

Downtown Development Authority Minutes **Thursday, October 12, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday October 12, 2023, at 3:00 p.m. in RM. 149 B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Mr. Douglas Martin
Ms. Quanita May, Commissioner
Ms. Tammy Kozinski

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Phebe Fuqua, Redevelopment Project Manager
Ms. Angela Armstrong, Redevelopment Project Manager
Mr. Ben Gross, City Attorney
Mrs. Chernecia Campbell, Board Secretary

1. Call to Order

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

2. Roll Call

Mrs. Campbell called roll and listed members as present above.

3. Approval of Minutes:

A motion was made to approve the minutes from September 20, 2023, by Ms. Kozinski, seconded by Mr. Martin. Motion was carried 4-0.

4. Reports & Presentations

4a. DDA Monthly Report

Mr. Thomas introduced Ms. Phebe Fuqua and provided updates on the budget, including the 2022–2023 year-end report and the 2023-2024 fiscal year budget. Ms. Kozinski questioned the surplus payment to the CRA, which Mr. Sznajstajler clarified was due to higher income than budgeted. Ms. Armstrong mentioned that there's time until April to balance out the budget. Mr. Thomas also mentioned his collaboration with Keith Gold on finalizing advertisements for The Halifax Art Festival. He noted that the radio spots and billboards have been approved.

4b. Keith Gold

Mr. Gold presented the September-October report, highlighting new fall marketing initiatives that include collateral materials, directory posters, fall-themed email marketing, and social media with the October budget. He also emphasized ongoing website updates. Notably, the Halifax Art Festival secured a \$5,000 grant for billboards and radio advertising. The DDA budget is allocated for online and social media promotions, targeting interested parties. Mr. Gold also mentions new holiday advertising that would introduce new photography and videos.

Mr. Sznajstajler praised the effective use of multiple announcements on Facebook for the southside opening.

Ms. Cook inquired about photography, specifically if it would include drone footage of the park, the downtown area, and businesses. Mr. Gold mentioned that the city consistently records such footage and plans to share a production guide with Mr. Thomas for review. Ms. Cook expressed concerns about potential eyesores in drone footage, and Mr. Gold assured that the result would be visually appealing.

Ms. May asked if they would be filming side streets or just Beach Street, to

which Mr. Gold confirmed they would capture the entire area.

4c. Events Update- Al Smith, Bullseye Marketing

Mr. Thomas corrected errors on the event calendar, confirming that the Food Truck Rally, Daytona Arts Fest, and Sunset Concert are scheduled for April 5, 6, and 7, 2024. He also mentioned ongoing efforts to finalize concert series dates.

Ms. Cook inquired about the contracts, specifically for the first three events.

Mr. Smith confirmed that the Spring Art Festival will take place on the second weekend in April.

Mr. Smith discussed the successful Esplanade opening, boosting business for merchants. He highlighted the upcoming Wine and Chocolate Walk, with plans to include food items in all wine walks. This event anticipates 500-600 attendees and features 22 participating merchants. An October Fest block party with wiener dog races is set for the 28th. Mr. Smith expressed hopes of having the Sunset Concert Series dates by the next month, potentially being held at Veterans Plaza.

Ms. Cook and Ms. May emphasized the importance of notifying merchants about upcoming events.

Mr. Thomas revisited the board's interest in hiring someone to address downtown security. The DDA will collaborate with the police captain to determine the community service officer's area and schedule, relying on the police department's recommendations. Ms. May stressed the importance of a radio for quicker response. Mr. Thomas also noted Ms. Cook's unavailability for The Halifax Art presentations and as a result, Mr. Martin volunteered to take her place.

5. Public Comments

The board celebrated the growing success of the farmers' market with an increasing number of vendors. They also discussed the presence of police officers in the downtown area. Transitioning to the topic of the dog park, concerns related to dogs were addressed. Notably, it was shared that the Trail is now open, with a jogging path extending from Orange Avenue to Main Street. It offers features suitable for dogs and has rose gardens. The jogging path offers a total running distance of 3.5 miles.

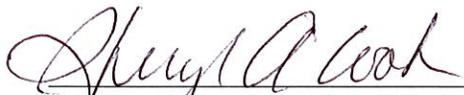
Additionally, they deliberated the opening of the Pavilion and the expected completion date. The board also suggested updates for merchants on Pavilion-related events.

6. Board Comments

Ms. May initiated a conversation regarding downtown flooding photographs. She requested that individuals send these images to her. She then suggested a regular practice of displaying these photos during board comments at every meeting. Additionally, she proposed featuring them during the commissioner comments to ensure broader awareness of the situation.

7. Adjournment

The meeting was adjourned at 3:50 p.m.


Michael Sznajder, Chairman
Sheryl A. Cook,
Vice Chair


Chernecia Campbell, Board Secretary