

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, January 12, 2023**

The meeting of the Downtown Development Authority Board was held on Tuesday, January 12, 2023, at 3:00 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  
Douglas Martin  
Tammy Kozinki  
Quanita May, Commissioner

**Board Members Absent**

None

**Staff Members Present**

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

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 3:00 p.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – November 22, 2022**

Commissioner May asked to be excused to attend a City Manager meeting with topics of discussions; floodgate designs, CRA funding, trash and lighting downtown. She asked the board members to email her with any photos that they may have of the floodgate designs that she may present at this meeting.

City Attorney Jagger stated that normally they would not share photos outside of the public meeting, but he does not vision this as a matter which will come back to the DDA for funding or for any other reason, so they can send them. He stated that he just want to alert them that normally they would not communicate through a text or email, between board members without

at least disclosing it at this meeting. He stated they have to be careful about public records and Sunshine Law, so any response would be a violation of the Sunshine Law.

Mr. Sznajstajler stated that they are bounded by the Sunshine Law.

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the November 22, 2022 with necessary corrections, Downtown Development Authority Meeting, as presented the motion carried 4-0.

#### **4. Reports & Presentations**

##### **a. Public Safety Update**

Mr. Thomas stated Captain Jeremy Nikolow, Daytona Beach Police Department, is excused from providing his report because he is unable to attend this meeting.

##### **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 December-January Reports and New Marketing Initiatives (Holiday Season Marketing and Farmer's Market status & funding).

Mr. Gold and Board members discussed the remaining unallocated funds from the Farmer's Market, agreement plan with Esplanade and the City, purchase of rack brochures, increase in online and magazine expenditures, notice requirement to notify Farmer's Market Manager of employment status.

##### **c. Events Update – Al Smith**

Mr. Smith, Bullseye Marketing, presented his report to the Board. Mr. Smith provided an overview of the previous, upcoming events, merchants lost and gained. He requested a reimbursement of \$1,106 in advertising expenses due to the cancellation of the Fall Wine Walk on 10/8/22 resulting from Hurricane Ian. He stated that if the reimbursement is approved he would use those funds to sponsor a Spring Wine Walk on April 22, 2023 with the remaining \$1,394 that was originally budgeted for this event.

A motion was made by Ms. Cook, seconded by Mr. Martin to approve the reimbursement to Bullseye Marketing for the \$1,106 spent for advertising expenses for 10/8/22 Fall Wine Walk after cancellation due to Hurricane Ian, Downtown Development Authority Meeting, as presented the motion carried 4-0.

##### **d. Art Walk Presentation – Gregory Grant**

Mr. Thomas provided a previous introduction for Gregory Grant regarding his years in business, artist participation, and current location.

Mr. Gregory Grant, owner, Galerie Elan, discussed his concept of a First Friday ArtWalk to consolidate efforts with the monthly Food Truck event, current participating galleries and businesses with gallery space that he consolidates with for Artwalk events and hosting his art classes. He stated that his presence here is for an introduction only with no intention for soliciting funds, however, in the near future he will be returning to the board to request funding assistance for promotional partnership and sponsorship for advertise, banners, brochures, shuttle transportation, and signs.

Mr. Sznajstajler stated that he would certainly suggest, he get with Mr. Thomas or Ms. Toliver, because while the DDA has own funding and setup, they are separate from the City. He stated that there has been a rubric created to evaluate the applications received that request support from this board.

Mr. Gold stated with approval from the board and at no additional charge and working with Mr. Thomas, he can work Mr. Grant advertisement of his First Friday Artwalk event into all their e-blasts, online and print advertising.

Mr. Sznajstajler stated that he would rather for Mr. Grant to fill out that form first, which is kind of the gatekeeper to being able to do the advertisement. He stated at a minimum the board will be able to approve Mr. Grants request. However, he thinks they set the wheels in motion for that, so that they have a record of what they are being asked to promote and have some of the materials and information.

Mr. Kozinski asked do they have to wait to come back to another meeting for that because if he could get the form to the City sooner instead of later, he would not have to wait a month for them to promote it.

Mr. Thomas stated that no application is approved by the board unless they are requesting sponsorship, then they need to present to the board. He stated they can certainly direct staff to have Mr. Gold to go ahead and start the marketing.

Mr. Jagger stated that they can certainly direct staff to have Mr. Gold the approval to start the marketing, nothing improper about that.

Mr. Thomas stated that the marketing can start as long as staff has the application in hand.

Mr. Sznajstajler stated this would be consistent with what they have traditionally done because they already market the first Friday Truck Event, so this would be a subset of this event.

e. Halifax Arts Festival Discussion – Maureen Mahoney

Mr. Thomas stated there was a discussion with Maureen Mahoney, Interim Chair, after the Art Festival because the City agreement terminated in December 2022. He stated the board needs to

begin the discussion on if they will do another five year contract to remain on Beach Street or they will move in another location. He stated currently they are being pursued by another entity in a positive way.

Maureen Mahoney, Interim Chair, Halifax Arts Festival, provided a brief introduction and explained they have researched other locations and asked by the Esplanade to host the festival there but they would prefer to remain on Beach Street. She stated that they would not have a problem with doing another five year contract with the City because the city kind of works out best for them due to size wise. She stated she thinks the festival is good for the stores and they receive good feedback from them as far as how well they did on that weekend.

Ms. Kozinski and Ms. Mahoney discussed the reasons for the road closure at 6:30 a.m. as the result of the Halifax Arts Festival. Ms. Mahoney agreed that closing the streets between 9:30-10:00 a.m., is a feasible amount of time for the artists to setup their tents on that Friday before the event. Also, Ms. Mahoney expressed gratitude of the \$5,000 from DDA for supporting the festival, Ms. Cook for being a presenter, and City of Daytona Beach for paying the police bill.

Mr. Sznajstajler stated there has been some unnecessary angst on this groups end as far as whether them and the City want them. He stated that he would suggest that the board meet with staff and decide on a multiyear contract to determine the stipulations for this group.

John Nicholson, 413 N. Grandview Avenue, discussed the luxury hotels on the Beachside areas and the amenity that would bring to the downtown area.

f. Monthly Financial Report

Mr. Thomas and Board members discussed the financial reports regarding the misprints in December report and no listed vendor revenues. Mr. Thomas stated that he would speak with the Farmer's Market Manager regarding the revenues because board members stated there were some vendors present during their visits to the Farmer's Market.

g. Discussion regarding Children's Farmers Market-March 2023

Mr. Sznajstajler discussed the return of the Children's Farmers on March 25<sup>th</sup> from 9:00 a.m. to 2:00 p.m. that will be located at the Esplanade on the north block. He stated there will be enough room for 50 businesses with approximately 25-30 businesses already committed. He provided the website as [childrensbusinessfair.org/daytonabeach-fl](http://childrensbusinessfair.org/daytonabeach-fl) for vendors and children businesses to sign up.

Mr. Thomas asked Mr. Sznajstajler will the staff receive flyer to assist with promoting this event.

Mr. Sznajstajler replied yes, he would also need the application rubric to complete but there will be no need for financial support.

**5. Public Comments**

There were no comments.

**6. Board Comments**

Ms. Kozinski discussed the complaints she heard from customers regarding nowhere to put trash after the Christmas parade. She also discussed her meeting with the City Manager about trying to get the lights reinstalled on the center of the trees, keeping the lights in front of the businesses, trash behind her business and Tom Cook Jeweler, issues with City staff regarding the trash, and being in talks with David Waller about it as well.

Ms. Cook inquired about the status of the four-way stop signs on Magnolia Avenue and Palmetto Avenue after January 31<sup>st</sup>, because of the concerns of people still running the red light.

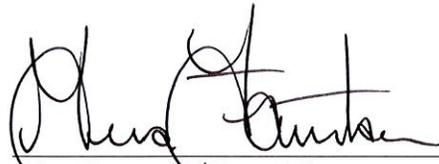
Mr. Thomas stated that he would discuss the issue with David Waller and provide the board an update at next meeting.

Commissioner May and board members discussed the updates that she received from the City Manager meeting regarding the businesses that applied for the Hurricane Ian Grants and ways to reach those businesses that did not apply due to floodgates, CRA reimbursing those businesses that purchased the floodgates, determining factor of the trash buildup behind the businesses and plans to ratify this situation, lighting cost around trees and back of businesses as well as parking.

**7. Adjournment**

There being no further business to come before the board, the meeting was adjourned at 4:18 p.m.

  
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Mike Sznajstajler, Chair

  
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Gina Fountain, Board Secretary