

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, February 9, 2023**

The meeting of the Downtown Development Authority Board was held on Tuesday, February 14, 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  
Douglas Martin  
Tammy Kozinski

**Board Members Absent**

Sheryl Cook, Vice Chair (excused)  
Quanita May, Commissioner

**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. Quorum met.

**3. Approval of Minutes**

**a. Regular Meeting – January 12, 2023**

A motion was made by Ms. Kozinski, seconded by Mr. Martin, to approve the minutes of the January 12, 2023 with necessary corrections, Downtown Development Authority Meeting. Motion carried 3-0.

**4. Reports & Presentations**

4a. Public Safety Update- Daytona Beach Police Department

Mr. Thomas stated that Captain Jeremy Nikolow provided a CompStat report but he will not be able to attend due to the time conflict with Police Department staff meetings.

4b. Events Update – Al Smith

Mr. Thomas stated that Al Smith, Bullseye Marketing, would be late to the meeting. He stated that based on information received from Mr. Smith, the food truck rally was a great success with 17 food trucks. This has been one of the largest number of food trucks to participate.

Mr. Sznajstajler requested to move the discussion of the monthly financial report up on the agenda because it might have some bearing on the sponsorship request.

4c. Monthly Financial Report – Ken Thomas, Redevelopment Director

Mr. Thomas and board members discussed the financial report and determined that the copy in the agenda packet contained errors. Mr. Thomas provided the board with a revised copy of the budget.

Mr. Sznajstajler stated that the revised copy of the budget handout shows General Revenues discrepancies.

Mr. Thomas stated that based on his review of the revised financial report it appears that there are still discrepancies. He stated that he would make the revisions and email it to the board members.

Mr. Sznajstajler stated that, in the past, they received a spreadsheet from Keith Gold that usually tracked the events and amount of expenditures but it was not included in the packet this month. He stated that there is a request for financial assistance on the agenda. It is helpful to have that so that they know the yearly commitments for events. He is a little concerned at how this all kind of lines up because he just wants to make sure that if the Board approves a financial assistance request then, they actually have the budget to cover it.

Mr. Thomas stated that last year Mr. Gold's budget was reduced so he would not be attending every monthly meeting. Mr. Thomas stated that Mr. Gold did not provide a spreadsheet this month.

Mr. Thomas stated they have one financial assistance request for the art walk for \$5,000 for sandwich boards and banners. He would need to identify that they have the funds in the budget if they decided to sponsor this event. Mr. Thomas stated that they have reviewed the application and it met the criteria for initial support with marketing but he has not given an approval.

Mr. Sznajstajler stated after reviewing page three of both financial reports and the summary shows a projected \$12,000 loss on the revised financial report. The report included in the packet shows a gain of \$77,000 for a difference at \$89,600 between the two. He stated that it would be difficult for him to make a decision today based on what they are showing on the reports.

Mr. Thomas suggested for the pleasure of the Board to allow the group to do their presentation but do not spend any money at this point. The group can come back to the next board meeting for possible approval.

Mr. Sznajstajler stated if the new fiscal year started in October, then they have not spent \$273,000. The Budget Summary on page three in the packet show that only \$5,700 was spent \$6,000 was collected in Revenue.

Mr. Thomas stated that a corrected financial report would be provided to the Board.

Mr. Sznajstajler stated that it is up to their legal counsel how they move forward with the request.

Mr. Martin offered to assist the DDA staff with the financial report.

Mr. Jagger stated that the Board members should conduct all business in the public with this Board. He stated that the Board could assign Mr. Martin as a fact-finding member as long as he did not talk to the other board members. Mr. Martin can come back and have a discussion at a public meeting. Technically, he could not do it at the same time because board members are not supposed to direct City employees.

Mr. Martin stated that the request could wait for another month.

Mr. Jagger stated the better course of action would be for Mr. Thomas to revise the documents and maybe circulate them in advance of the meeting so they have time to review them and then discuss any concerns at a public meeting.

#### 4b. Events Update – Al Smith

Mr. Smith arrived to the meeting at this time.

Board members discussed the recently signed contract by Mr. Smith, Bullseye Marketing, and that Exhibits A, B and C were not attached to the contract.

Mr. Smith presented his reported and mentioned that the \$10.00 Food Truck bucks was successful and the turnout was great. He mentioned that during Cinco de Mayo, the Food Truck event would move to Bay Street.

Mr. Sznajstajler stated as long as the City is good with that idea.

Ms. Kozinski asked was there complaints from attendees that getting food was difficult in the last year on Bay Street.

Mr. Smith stated that putting food and beverage in front of those businesses on Beach Street would actually give them more business.

4e. March's First Friday Art Walk – Gregory Grant

Mr. Thomas stated that Mr. Gregory Grant is here to make a presentation on the Art Walk and a copy of the application for a request for sponsorship is included in the packet and was reviewed by staff. He stated that the proposal is for the cost of sandwich boards and banners along Beach Street.

Mr. Sznajstajler stated before the next person makes a request to update the heading on the application, which still shows Robert Abraham, Kelly White, and Joseph Hopkins. Also, the second page has some branding stuff that he thinks, Keith Gold produced for the Holiday.

Mr. Thomas stated that it was used to provide as an example of the marketing material.

Mr. Sznajstajler indicated he just wanted to make sure it was not a part of Mr. Grant's application for the Art Walk.

Mr. Grant, with Galerie Elan, provided a brief PowerPoint overview of the concept of the Art Walk and the need for the sandwich boards and banners to assist with directions. He stated the sandwich signs, pole signs, and brochures is the first phase of the event. The event will ultimately have a shuttle to transport people along Beach Street, including art galleries and discussed the various sign options.

Board members discussed the pole sign maintenance, the light pole hardware, and the DDA branding to advertise the shopping, restaurants, and entertainment and continuity requested by the City.

Mr. Thomas replied that use of the light poles need input from David Waller, Public Works Director.

Mr. Sznajstajler stated that if Mr. Grant invested in the signage, will they meet the requirement to install them. Also, can the DDA fund the \$5000 request.

Ms. Kozinski stated that she will contact David Waller, Public about the hardware.

Mr. Sznajstajler advised Ms. Kozinski to inquire about the associated cost.

Mr. Thomas stated the Board does not need to take a vote today but is there a consensus to support the Art Walk, if funding is available.

Mr. Sznajstajler stated the DDA could assist with the marketing and event promotion. He asked could the Board do a conditional motion to sponsor the event only if money is in the budget or delay the vote because an agreement or other documentation is needed to reimburse the expenses.

Mr. Jagger asked when is the first event.

Board members stated that they have already been doing marketing and in the packet it says Phase One starts March 1<sup>st</sup>.

Mr. Jagger stated that they could do a conditional motion on whether there is a certain amount of funding in their budget. He stated that the standard contract used for Bullseye Marketing can be modified if they want to authorize that format and the Board can vote. He stated the standard format, generally, requires the DDA to provide its standard promotional content in its social media and in the case of Bullseye's contract, he believes it is a reimbursement for their cost. He stated this would be a straight up reimbursement for the cost to put on the event. He stated that they would not necessarily itemize it for the signature unless they would like that but that is typically how it works. He stated the expenses would be a reimbursement for their cost up to a certain dollar amount. He suggested that the reimbursement should not be itemize because they do not have control over the pole signs.

Mr. Jagger stated that funding would be \$5000 through the fiscal year for a lump sum reimbursement or over the course of that time but billed each month. He stated a termination clause could be added so that they do not have money continuing to go out if the events are not to the Board's liking.

Mr. Sznajstajler suggested quarterly reimbursement.

Mr. Thomas stated that this would be a one-time cost of \$5,000.

Mr. Jagger stated the other thing they normally have in the contract is the recognition of the DDA as a sponsor and he would be glad to put that together on their motion.

Mr. Sznajstajler stated the motion is subject to staff verifying how much is in the budget.

Mr. Jagger stated that Mr. Grant could provide a report on his expenses to the Board next month and make a decision.

A motion was made by Mr. Martin to sponsor the Art Walk contingent upon there being \$5,000 in the budget above and beyond their other obligations for events, seconded by Ms. Kozinski, Motion carried 3-0.

4f. Riverfront (Esplanade) Market Details – Ken Thomas/Katrina Guevara

Mr. Thomas stated that the agreement for the Farmer's Market at the Riverfront Esplanade can be prepared by Mr. Jagger if there no additional changes by the Board.

Ms. Guevara stated that the Market started in February and vendors are lined-up for March. They are waiting on the final agreement but are taking on the costs themselves and will wait for the reimbursement. She stated that the banners are on hold until she leaves this meeting just to make they could move forward in good faith. She stated the Beach Street businesses to reach out to her for a space or if they have marketing materials for the event.

Mr. Thomas asked what was the cost for each vendor.

Ms. Guevara stated that the vendor cost is \$40 that includes the white tent set up. If the vendor wants door prizes and that cost is \$10.

**5. Public Comments**

John Nicholson, 413 N. Grandview Avenue Daytona Beach, discussed the opening of the southern portion of park, children park near library, opening theater on north side and rainbow light structures & towers.

Ms. Katrina Guevera stated that the youth fair is coming up and she wanted to ask Mr. Gold, with the board's approval, to marketing the event. The maximum number of booths is 90 with the kids.

Anna Ventura mentioned the need for economic growth in the Beach Street area for businesses or business owners devastated by the hurricane.

**6. Board Comments**

Ms. Kozinski stated that she wants improved lighting and no trash in the area.

Mr. Sznajstajler stated that the Daytona Beach Chamber of Commerce suggested that instead of sponsoring the event, businesses should give money to their employees to support the event. He likes this idea.

Mr. Thomas stated that he asked by several business owners to send out a courtesy letters asking all business owners to have their employees to use the rear parking lot.

**Public Comments**

**7. Adjournment**

There being no further business to come before the board, the meeting was adjourned at 3:55 p.m.

  
Mike Sznajstajler, Chair

  
Gina Fountain, Board Secretary