

DOWNTOWN DEVELOPMENT AUTHORITY MINUTES
WEDNESDAY September 20, 2023

The meeting of the Downtown Development Authority Board (DDA) was held on Wednesday September 20, 2023, at 4:00 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
Tammy Kosinski
Douglas Martin

Board Members Absent

Quanita May, Commissioner

Staff Members Present

Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Angela Armstrong, Redevelopment Project Manager
Bob Gross, City Attorney
Anthony Jackson, Deputy City Attorney
Mandana Carry, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 4 :00 p.m.

2. Roll Call

Ms. Carry called roll and noted members present as stated above. Quorum met (4-0).

3. Approval of Minutes

Mr. Sznajstajler stated that on the third page of August 10th minutes there was a spelling mistake, and on future minutes, please state numbers on pages for easier notation.

Mr. Martin made a motion to approve the August 10th minutes after a spelling mistake was fixed. Ms. Kosinski seconded the motion. Motion was carried (4-0).

Ms. Cook made a motion to approve the August 31st. minutes. Ms. Kosinski seconded the motion. Motion was carried (4-0).

4. Reports & Presentations

4a. DDA Budget

Mr. Thomas stated that this evening will be the last budget meeting with Commissioners. The Board at the last meeting voted and chose option 2 for the new fiscal year's budget. Once at the commission meeting we will hopefully get 2024 approved.

The Board agreed and decided to keep option two (2) for the fiscal year 2024 from the presented budget layout..

4b. Keith Gold & Associates

No presentations

4c. Events update- Al Smith, Bullseye Marketing

No presentations.

Mr. Thomas stated that Mr. Smith was unable to attend due to another event. However, he would like to move forward with his request for reimbursement for the August 4th, 2023, rained out Food Truck rally. Vendors at the events get charged \$125.00 to be included as one of the Food trucks. Bullseye's request is that the DDA (Downtown Development Authority) help cover half the cost of reimbursing the vendors for a rained-out event. DDA would refund half of the \$125.00 cost to the vendors and Mr. Smith would cover the other, thus giving back to the vendors what they got charged to participate in the event. As staff, we just need to know how you would like to proceed with this, we found no policy that says yes or no on refunds. The cost obligation for this would be \$812.50 should you choose to accept. We already pay Bullseye for putting the event together, this would be in addition to that.

Mr. Sznajstajler stated that if the event was cancelled, and he was the one to collect the monies, then he should give them their funds back. We did not collect those funds, and we already pay him \$2000 for the Event.

Mr. Thomas stated that well the event happened Mr. Al put everything together, it was just called short due to storm.

Ms. Kosinski asked if Al was just asking for the \$812.50 instead of the \$2,000.

Mr. Thomas stated no, he would like the \$812.50 in addition to the \$2,000.

Ms. Cook stated that is because we know we have already paid him the \$2,000.

Mr. Thomas stated yes, we already had the event, and he did the work, however the vendors lost money because the event got cut short.

Mr. Thomas stated that nothing has been refunded yet. Al was asking for us to help give half of the money collected back to the vendors.

Mr. Sznajstajler stated we are not the promoters of these events; we do not make profit from these events; we are helping out and not asking for anything in return. Al collected these fees not us, he should take care of this matter.

Ms. Cook stated well we could reduce some of the future charges for the next event as a way of helping.

Mr. Thomas stated that could work, and that he would speak with Al Smith o need to vote on it.

Ms. Armstrong stated that nothing has changed regarding the events, they line up with the Budget.

The Board discussed the Events list given to the board by Bullseye Marketing.

Ms. Kosinski asked if the Sunset Concert Events were a definite because of the budget, so is this a sure thing.

Mr. Thomas stated that yes, they are but it is also subject to change, although I hope not.

Mr. Sznajstajler asked if this was yearly.

Mr. Thomas stated the events are able to change but I am not sure whether the contract is subject to annual change, or the contract needs to be resubmitted each year.

Mr. Gross stated that it is probably best to renew the event contract. The agreement I have states it is for FY2023 and it doesn't include any express conditions regarding the terms, but it does specifically list the events and dates. We did that in the past and it looks like we did not do that yet for this year. What I might suggest is that you approve the first 2 events listed in the exhibit and subject to approval of fiscal year budget. Then subject to agreement terms and applying it to the events, by then there will be a new agreement for DDA and Bullseye Marketing for 2024.

Mr. Sznajstajler stated that when staff is talking to Al, please make sure these dates are correct and updated.

A motion was made by Ms. Cook to entertain the first three events on the Bullseye's exhibit, then have the legal team and staff create our new agreement for the 2023-2024 fiscal year with the updated events. This would be subject to the approval of the new budget for the new year and this year's agreement terms. The motion was seconded by Ms. Kosinski. Motion carried (4-0).

5. **Public Comments**
None.

6. **Board Comments**
None.

7. Adjournment

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



Michael Sznajstajler, Chairman



Mandana Carry, Board Secretary