

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday August 10, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday August 10, 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
Douglas Martin

Board Members Absent

None

Staff Members Present

Ken Thomas, Redevelopment Director
Angela Armstrong, Redevelopment Project Manager
Michele Toliver, Redevelopment Project Manager
Ben Gross, City Attorney
Mandana Carry, Board Secretary

1. Call to Order

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

2. Roll Call

Ms. Carry called roll and noted members present as stated above. Quorum met (5-0).

3. Approval of Minutes

a. Regular Meeting – June 8th, 2023

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of June 8, 2023, DDA meeting. Motion carried 5-0.

4. Reports & Presentations

4a. DDA event Co-Sponsorship agreement for the Riverfront Esplanade Market

Ben Gross stated at the last meeting this agreement was before you and minor changes were made. Mainly that they try to have fresh produce and then slightly tweaking rights of termination, so there would be more flexibility.

A motion was made to accept the Agreement with Esplanade by Commissioner May and seconded by Ms. Kosinski. Motion was carried (5-0).

4b. Halifax Art Festival Sponsorship Agreement

Mr. Thomas stated that the next presenter's request had two (2) funding stipulations, and to please note that the request calls for \$5,000 for the Art Festival event and \$5,000 for promotions. The promotional portion of this agreement has never been utilized, however, the city also put into this event separately \$5,000 towards incidentals.

Mr. Gross stated that the terms under section 8 under advertising "B" is a separate requirement, and on top of advertising in Riverfront shops an additional \$5,000 can be requested of us, yet the agreement is flexible for us to spend the money on advertising as the Board's choice.

Mr. Thomas stated that the Art Festival does not know this, but the city will also be contributing \$5,000 again for the upcoming event.

Ms. Maureen Mahoney, Halifax Arts Festival, stated that they really had just wanted to ask Mr. Thomas about using that \$5,000 and how else could we use it for advertising, because we had someone last time from marketing, and that was a different agenda, so we had mentioned how to go about utilizing that advertising funds. Mr. Gold mentioned we would be included in the advertising.

Ms. Cook stated so originally, we were just contributing \$5,000, my understanding is the extra monies were not used in a check form, but that of adding them on to Gold and Associates advertising.

Mr. Sznajstajler stated a formally agreement like this is great, but I looked over our past contributions and never saw the extra monies that we are supposed to give, it was always \$5,000 straight to them, we never saw the money as in advertising or such.

Ms. Mahoney stated that the agreement always had these terms in them, nothing changed, it had just expired.

Mr. Gross stated yes, that is correct, the old agreement did say the five thousand was in addition to the five thousand for event, but the language should have stated it more clearly. If you want, we can reword the agreement so that it reflects these requests better.

Ms. Cook asked if this is a five-year contract, and if the city is stated as also giving \$5,000 in agreement.

Mr. Thomas stated yes, it is for five years but no, the city will more than likely approve the \$5,000 because we have it every year, but not in contract.

Ms. Kosinski stated that on reading the terms, the actual potential that we would have to pay them is really \$20,000. Even the production budget states in Exhibit B it shows potentially up to \$20,000 or \$10,000 more, very confusing.

Mr. Sznajstajler stated that the contract is read as five thousand for event, five thousand for promotion, then yeah \$5,000 for operational costs. So, yes this is a loophole.

Mr. Gross stated yes this creates ambiguity. However, it is not in body of agreement and not enforceable, but it does make it confusing.

Ms. Mahoney stated that the way the contract is written the DDA will do what it can to offset costs from the city and has always done so. Hopefully we can work in a Billboard and advertising.

Mr. Martin stated that the written portion that says "up to" for the donation portion should be stricken from the agreement.

Mr. Sznajstajler said yes, that is supposed to be a donation.

Ms. Cook stated I thought the extra money was not handed to them, it was for the police, barricades and such and that City was helping to reduce the amount in City fees.

Mr. Gross stated the City is not in this agreement. The way this is written it sounds like the DDA would be subsidizing the operating expenses.

Mr. Sznajstajler stated would the Arts Festival be willing to work with Gold and Associates on advertising for the marketing contribution. I believe we have a consensus to keep the fees and marketing side, we committed to. Five thousand dollars for the event and five thousand in advertising such as the Billboard.

Ms. Mahoney said yes, they would.

Mr. Martin made a motion to approve the Sponsorship with Halifax Arts Festival to include a Billboard for advertising in the agreement, but to strike out of the contract the wording "up to \$20,000 for operating costs" on Exhibit B. The motion was seconded by Commissioner May. Motion carried (5-0).

Public Comment

Ms. Mahoney stated that we opened tickets and registration in February. We are all set, full, and have a waiting list. We are ready for the Event.

4c. 2023 "December to Remember" request funding.

Mr. Thomas stated that we have Katrina Guevara from Riverfront Esplanade requesting funding for "December to Remember event." The request is for \$25,000, same as last year.

Ms. Guevara stated the Esplanade will open after Thanksgiving, then we have added more this year, we will be open on the South side. We have enlarged the scale of the Event. We are asking for anything and thankful for anything we can receive.

Ms. Cook asked if the event would go all the way to Orange ave.

Ms. Guevara stated yes, we will have from Orange all the way to Main St. including over Josie Rodgers house, which will be done with renovations.

Ms. Sznajstajler stated we are doing a lot to market the businesses in the local areas, we have seen marketing costs have gone up. We have to balance the costs because we would be cutting into our reserves.

Commissioner May asked what are reserves currently were at.

Mr. Thomas stated Fred is not here yet, but he would be the one to go over that for us.

Ms. Guevara stated maybe we could partner with Gold and Associates for some of the marketing to offset this budget.

Mr. Sznajstajler stated is there any way to put this in writing.

Mr. Gross stated there is no written agreement, so you could make one.

Commissioner May stated, the issue I have with this is I was under the understanding that this was a one-time event. Is the plan to do this every year, and that you will be asking us every year. I feel like we would kind of be held hostage to this event.

Ms. Guevara stated they should not feel like that. That, I would hope that we just like everyone else we wanted to apply and put in our application, showing where we need some support for the businesses.

Mr. Gross stated he apologized to the Board, did not think the pledge agreement was for a signature, the Board should they wish, it could put together a sponsorship agreement.

Mr. Sznajstajler stated his hesitation was the fact that the budget is almost done for the year. Out of our budget this would be 15% of it, and the event is once a year. So, we would be going into our reserves to cover this event.

Ms. Kosinski stated that would leave us less than five thousand the way the option is reported in the budget.

Ms. Cook stated we cannot approve \$25,000 until we go over the actual budget.

Mr. Sznajstajler stated can we put this on hold until we finish our budget talks that are coming up if you are not on a time restriction and can wait.

Ms. Guevara stated that would be fine and that they could wait till the next meeting for an answer.

4d. Monthly Financial report

Mr. Thomas went over the budget with the Board.

Mr. Sznajstajler stated confusion on reading through the Revenues and Expenditures

Mr. Fred Coulter, Budget Director, stated a few minor points, that at the end of the year we will know more about the amount you will have in reserves. However, looking at the middle of the year the revenues are not quite balanced through the year. We will probably still take more time to roll over all the bills, invoices, and revenues.

Mr. Sznajstajler stated that we have right now \$43,000 for reserves and that money will not show up on our bottom line.

Ms. Cook stated that given what we approved, and what we have, do you think we will get that \$13,000 in the end.

Mr. Coulter stated that it will probably be more than that once the reserves for this year roll over.

Mr. Sznajstajler stated that we do not have control over revenue, we must budget, but we do have reserves and must watch for the drop in taxes which affect these reserves.

4e. DDA Budget

Mr. Thomas reviewed the budget with the Board with all the expenditures that were proposed for the year included. Stating that you could balance the budget if needed, would just have to remove events or items that were included to show overall budget for the year.

Mr. Sznajstajler stated that the issue we have is that the Board needs to have a special budget meeting before we go to commission in September. Proposed to come back for a special meeting to review the budget. Mr. Sznajstajler asked staff to provide a detailed report of all the expenses.

4f. Keith Gold & Associates

Mr. Gold reported on Marketing including options and planning for 2023-24 fiscal year highlighting special events.

4g. Events Update – Al Smith, Bullseye Marketing

Theresa Lieberman for Al Smith we have a list of events and we do apologize we are missing one of the events and we are missing the cost. So, at your next meeting we will have all of that corrected and brought in for you. We are also requesting reimbursement; Al will go over that with Mr. Thomas and we can present that at your next meeting.

5. Public Comments

John Nicholson, 431 N Grandview Ave Daytona Beach, I am not sure about where you are with the funds, I am looking at some of your figures. I have never seen the DDA this flush before. I see everything the Esplanade is doing now, are you prepared to spend 25% of your budget. Al Smith wants to add more events, are you ready for that. So, I am asking just to be aware, the flush you have this year might not be on it next year, don't count on it every year.

Katrina Guevara, Riverfront Esplanade 249 N Beach St., we have reports for the Esplanade Market if there are any requests or updates let us know, we are booked for August. We are also full for going into October with Vendors.

6. Board Comments

Tammy Kosinski, well we lost two more merchants in the petition to help with the Police downtown. Joe Yarbrough, Jack White, and I all met with Captain Nikolow about the vagrants and the issues. The cost of two security officers hired would be the same cost as one Police officer, something to think about.

7. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 4:30 p.m.



Michael Sznajstajler, Chairman



Mandana Carry, Board Secretary