

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**MINUTES**  
**Thursday April 13, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Tuesday, Thursday April 13, 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 (arrived @ 3:20 p.m.)  
Sheryl Cook, Vice Chair  
Douglas Martin  
Quanita May, Commissioner  
Tammy Kozinki

**Board Members Absent**

None

**Staff Members Present**

Ken Thomas, Redevelopment Director  
Michele Toliver, Redevelopment Project Manager  
Angela Armstrong, Redevelopment Project Manager  
Robert Jagger, City Attorney  
Gina Fountain, Board Secretary

**1. Call to Order**

Ms. Cook 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 – March 9, 2023**

A motion was made by Ms. May, seconded by Mr. Martin, to approve the minutes of March 9, 2023, DDA meeting. Motion carried 4-0.

**4. Reports & Presentations**

**4a. Keith Gold & Associates**

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

Board members and Mr. Gold discussed the Geo targeting/Strategic Marketing Plan, Research Surveys and the board involvement (per Mr. Jagger must be done at a public meeting), change from Farmer's Market to Esplanade.

4b. Events Update – Al Smith

Mr. Smith presented his report and mentioned that the St. Patty Day in partnership with McKay's Restaurant was a great event that had a large turnout and was fortunate it was on a Friday and had great weather. The only issues were overflowing trash cans and the need for more quarter lifts. He discussed the Wine & Cheese walk in March and the Food Truck Rally & Art Festival and Spring Wine walk in April. He discussed Cinco de Mayo & Beer Fest in May.

4c. Downtown Parking Permit-Michael Stallworth, Business Enterprise Management Director

Mr. Stallworth discussed the Beach Street Parking Enforcement Projections and Mainland Corridor Budget.

Board members and Mr. Stallworth discussed businesses employees parking, designated free and paid parking in the back lots behind the businesses, parking on Palmetto Avenue, Downtown CRA and General funds, and how allotted time for paid parking developed.

Matt , SB Plus , City of Jacksonville Beach, discussed the residence program currently in Jacksonville Beach that would have the same concept of the proposed paid parking app that would be used to register businesses employees license plates into a database and whitelisted.

Board members and Mr. Stallworth discussed the process of the Police Officer or Enforcement Officer enforcing the overdue allotted timeframes, how would tickets be issued and the cost per ticket and the location for paid parking.

Mr. Smith discussed the pay per parking study and the number of employees/business owners that park in front of their businesses daily.

John Nicolson, 413 Grandview Avenue, discussed the use of meters or pay stations for paid parking and the cost for seniors.

A motion was made by Mr. Martin, seconded by Ms. Cook, to recommend the support of paid parking on located only on Beach Street. Motion carried 5-0.

4d. Monthly Financial Report–Ken Thomas, Redevelopment Director

Mr. Thomas provided a brief summary of the Monthly Financial Reports for the months of February 2023 and March 2023.

Board members and Mr. Thomas discussed revenue from the Farmer's Market, how often and to whom vendors make payments to and the processing time for payments.

4e. Farmer's Market – Ken Thomas, Redevelopment Director

Mr. Thomas discussed the need for motions to terminate the Farmer's Market License Agreement with the City and approve the Downtown Development Authority (DDA) Sponsorship Agreement at Riverfront Esplanade.

Mr. Jagger provided a brief discussion of the termination of the License Agreement with the Farmer's Market and the five year Sponsorship Agreement between DDA and Riverfront Esplanade Foundation.

Mr. Sznajstajler advised that if there is not reference in the termination agreement, can a reference that the DDA intends to enter into a sponsorship agreement to support the Farmer's Market to be hosted by the Riverfront Esplanade Foundation be added, with the Intend to send a message to the City that they have a plan to continue supporting the Farmer's Market because he thinks their master agreement does reference a Farmer's Market.

Ms. Cook asked Mr. Jagger if the City was aware that they had already started the termination process but it has not been formalized. Also, would the board have to provide the Farmer's Market Manager a 30 day notice of the termination of her contract.

Mr. Jagger advised that the City has not been involved other than the Redevelopment staff, so they would take it to the City Commission for approval of the termination agreement. However, the Farmer's Market Manager's contract terminates automatically when the License Agreement terminates.

Mr. Sznajstajler advised that he wanted to make sure that the staff was aware that there is very well intentioned and that the goal behind this is to continue to have the Farmer's Market in Daytona Beach but not one that is operated by DDA. He wanted to make sure that no one is surprised or blindsided by what goes forward when it gets presented to the City Commission.

Ms. May advised that she could inform the City Commission, if they choose hear, some of the background of the Farmer's Market and the DDA intentions of terminating the license agreement.

Ms. Kozinski asked Mr. Jagger, this does not change their agreement with the City for areas that they secure off for the food trucks or any other event.

Mr. Jagger advised that they have two separate agreements; one for events and the other for the Farmer's Market, so this will not impact the agreement they have that allows Mr. Smith to operate.

Board members discussed providing the Farmer's Market Manager-Melody with a small gift of appreciation, advanced notice of the termination of the License Agreement prior to the City Commission meeting, a letter of reference and thanks for future use, informing the vendors of the Farmer's Market relocating prior to the vote at the City Commission meeting, and advertising on the Riverfront Esplanade social media page.

A motion was made by Ms. May, seconded by Mr. Martin, to terminate the Farmer's Market License Agreement with the City and enter into a Sponsorship Agreement with Riverfront Esplanade Foundation for marketing only. Motion carried 5-0.

4f. Galarie Elan Sponsorship Agreement (Gregory Grant)-Michael Sznajstajler

Mr. Sznajstajler stated he was being asked to sign a revised sponsorship agreement with Gregory Grant but asked if it could be tabled until the next meeting to allow the board members to receive and review the agreement in advance prior to the meeting.

Mr. Jagger stated that he do not know if this sponsorship agreement has come back to the board or not and he does not recall how they left off on that, so approval will not be given at this meeting. However, he will briefly review with the board members the terms that were changed in the sponsorship agreement.

**5. Public Comments**

Katrina Guevara, Event Manager. Riverfront Esplanade, advised the board of their promotional video, which has the DDA logo, that is already being advertised on their social media website and YouTube channel.

**6. Board Comments**

Board members inquired about the dumpster on the corner of Beach Street. Mr. Sznajstajler advised to address with Mr. Thomas after the meeting.

Mr. Sznajstajler expressed his appreciation to the board members for their support of the Children's Business Fair as well as the City in March. Also, another event has been scheduled in October.

**7. Adjournment**

There being no further business to come before the board, the meeting was adjourned at 4:11 p.m.

  
Sheryl Cook, Vice-Chair

  
Gina Fountain, Board Secretary