

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday March 9, 2023**

The meeting of the Downtown Development Authority Board (DDA) 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
Sheryl Cook, Vice Chair
Douglas Martin
Quanita May, Commissioner (arrived 3:20 PM)
Tammy Kozinski

Board Members Absent

None

Staff Members Present

Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Angela Armstrong, Redevelopment Project Manager
Ben Gross, Deputy 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 (4-1).

3. Approval of Minutes

a. Regular Meeting – February 9, 2023

A motion was made by Mr. Martin, seconded by Ms. Kozinski, to approve the minutes of January 12, 2023, with necessary corrections, DDA meeting. Motion carried 4-0.

4. Reports & Presentations

4a. Keith Gold & Associates

Mr. Gold discussed the new winter/spring Marketing Initiatives, the Farmer's Market Status, and Online Analytics and the Budget Spreadsheet for January-February 2023.

Mr. Sznajstajler stated talks had begun with Riverfront Esplanade, but the board was awaiting a formal agreement to approve. He stated that he envisioned a transition from the current Farmer's Market to the Riverfront Esplanade social media page.

Ms. Kozinski inquired if the Wine & Cheese Walk and food truck events were displayed on the kiosk.

Mr. Gold replied that all March 2023 events are displayed on the kiosk. Displays are changed about one week before the end of the month. Recently, displays were changed on March 6th since the printers were closed on March 3rd.

Mr. Thomas stated that the kiosks are worn and need to be replaced. If the Board has no issue, he will look into replacing it and find a better way to insert poster.

Ms. Cook inquired if the City's budget would replace the kiosk.

Mr. Thomas stated funding options will be explored to replace the kiosks, even though DDA is normally the ones who are using them. The City rarely posts anything posted in the kiosks.

Ms. Cook stated that the kiosks were originally being used to display the bus schedules and routes then when they were no longer being used for that purpose then the DDA began using them for advertising.

Mr. Thomas stated that the City does have the keys for the kiosks but does not know who actually owns them. Changes to improve the kiosk will be made.

Ms. Cook inquired if Mr. Sznajstajler envisioned more than advertising the change from the current Farmer's Market to the Riverfront Esplanade market.

Mr. Sznajstajler stated that he was talking about the Farmer's Market page on the website and obviously they would shut down the Farmer's Market and support the Riverfront Esplanade website.

4b. Events Update – Al Smith

Mr. Smith presented his report and mentioned that the bacon and beer festival had a great turnout. He discussed the upcoming events for March and the Art Festival in April.

Ms. May asked how these events are being incorporated to include Magnolia Avenue and Bay Street.

Mr. Smith stated that he was trying to include Bay Street for Cinco de Mayo just north of Bay Street and ISB Blvd. The application that was submitted to include Bay Street back parking lot was denied because the New Journal has an event that same night so they cannot block their entrance for people coming and going.

Ms. May inquired about the number of merchants in the surrounding areas (Orange Avenue/Palmetto Avenue/Bay Street/ISB Boulevard) participating in the DDA events.

Mr. Smith stated that the new Smoke Shop on ISB Blvd is participating in DDA events.

Board members discussed road closures during these events and informing the merchants.

Mr. Thomas advised the board that Bullseyes Marketing Agreement has been signed by all required parties.

4c. Budget Amendment – Fredrik Coulter, Budget Director

Mr. Coulter discussed the process to move the end of the previous year funds balance forward to the new budget year is the reason for the requested Budget Amendment.

Mr. Sznajstajler stated that the Board should be extra careful and conservative about the balance and take a cautious approach with the Reserves.

Ms. Cook inquired when the transfer of funds would happen.

Mr. Coulter stated that the funds would be shown on the DDA April Budget statement.

Board members and Mr. Coulter discussed the accuracy of the Appropriation of Fund Balance of \$8,125 on revised the DDA Monthly Financial Report for 3/7/23. Mr. Coulter stated he is not sure if that is accurate but will provide an update at the next meeting.

A motion was made by Mr. Martin to adjust the budget of the DDA to reflect the available budgetary fund balance at the end of Fiscal Year 2021/22, the budget of the DDA shall increase the Revenues (Appropriation of Fund Balance) by \$42,125 and increase Expenditures (Reserves) by \$42,125, second by Ms. Kozinski. Motion carried 5-0.

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

Mr. Thomas provided Board members with a revised copy of the Financial Report due to minor errors with document provided to the Board prior to the meeting. Mr. Thomas reviewed each of the revisions.

Ms. Cook stated that as of January 31st there has been payments of \$1,050 out of \$1,300 paid for Liability Insurance paid for the Farmer’s Market for this year. She asked if there will be an insurance reimbursement once the Farmer’s Market ends.

Mr. Thomas stated that he would provide an update on Ms. Cook question at the next meeting.

Mr. Sznajstajler stated that the deep dive into the expenditures was good. He stated that new applications to request funding assistance can no longer be approved.

Board members discussed that the Farmer’s Market needs a date to close and the termination date for the Market Manager, and the agreement with Riverfront Esplanade to operate a market is needed.

Mr. Sznajstajler stated that an amended agreement is needed between the DDA and the City to reflect the change of how the Farmer's Market will operate.

Mr. Gross discussed the DDA agreement and the need to draft a revised agreement to reflect the Farmers Market changes to the Riverfront Esplanade.

4e. Art Walk Request for Sponsorship – Ken Thomas, Redevelopment Director

Mr. Thomas stated last month, the Board approved a request from Galerie Elan for \$5,000 contingent upon funds being available in the current budget. He stated that funds are currently available and the sponsorship agreement will be executed.

Mr. Thomas and Board members discussed the DDA Monthly Financial Reports and budget breakdown provided by Mr. Gold's being more aligned with each other.

Mr. Sznajstajler suggested a line item be added to the DDA Monthly Financial Report that reflects the events the Board has committed to for the year and budget projection to match.

5. Public Comments

Maureen Mahoney, Festival Chair, Halifax Art Festival, provided an update that the festival will remain in downtown Daytona Beach. She stated that their attorney is drafting the agreement and hopes to forward it to the City soon.

6. Board Comments

Ms. Kozinski requested improved lighting, no trash in the area, and pole sign fixtures repaired.

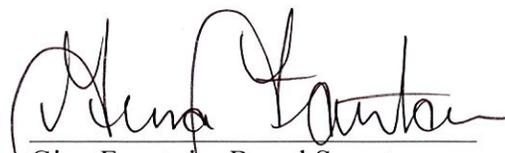
Ms. May and Ms. Cook commented that they want the homeless and trash recycling issues resolved and more cameras behind the businesses installed.

Mr. Sznajstajler discussed the Children Business Fair on March 25th from 9:00 AM to 2:00 PM at Riverfront Esplanade.

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 4:15 p.m.


Mike Sznajstajler, Chair


Gina Fountain, Board Secretary