Thomas, Redevelopment Director  
Robert Jagger, City Attorney  
Gina Fountain, Board Secretary

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 3:30 p.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – August 16, 2022 & September 7, 2022 & September 21, 2022**

A motion was made by Ms. May, seconded by Mr. Hopkins, to approve the minutes of the August 16, 2022 with necessary corrections, Downtown Development Authority Meeting, as presented the motion carried 5-0.

A motion was made by Ms. May, seconded by Mr. Hopkins, to approve the minutes of the September 7, 2022 with necessary corrections, Downtown Development Authority Meeting, as presented the motion carried 5-0.

A motion was made by Ms. May, seconded by Mr. Hopkins, to approve the minutes of the September 21, 2022 with necessary corrections, Downtown Development Authority Meeting, as presented the motion carried 5-0.

**4. Reports & Presentations**

a. Public Safety Update

Captain Jeremy Nikolow, Daytona Beach Police Department, not available to provided report.

b. Keith Gold & Associates

Mr. Keith D. Gold, President/CEO, Gold & Associates presented his report to the Board. Mr. Gold provided an overview of the October-November Reports and New Marketing Initiatives (Halifax Art Festival & Holiday Season Marketing).

c. 2023 Board Meeting Schedule

Mr. Thomas discussed the 2023 meeting schedule calendar with board members. He informed them that these are tentative dates that has the flexibility to change.

d. Halifax Arts Festival- Payment Approval

Mr. Thomas and board members discussed the 2022 Halifax Art Festival on November 5 & 6 payment of \$5,000.00 because it was not in the budget and future sponsorship.

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the invoice in the amount of \$5,000, the motion carried 5-0.

e. Events Update – Al Smith/Joe Yarbrough/

Al Smith, representing Bullseye Direct Marketing, presented his report and advised he would like to add the wine walk back to the schedule of events for the spring due to being cancelled as a result of Hurricane Ian.

Joe Yarbrough, Esplanade Manager, Brown Riverfront Esplanade Foundation, presented his report to the board and noted \$400,000 to restore the Esplanade as a result of Hurricane Ian.

f. Farmer’s Market – Commissioner May and Board

Ms. May provided an overview of the meeting between herself and members of the Riverfront Esplanade staff. She stated that she just needed more clarification of what is included in the \$25,000 sponsorship fee,\$15,000 yearly fee, and \$5,000 monthly fee as well as the location of the Downtown Development Authority tent.

Katrina Guevara, Event Manager, Riverfront Esplanade, provided a summary of the included items in the \$25,000 sponsorship fee, \$15,000 yearly fee, \$5,000 monthly fee, and location of tent. She stated that the staff was waiting for the approval of the contract by Attorney Jagger.

Mr. Jagger stated he never received the contract from the Attorney with Riverfront Esplanade for his review and any corrections or changes.

Ms. Guevara stated she has a copy of the contract with her that she can provide to him now for his review.

Board members and Ms. Guevara discussed when the Farmer's Market could be located at the Riverfront Esplanade and the yearly and monthly fees. Ms. Guevara stated due to the damage of the Esplanade, the Farmer's Market, which the name will be changed to Open Air Market, can begin in February 2023, and the staff will not be bringing on board the current Market Manager.

Board members agreed on the cost of \$5,000 monthly fee and to establish the contract with Riverfront Esplanade beginning in February 2023. Board members asked Mr. Jagger how much noticed must be given to the Market Manager to terminate her agreement.

Mr. Jagger stated that he would have to review the Market Manager current agreement but believes 30-60 days would be a sufficient timeframe.

A motion was made by Mr. Hopkins, seconded by Ms. May, to move with the monthly contract with Riverfront Esplanade Market and to terminate the Market Manager agreement effective 11/22/2022, the motion carried 5-0.

g. Event Funding Criteria

Mr. Thomas and board members discussed the Downtown Event Funding Criteria document that goes into effect November 2022 with all necessary corrections addressed as well as the timeframe for submission of applications and required documents. Also, board members discussed the amount of monies would be provided based on the request, event and permit has been approved but funds have not been paid.

h. Monthly Financial Report

Mr. Thomas provided a summary of the DDA monthly Financial Reports for the months of August & September 2022.

Mr. Sznajstajler stated that based on his review of the reports, he found no corrections or changes needed.

**5. Public Comments**

Connor Rand, Convention and Visitors Bureaus, 126 E. Orange Avenue, discussed the redesigned vacation guide, which a copy was provided to the board. He provided a requested from the DDA board to purchase a half or full size ad in the guide.

Mr. Sznajstajler advised Mr. Rand to contact Mr. Thomas and staff to provide him with information regarding his request and the completion of the application.

**6. Board Comments**

Ms. Kozinski complained about vendors parking in front of her business all day, the trash being dumped behind her building and her plans to speak with David Waller, Public Works Department.

**7. Adjournment**

There being no further business to come before the board, the meeting was adjourned at 5:03 p.m.

---

Mike Sznajstajler, Chair

---

Gina Fountain, Board Secretary



# THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION  
 POST OFFICE BOX 2451  
 DAYTONA BEACH, FLORIDA 32115-2451  
 PHONE (386) 671-8160  
 FAX (386) 671-8187

## MEMORANDUM

DATE: November 30, 2022  
 TO: Downtown Development Authority Board Members  
 FROM: Kenneth Thomas, Redevelopment Director  
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through November 30, 2022.

### General Activities

#### Received to Date

Revenues	Projection	As of 11/30/22	Balance
Ad Valorem	\$ 203,592.00	\$ 3,781.58	\$199,810.42
Delinquent Ad Valorem	\$	\$ 995.43	\$ (995.43)
Downtown CRA Payment	\$ 17,643.40	\$ 17,643.40	\$ 0.00
Interest	\$ 0.00	\$ 0.00	\$ 0.00
Miscellaneous	\$ 0.00	\$ 0.00	\$ 0.00
<b>Total</b>	<b>\$ 221,235.00</b>	<b>\$ 122,420.01</b>	<b>\$ 98,814.99</b>

#### Spent to Date

Line-Item	Appropriation	As of 11/30/22	Balance
Professional Services	\$ 39,000.00	\$ 9,750.00	\$ 30,750.00
Care and Subsistence	\$ 300.00	\$ 0.00	\$ 300.00
Advertising	\$ 43,917.00	\$ 3,718.21	\$ 40,198.79
Events Promotion	\$ 1,600.00	\$ 8,174.09	\$ (6,574.09)
Supplies	\$ 0.00	\$ 0.00	\$ 0.00
Memberships	\$ 0.00	\$ 0.00	\$ 0.00
Downtown CRA Payment	\$ 117,643.00	\$ 0.00	\$117,643.00
Contingency	\$ 0.00	\$ 0.00	\$ 0.00
<b>Total</b>	<b>\$ 202,460.00</b>	<b>\$ 21,642.30</b>	<b>\$ 182,317.70</b>

### Farmers' Market Activities

Revenues	Projection	Received to Date As of 11/30/22	Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00
Sponsorship	\$ 0.00	\$ 5,000.00	\$ (5,000.00)
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 2,000.00	\$ 598.00	\$ 1,402.00
<b>Total</b>	<b>\$ 2,000.00</b>	<b>\$ 5,598.00</b>	<b>\$ (3,598.00)</b>

Expenses	Appropriation	Spent to Date As of 11/30/22	Balance
Market Manager	\$ 18,000.00	\$ 1,300.00	\$ 15,400.00
Liability Insurance	\$ 1,500.00	\$ 0.00	\$ 1,500.00
Marketing	\$ 4,400.00	\$ 300.00	\$ 4,100.00
City Fees	\$ 0.00	\$ -	\$ 00.00
DDA SNAP Expenses	\$ 5,000.00	\$ 712.05	\$ 4,287.95
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 500.00	\$ -	\$ 500.00
<b>Total</b>	<b>\$ 29,400.00</b>	<b>\$ 2,312.05</b>	<b>\$ 25,787.95</b>

### Downtown Event Activities

Revenues	Projection	Received to Date As of 11/30/22	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

Expenses	Appropriation	Spent to Date As of 11/30/22	Balance
Event Promotion	\$ 100,000.00	\$ 1,557.00	\$ 98,443.00
<b>Total</b>	<b>\$ 100,000.00</b>	<b>1,557.00</b>	<b>\$98,443.00</b>

### DDA Budget Summary

	Budget	Actual	Balance
Total DDA Revenues	\$ 337,360.00	\$ 5,783.01	\$ 331,576.99
Total DDA Expenditures	\$ 337,360.00	\$ 31,355.62	\$ 306,004.38
<b>Balance</b>	<b>\$ -</b>	<b>\$ 37,138.63</b>	<b>\$ 25,072.61</b>
<b>Reserves</b>	<b>\$ 0.00</b>	<b>\$ -</b>	<b>\$ 0.00</b>



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA

32115-2451

PHONE (386) 671-8160

FAX (386) 671-8187

### MEMORANDUM

DATE: December 31, 2022  
 TO: Downtown Development Authority Board Members  
 FROM: Kenneth Thomas, Redevelopment Director  
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through December 31, 2022.

#### General Activities

#### Received to Date

Revenues	Projection	As of 12/31/22	Balance
Ad Valorem	\$ 203,592.00	\$ 3,781.58	\$199,810.42
Delinquent Ad Valorem	\$	\$ 995.43	\$ (995.43)
Downtown CRA Payment	\$ 17,643.40	\$ 117,643.40	\$ 0.00
Interest	\$ 0.00	\$ 0.00	\$ 0.00
Miscellaneous	\$ 0.00	\$ 0.00	\$ 0.00
<b>Total</b>	<b>\$ 221,235.00</b>	<b>\$ 122,420.41</b>	<b>\$ 198,814.99</b>

#### Spent to Date

Line-Item	Appropriation	As of 12/31/22	Balance
Professional Services	\$ 39,000.00	\$ 13,000.00	\$ 26,000.00
Care and Subsistence	\$ 300.00	\$ 0.00	\$ 300.00
Advertising	\$ 43,917.00	\$ 15,009.48	\$ 28,907.52
Events Promotion	\$ 1,600.00	\$ 8,174.09	\$ (6,574.09)
Supplies	\$ 0.00	\$	\$ 0.00
Memberships	\$ 0.00	\$ 0.00	\$ 0.00
Downtown CRA Payment	\$ 117,643.00	\$ 0.00	\$117,643.00
Contingency	\$ 0.00	\$ 0.00	\$ 0.00
<b>Total</b>	<b>\$ 202,460.00</b>	<b>\$ 36,183.57</b>	<b>\$ 166,276.43</b>

### Farmers' Market Activities

Revenues	Projection	Received to Date As of 12/31/22	Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00
Sponsorship	\$ 0.00	\$ 5,000.00	\$ (5,000.00)
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 2,000.00	\$ 598.00	\$ 1,402.00
<b>Total</b>	<b>\$ 2,000.00</b>	<b>\$ 5,598.00</b>	<b>\$ (3,598.00)</b>

Expenses	Appropriation	Spent to Date As of 12/31/22	Balance
Market Manager	\$ 18,000.00	\$ 5,200.00	\$ 12,800.00
Liability Insurance	\$ 1,500.00	\$ 0.00	\$ 1,500.00
Marketing	\$ 4,400.00	\$ 500.00	\$ 3,900.00
City Fees	\$ 0.00	\$ -	\$ 00.00
DDA SNAP Expenses	\$ 5,000.00	\$ 712.05	\$ 4,287.95
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 500.00	\$ -	\$ 500.00
<b>Total</b>	<b>\$ 29,400.00</b>	<b>\$ 6,412.05</b>	<b>\$ 22,987.95</b>

### Downtown Event Activities

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/31/22</b>	<b>Balance</b>
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/31/22</b>	<b>Balance</b>
Event Promotion	\$ 100,000.00	\$ 10,133.00	\$ 88,310.00
<b>Total</b>	<b>\$ 100,000.00</b>	<b>10,133.00</b>	<b>\$ 88,310.00</b>

### DDA Budget Summary

	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 337,360.00	\$ 6,049.01	\$ 331,310.99
Total DDA Expenditures	\$ 337,360.00	\$ 5,783.01	\$ 253,824.38
<b>Balance</b>	<b>\$ -</b>	<b>\$ 266.00</b>	<b>\$ 77,486.61</b>
<b>Reserves</b>	<b>\$ 0.00</b>	<b>\$ -</b>	<b>\$ 0.00</b>