

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday June 8, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday June 8, 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
Quanita May, Commissioner
Tammy Kozinski

Board Members Absent

Douglas Martin (excused)

Staff Members Present

Ken Thomas, Redevelopment Director
Angela Armstrong, Redevelopment Project Manager
Michele Toliver, Redevelopment Project Manager
Bob Gross, 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 – May 11, 2023

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of May 11, 2023, DDA meeting. Motion carried 4-0.

4. Reports & Presentations

4a. Farmer’s Market Termination Agreement

Mr. Ken Thomas stated that the Farmer’s Market Termination Agreement vote was rescheduled to this meeting to allow at least the majority of the board to be present including Mr. Sznajstajler (Chair). Board members questions or concerns can be addressed by Mr. Ben Gross and himself.

Mr. Sznajstajler asked if the way this is setup, assuming they approve it, then it would go to the City Commission for approval.

Mr. Thomas replied that is correct.

Public Comments

Michelle Dietch, 1246 Harbour Point Drive, Port Orange, FL., stated she is one of the vendors at the current Farmer's Market and provided some highlights of the benefits to remain at the current location.

Melanie John, Market Manager, 9 Sea Bright Place, Palm Coast, FL., stated she has been the Farmer's Market Manager since March 2018. She thanked the board for the opportunity to be a part of the Farmer's Market for the past five years. Then provided an overview for the reasons that cause the decline in the attendance, lack of vendors, and serious financial challenges. Also, requested that the market remains open weekly instead of the proposed monthly and continue to offer SNAP and EBT to allow recipients to use their benefits at the new market.

Linda Macker, 600 Mason Avenue, Daytona Beach, stated she is the Macker Seafood (Owner) located at 600 Mason Avenue for 11 years serving the community. They offer the SNAP and EBT benefits to their customers and would love to have the market in their parking lot in the old Arne Building. Asked that the board would stop the termination of the market agreement and do a dialogue and come up with something that is a win-win for everybody.

Mr. Sznajstajler stated that he want to point out that they have had several advertised workshops were the only topic discussed was the Farmer's Market. He will say that every single meeting, the five people on the board outnumbered the number of people who came to talk about the market. So, they have spent a lot of time and a lot of effort to get to where they are today. Advised that Ms. Macker business location is outside of the DDA district, however, she could speak with City officials to consider having a market at her location.

Lori Watson, 112 Emmet Street, Apt #2, Daytona Beach, discussed the lack of advertising and marketing vendors and more customers for the market.

Mr. Sznajstajler advised that the public comments have been closed and it will be open for the board discussion. Board members had no further comments

A motion was made by Ms. Cook, seconded by Ms. May, to terminate the Farmer's Market License Agreement between the DDA and the City of Daytona Beach. Motion carried 4-0.

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

Mr. Thomas stated this is a continuation of the Farmer's Market in another location, which will be the Riverfront Esplanade. The language in this contract is to sponsor the Farmer's Market at the Riverfront, for a period of 5 years (2028).

Mr. Gross stated that Mr. Robert Jagger (previous City Attorney) drafted this agreement, which he have not been in a lot of the meetings at the DDA recently, he assumed it reflects the DDA

intent. It is a similar form to many of the co-sponsorship agreements that the DDA has approved for various types of events. Mr. Gross provided an overview of the entire agreement.

Board members and Mr. Gross discussed the Esplanade decision to terminate if they no longer want to do the Farmer's Market for whatever reason.

Ms. Katrina Guevara, Event Manager, Riverfront Esplanade, advised the board that they did not take the branding of Daytona Beach Farmer's Market on purpose, so that way if another entity in the city or somewhere else wanted to take that on, theirs is called the Riverfront Market. The Sunday's was decided because it was easier for them to get some of those vendors that were not coming to the market on Saturdays. They have confirmed 23 vendors for the upcoming market but advised of the difficulty of getting local and wholesale fruit and vegetable vendors and asked for leniency in 3b of the agreement, so they will not be in violation for situations out of their control.

Mr. Sznajstajler and Mr. Gross discussed the inclusion of a Force Majeure Clause and a separate provision that would allow termination for convenience if there were no fruits and vegetables vended for an excess of 90 or 180 days in the agreement.

Mr. Joe Yarborough, Manager, Riverfront Esplanade, discussed the difficulty he was experiencing finding fruit and vegetable vendors, and he disagrees with the language in the agreement that indicates they are required to have these vendors monthly.

Mr. Gross provided a brief summary of the changes to be made in the agreement.

Board members discussed the submission of a semi-annual report presented by Riverfront Esplanade instead of a yearly meeting that could be included in the agenda packet.

Mr. Gross stated the current changes in the agreement would include semi-annual reporting and written reports to the board provided at the end of each year of the agreement for a period of 30 days, either party would have the ability to give the other party a notice termination per convenience and unless the two parties agreed otherwise it would take effect 180 days after the date of notice, which would then still be enough time to plan for the continuation or the termination of the use of funds and the best efforts on the records.

Public Comments

Melanie John, Market Manager, 9 Sea Bright Place, Palm Coast, FL., stated her concerns with no food for the customers that were shopping at the Riverfront Esplanade during her recent visit.

Linda Macker, 600 Mason Avenue, Daytona Beach, discussed the start of her family seafood business at the Farmer's Market.

Lori Watson, 112 Emmet Street, Apt #2, Daytona Beach, discussed the market at the Riverfront Esplanade only opening on a Sunday and the cost of the booth rental.

Board members and Mr. Yarborough discuss the continuation of the SNAP program and the utilization of the existing infrastructure.

A motion was made by Ms. Cook, seconded by Ms. May, to approve all the recommended changes by Mr. Gross. Motion carried 4-0.

4c. Monthly Finance Report

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

Board members and Mr. Thomas agreed to table the discussion of the DDA monthly Financial Report until the next meeting due to some discrepancy in the figures on the report.

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 May & June 2023.

4e. Events Update-Al Smith, Bullseye Marketing

Mr. Smith discussed the Beerfest held on May 20th had 15 merchants and approximately 380 attendees, which was an 20% increase from 2022, the Food Truck Rally that had 15 trucks and sold out in less than 24 hours, summary of events from October 1, 2022-June 2, 2023, which was approximately \$2000 under budget, and future events from July-September 2023.

5. Public Comments

There were no comments

6. Board Comments

Board members discussed the petition regarding more police presence and responding to 911 calls, the old Woolworth building and the unkept lawn near the Brown & Brown Building.

7. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 4:37 p.m.


Michael Sznajstajler, Vice-Chair


Gina Fountain, Board Secretary