

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday May 11, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday May 11, 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

Sheryl Cook, Vice Chair
Douglas Martin
Quanita May, Commissioner (via zoom)
Tammy Kozinski

Board Members Absent

Michael Sznajstajler, Chair

Staff Members Present

Deric C. Feacher, City Manager
Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Robert Jagger, City Attorney
Bob Gross, Deputy City Manager
Gina Fountain, Board Secretary

1. Call to Order

Ms. Cook called the meeting to order at 3:00 p.m.

2. Roll Call

Mr. Jagger advised Ms. May that she needs to state her reasoning for her virtual appearance at time.

Ms. May advised that she has a driving conflict to attend in person and currently on the side of the road to attend virtually.

A motion was made by Mr. Martin, seconded by Ms. Kozinski to allow Ms. May to attend the meeting virtually. Motion carried (3-0).

Ms. Fountain called roll and noted members present as stated above. Quorum met (4-1).

3. Approval of Minutes

a. Regular Meeting – April 13, 2023

A motion was made by Ms. Kozinski, seconded by Mr. Martin, to approve the minutes of April 13, 2023 with the necessary corrections, DDA meeting. Motion carried 3-0.

4. Reports & Presentations

4a. Farmer's Market Termination Agreement

Mr. Deric Feacher, City Manager, acknowledged that there were comments from citizens and vendors posted on the City's social media platforms, emails received by him and elected officials about the Farmer's Market on Magnolia Avenue. He stated that the Downtown Development Authority (DDA) recommended that the Farmer's Market on Magnolia Avenue relocate to the Riverfront Esplanade due to various challenges. He stated that the Commissioners have not been given the concerns from the citizens and vendors as well as the recommendations from the DDA. He stated that the DDA Board Chairman is not in attendance today. He clarified that the Riverfront Esplanade Foundation committee is not coming to take over the Farmer's Market but work with the DDA to ensure a successful Farmer's Market in our area. He understands that when the Farmer's Market relocate it will operate monthly on Sunday mornings and that this is a big issue. He stated that he and Mr. Yarbrough discussed extending the Sunday hours for individuals who may go to church. He stated that future plans may allow the Market to operate on Saturday if possible. He stated that another issue is the increased vendor fee and the DDA and the City will work with the vendors that are unable to pay the fee. He requested that the Board continue the vote on the Farmer's Market Termination Agreement until all Board members are present.

A motion was made by Ms. May, seconded Ms. Kozinski to continue the discussion to termination the Farmer's Market Agreement until next meeting when all Board members are present. Motion carried (4-0).

Public Comments

Michelle Beaudry, 229 S. Ridgewood Avenue Daytona Beach, Florida, discussed the Farmer's Market only being opened once a month at the Esplanade, discussion not being had with vendors prior to final decision and the cost of the new booth rental fees of \$70, and food stamp acceptance. She objected to the move to the Esplanade.

Mr. Feacher advised Ms. Beaudry that if the cost of the booth rental fee did not come directly from the Board, it is not accurate.

Ms. Kozinki advised that the monthly \$40 cost of the booth rental fees includes the tent that was an overhead cost to the vendors on Magnolia.

Ms. May advised that since the pandemic people have had fresh fruit and vegetables delivered directly to their homes, which has caused a direct impact on the Farmer's Market.

Mr. Yarbrough addressed all of Ms. Beaudry and Board members concerns and questions.

Michelle Dietch, 1246 Harbour Point Drive, Port Orange, discussed her experience as a vendor at the Farmer's Market and not being informed prior to the decision to relocate the market to the Esplanade or offered a complimentary booth. She stated there has not been enough marketing or

support given to the market to increase the vendors or participants after moving from City Island to Magnolia Avenue by DDA.

Lori Watson, 112 Emmet Street, Apt#2, Daytona Beach, shared her experience as one of the vendors at the market during the summer and winter months.

Jenny Nazak, 501 Harvey Avenue, Daytona Beach, discussed her shopping experience at the Farmer's Market on Magnolia Avenue and is has excited for the location to move to the Esplanade. She stated that there is the social interaction that markets have a multiplier effect into the economy of the City and rooting for the success of our Farmer's Market.

Ms. May discussed the complaints from a number of vendors, residents and locals who came to the Farmer's Market that mentioned the gentleman with the loud speakers was one of the reasons that drove them away because they were not comfortable.

Alvin Pulliam, 104 Winner Circle Drive, Daytona Beach, discussed the experience with his wife playing music weekly at the Farmer's Market and being encouraged about the new energy that is going into the market. He stated that the communication between Board and the vendors could have been much better prior to this point.

4b. DDA event Co-Sponsorship Agreement for the Riverfront Esplanade Market

Mr. Jagger advised that this item has been postponed to the next meeting.

4c. Monthly Finance Report

Mr. Thomas provided a brief summary of the Monthly Financial Reports for the months of April 2023.

4d. Keith Gold & Associates

Mr. Gold discussed the new spring/summer Marketing Initiatives, Fiscal year 2023-2024 Planning, the Farmer's Market status, Online Analytics, Survey and the Budget Spreadsheet for April & May 2023.

Mr. Gold and the Board members discussed the two types of surveying being generated to the merchants and customers.

4e. Events Update-Al Smith, Bullseye Marketing

Mr. Thomas advised the Board that Mr. Smith had to leave the meeting but he provided Mr. Thomas a copy of the most recent and future events report. Mr. Thomas provided a summary of the events.

Mr. May inquired if all the events are locked in as of right now for the next year and if there were any more events that the Board would be required to vote on.

Mr. Thomas replied that all events are locked in until September 2023. The new calendar of events will be provided to the Board members in October 2023 along with the next budget that would be adopted through September 2024.

4f. Gallery Elan Event Co-Sponsorship Agreement

Mr. Jagger provided a detailed summary of the changes that were made in the previous agreement presented to the Board.

Mr. Jagger and Board members discussed whether the insurance requirement to serve alcohol would be in the new agreement or would it be covered under the City's insurance.

A motion was made by Ms. May, second by Mr. Martin to accept the 2022-2023 Event Agreement between the DDA and Gregory Grant of Gallery Elan. Motion carries (4-0).

5. **Public Comments**

Doyle Lewis, 3889 ISB, Daytona Beach, discussed the lack of bike racks for electric bikes/scooters in the downtown area.

6. **Board Comments**

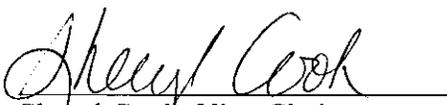
Board members discussed lights for palm trees, trash update, work on the old Woolworth building, panhandling ordinance lawsuit, transits, bike riding /skateboarding on the sidewalk, hanging a street sign on Palmetto Avenue, extra police presence funded through CRA funds, and camera program downtown.

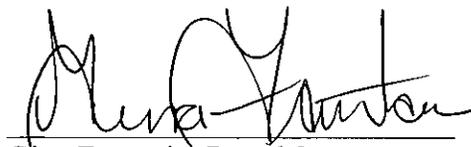
Mr. Jagger advised the Board that he will be retiring in June 2023 and Deputy City Attorney, Ben Gross, who is here today, would likely be his replacement. He thanked the Board for allowing him to serve and stated that it was a pleasure with all that they accomplished together.

Board members thanked Mr. Jagger for his service on the Board.

7. **Adjournment**

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


Sheryl Cook, Vice-Chair


Gina Fountain, Board Secretary