

DOWNTOWN **DEVELOPMENT AUTHORITY**

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Michael O. Sznajstajler
Chairman
 Quanita May
Commissioner
 Sheryl A. Cook
 Tammy M. Kozinski
 Douglas Martin

AGENDA

Wednesday, December 14, 2023 - 3:00 p.m.
 Conference Room 149 A&B

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	<p>For special accommodation, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: November 09, 2023
4. **Reports & Presentations.**
 - 4a. DDA Budget
 - 4b. Staff Report
 - 4c. Jim Jaworski, General Manager, Tortugas
 - 4d. Events Update- Al Smith, Bullseye Marketing
 - 4e. Keith Gold & Associates- Marketing Approach
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

<u>Agenda Approval</u>	<u>Date</u>
 Redevelopment Director	12/8/2023
_____ City Attorney	_____
_____ City Manager	_____

Downtown Development Authority Minutes

Thursday, November 9, 2023

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday November 9, 2023, at 3:00 p.m. in Rm 149 B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Board Members Present

Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner
Ms. Tammy Kozinski

Board Members Absent

Mr. Michael Sznajstajler, Chair (Excused)
Mr. Douglas Martin (Excused)

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Phebe Fuqua, Redevelopment Project Manager
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Ben Gross, City Attorney
Mrs. Charnecia Campbell, Board Secretary

1. Call to Order

Ms. Cook called the meeting to order at 3:05 p.m.

2. Roll Call

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

3. Approval of Minutes

Ms. Kozinski moved to approve the minutes from October 12, 2023, with a second from Ms. May. Motion was carried 3-0.

Ms. May moved to excuse Mr. Sznajstajler and Mr. Martin, seconded by Ms. Kozinski. Motion was carried 3-0.

4. Staff Reports

4a. DDA Monthly Report

The board reviewed the monthly report.

4b. Keith Gold & Associates

Mr. Gold presented project reports, highlighting key projects and analytics, including growth on social media platforms. He discussed new marketing initiatives such as holiday marketing, fall marketing, and HAF support.

Ms. May pointed out errors in the brochure, specifically regarding the incorrect name of her business. The board discussed necessary changes to be made in the brochure. Mr. Thomas suggested sending an email to all merchants to verify their listings.

Ms. May inquired about adding hair salons to the brochure and Mr. Gold mentioned an upcoming photoshoot covering every street.

Ms. Cook requested a list of all December events for merchants. She also asked if the photoshoot would take place after stores were decorated for Christmas. Mr. Gold explained that the plan is to shoot everything now, using photos of lights for social media, with printed materials scheduled for next year. He emphasized capturing shots while the weather is favorable and mentioned plans to include shots of the riverfront area, including the Esplanade once lit.

4c. Events Update- Al Smith, Bullseye Marketing

No Presentation was made.

4d. Bullseye FY2023-24 Event Agreement

Mr. Thomas mentioned approving the budget for October 1st, noting that Mr. Smith's activities align with the approved budget. He emphasized that it mirrors the approach taken for Mr. Smith's contract the previous year but with a different effective date, November 1st. The activities, however, remain in line with the approved budget cycle.

Ms. Kozinski inquired about Downtown Daytona Nights, expressing concern about its absence in March and questioning if it won't be held during that month.

A motion was made by Ms. May, seconded by Ms. Kozinski, to approve the agreement between the DDA and Bullseye Marketing, subject to a revised schedule. Motion was carried 3-0.

4e. Security Update

Ms. Fuqua discussed options for police officers downtown, mentioning a minimum of three hours required for a detail at \$45 per hour. If officers are unavailable, she proposed considering a private security company.

Ms. May inquired about the decision-making process for determining the security schedule. In response, Ms. Fuqua explained that they sought input from both business owners and officers to gather their perspectives. Emphasizing the voluntary nature of the detail, she underscored that officers must opt for this option.

Ms. May inquired about potential funding from CRA or DDA. Mr. Thomas expressed a preference for DDA involvement, and Mr. Joe Yarbrough added that while the CRA master plan permits security funding, it is contingent on approval from the CRA; without such approval, the initiative cannot proceed.

Mr. Thomas further mentioned that Captain Nikolow recommended a schedule starting early in the morning, preferably before 7, working a 4 or 5-hour shift until lunchtime, taking a break, and then returning after lunch to continue until the evening, potentially until 9 o'clock.

Ms. Fuqua pointed out that for major events, the rate increases from \$45 to \$85.

Mr. Yarbrough chimed in, explaining that security officers would be compensated at \$20 per hour, receiving a police department radio, and the position is full-time.

Mr. Thomas articulated the objective of having a dedicated officer for the downtown CRA, encompassing the entire DDA area.

Ms. Kozinski suggested that having two security guards might be a more favorable option.

Mr. Thomas concluded that with a consensus on the board's direction, they would proceed to present the recommendation to the city manager.

4f. Project Updates

Ms. Fuqua mentioned collaboration with the marketing team to provide more visuals and updates for various downtown projects. As the number of projects grows, these developments will be consistently communicated to the board. Ms. Fuqua also expressed her intention to engage with board members individually, seeking their input and keeping them informed about downtown activities ahead of meetings.

5. Public Comments

Mr. Yarbrough shared that a letter seeking approval for two projects, a parking area near Josie Rogers house and another one-way parking lot on Main Street, costing approximately \$340,000, was approved by the board on Tuesday. He also mentioned the Bookland Bridge, set to open, and close with the Esplanade, likely to become a city project with lower costs than initially anticipated.

Ms. May inquired about the accessibility of the jogging path around the library, questioning if it would remain open. Mr. Yarbrough reassured her, stating that the path would be accessible from sunrise to sunset.

Ms. Cook inquired about plans for the county building on Beach Street and whether the city could secure temporary parking rights for Christmas. Mr. Thomas indicated they would discuss this matter with the city manager.

6. Board Comments

Ms. Kozinski inquired about code enforcement and the examination of the Woolworth building, as its current owners are considering utilizing it for medical offices. She specifically sought clarification on whether the first floor is designated for retail or restaurant purposes. Mr. Gross explained that due to its RDB1 zoning, the first floor is not permitted for medical and dental offices, business services, or professional offices. Additionally, there is a restriction allowing only one business per use on the ground floor.

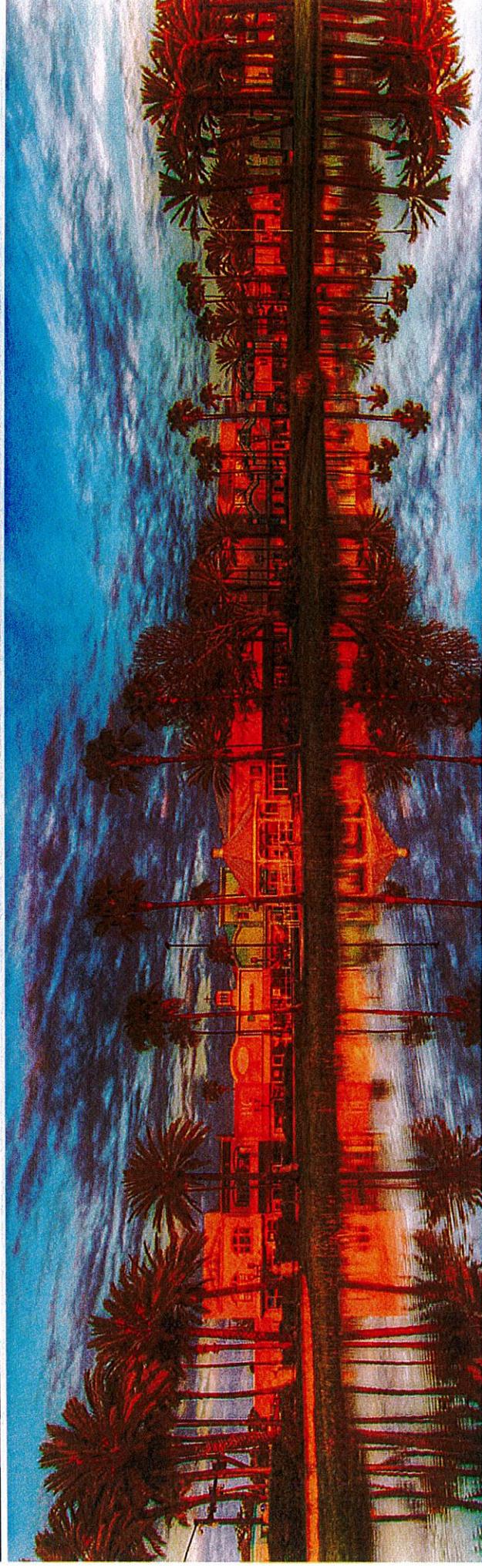
7. Adjournment

The meeting was adjourned at 4:14 p.m.

Michael Sznajstajler, Chairman

Chernecia Campbell, Board Secretary

THE CITY OF DAYTONA BEACH DDA



CONTENTS

1. November-December Report Questions & Answers
*(GOLD Project Update, Online Analytics and
Updated Campaign Budget Spreadsheets)*
2. New Marketing Initiatives



GOLD

Marketing Communications

2. NEW MARKETING INITIATIVES



- *Holiday Season Marketing*
- *Updated Budget Spreadsheet*



2. NEW MARKETING INITIATIVES

HOLIDAY MARKETING

- *Collateral – Rack Brochure (Awaiting Merchant List Approval)*
- *Directory Posters – Featuring Monthly Holiday Events*
- *E-Mail Marketing – Weekly Shopping, Dining & Event Blasts*
- *New Photography – Showcasing the Entire Riverfront Shops Area*



2. NEW MARKETING INITIATIVES

HOLIDAY MARKETING

- *Online Advertising – Search & Social Advertising*
- *Public Relations – Holiday Event Announcements*
- *Website – Special Holiday Alert Bar & Pages*



Holiday
Facebook Ad

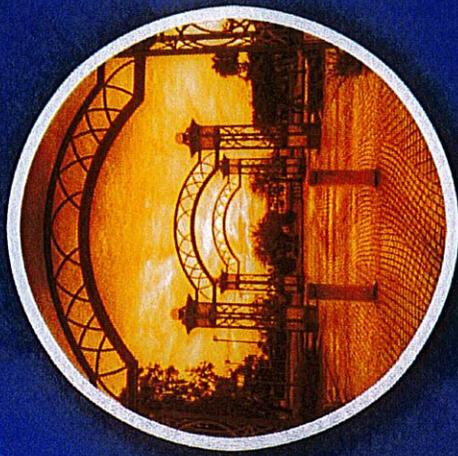
QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

Marketing Communications





DAYTONA BEACH DDA
NOVEMBER 2023 ANALYTICS REPORT
Prepared by GOLD Marketing • Thursday, December 7, 2023

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

 *904.285.5669*

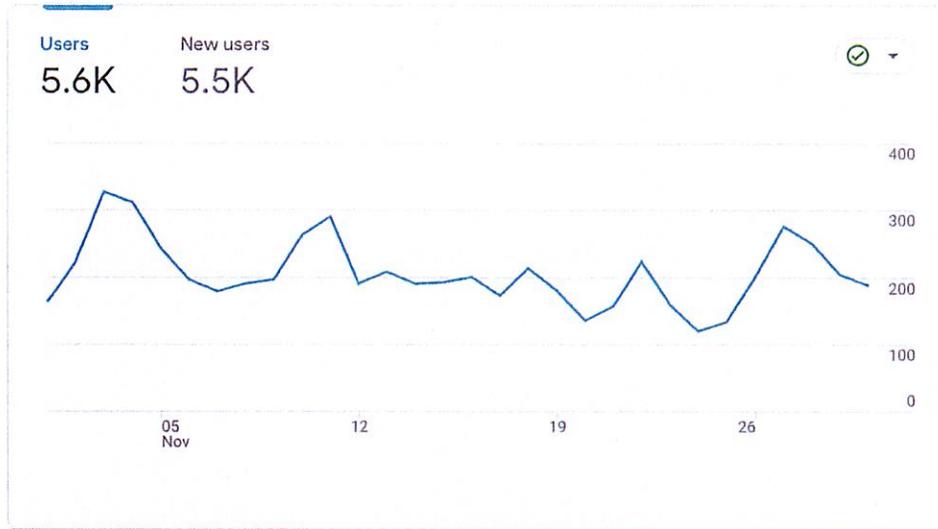
 *StrikeGold.com*

DAYTONA BEACH DDA NOVEMBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, December 7, 2023

Overall Site Engagement

WEBSITE VISITATION



The above chart shows total users in October 2023:

NOVEMBER 2023

- TOTAL USERS: 5,626 (33.2% Increase Over Oct.)
- NEW USERS: 5,466 (33.4% Increase Over Oct.)
- SESSIONS: 7,721 (30.6% Increase Over Oct.)
- PAGEVIEWS: 11,216 (20.0% Increase Over Oct.)

Overall traffic increased significantly from the previous month due to the increased advertising budget and popular events in the month. Traffic reached its highest levels around the time of the Halifax Art Festival.

MOST VIEWED PAGES

NOVEMBER VIEWS

- HOME PAGE: 8,019
- EVENTS 959
- NOV. EVENTS 582
- SHOPPING 324
- DINING 307

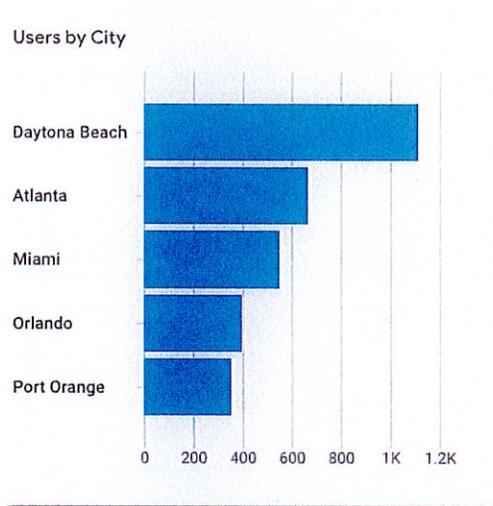
November 2023's ample events led to the Events Calendar ("Events") and calendar listings for November events ranking highly. Shopping and dining were also among the top pages, reflecting seasonal interest in holiday shopping and dining.

DAYTONA BEACH DDA NOVEMBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, December 7, 2023

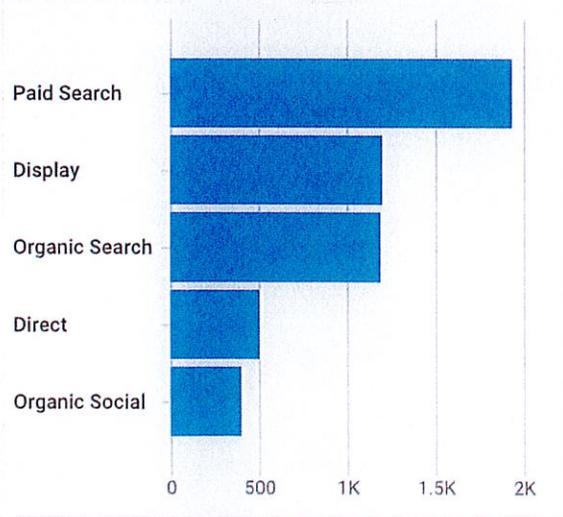
Overall Traffic (Continued)

TOP CITIES



The above shows the top cities by number of users in November 2023. Daytona Beach, Orlando, and Port Orange represent local/regional shoppers and diners, while Atlanta and Miami were popular origin cities for out-of-town guests and prospects.

KEY TRAFFIC SOURCES



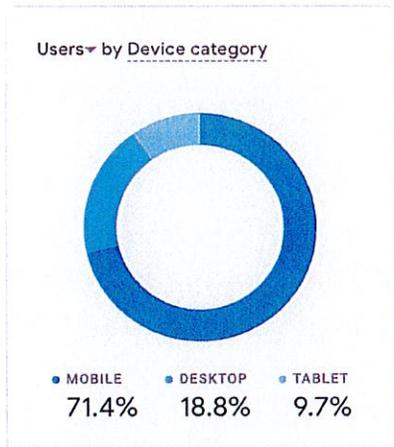
As shown in the above chart, Riverfront Shops campaign advertising (*Paid Search and Display*), Google organic search, direct site visits, and organic social media visits were the most significant traffic sources in November 2023.

DAYTONA BEACH DDA NOVEMBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, December 7, 2023

Overall Traffic (Continued)

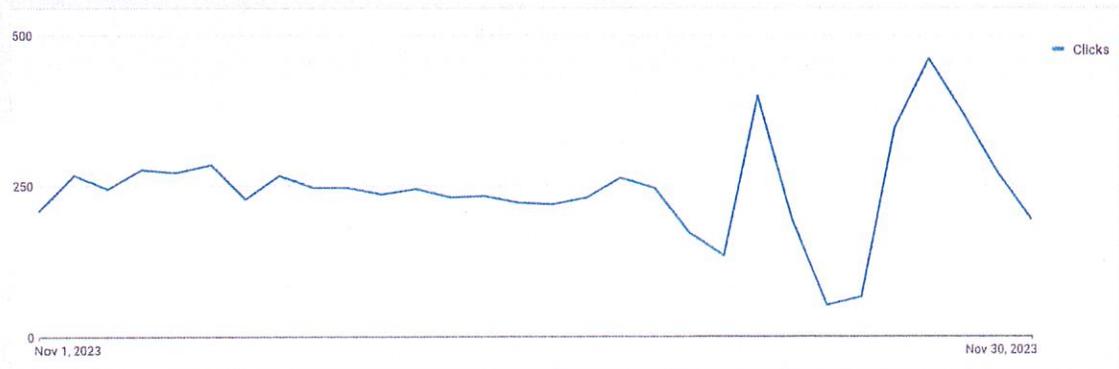
TOP DEVICES



Mobile visitors continued to outpace desktop and tablet users by a wide margin in November 2023.

Online Advertising

GOOGLE ADVERTISING



Google Ads generated 7,329 clicks in November – a 34.6% increase over the previous month. The peaks for daily clicks came as the holiday season approached at the end of the month, which also resulted in some “valleys,” since Google Ads averages the daily spend to stay within the overall monthly budget. Popular search advertising keywords included “Daytona Beach” (*and similar*), “Daytona Beach Restaurants” (*and similar*), “Food Near Me,” and “Shopping in Daytona Beach” (*and similar*).

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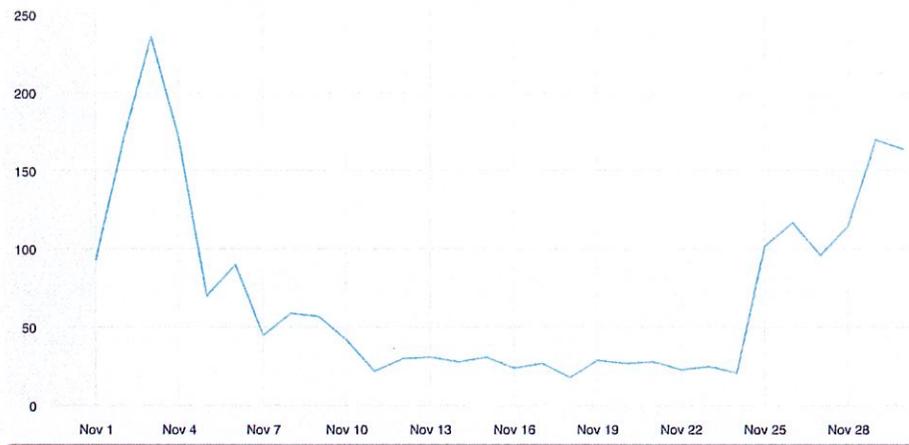
DAYTONA BEACH DDA

NOVEMBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, December 7, 2023

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook/Meta advertising had 2,161 link clicks (*a 7.9% increase over last November*). The timing of clicks corresponded to the early-month special events, as well as promotion at the end of the month for early December events.

FACEBOOK EVENT RESPONSES

The Riverfront Shops Facebook advertising includes promoting DDA-sponsored events to generate event responses from potential attendees, with recent events including:

- HALIFAX ART FESTIVAL: 2,257 responses to the event advertising, with 3,848 combined ad and organic responses to the Riverfront Shops' listing;
- SIP & SHOP WINE & CHEESE WALK: 532 responses to the event advertising, with 1,020 combined ad and organic responses to the Riverfront Shops' listing; and
- DECEMBER DOWNTOWN DAYTONA NIGHTS: 778 responses to the event advertising, with 1,275 combined ad and organic responses to the Riverfront Shops' listing.

The Holiday Cookie & Wine Walk will be included in the next report (*after the event*).

PAGE FOLLOWERS

As of early December, the Riverfront Shops of Daytona Beach Facebook page had 18,714 followers (*an increase of 358 since the last report*).

GOLD

The Veranda • 814 A1A North • Ponte Vedra Beach, FL 32082
(904) 285-5669 • strikegold.com

ONGOING PROJECTS

CITY OF DAYTONA BEACH – 12/06/23

Project

Action Steps

DDA ONLINE MEDIA BUYS – Digital and Social Media	<u>ACTION STEPS:</u> Advertising with Google Ads and Metal/Facebook for the Riverfront Shops ongoing.
DDA RESEARCH – Customer, Prospect & Merchant Surveys	<u>ACTION STEPS:</u> Finished. (Primary research conducted and presented pro bono.)
DDA TACTICAL PLAN – For New Fiscal Year	<u>ACTION STEPS:</u> FY 23-24 tactical plan flowchart approved. (Monthly updates ongoing.)
DDA DATABASE MARKETING – Writing, Programming & Deployment	<u>ACTION STEPS:</u> Ongoing eblasts sent to consumers and merchants. (Latest event blast sent 12/6. Merchant brochure information update request sent 11/9.)
DDA KIOSK POSTERS – Design and Printing	<u>ACTION STEPS:</u> December poster printed in late November. (Create January poster in December.)
RACK BROCHURE – Updates and Printing	<u>ACTION STEPS:</u> Brochure designed. Merchant information update request eblast sent 11/9, and GOLD has made all changes received. (Awaiting final approval from the City to print.)
DDA DIRECTORY MAP – Merchant Updates.	<u>ACTION STEPS:</u> Updated version printed 11/1. Awaiting updates for next printing.)
DDA WEBSITE – Site Updates	<u>ACTION STEPS:</u> Updates are ongoing. (Add Holiday alert bar and page in November.)
DDA MEETING MATERIALS – Monthly Updates	<u>ACTION STEPS:</u> Updated analytics and presentation for December 2023 meeting.
HAF MEDIA BUY – Additional Funding Expenditures	<u>ACTION STEPS:</u> Finished. (Outdoor board and radio spot running. Brochure printed.)
MIDTOWN CANVASSING MATERIALS – Lanyard & Door Hanger	<u>ACTION STEPS:</u> Finished.
MIDTOWN DATABASE – Information Gathering	<u>ACTION STEPS:</u> Finished. (Final report and files sent to client in October.)
MIDTOWN WEBSITE – Site Development	<u>ACTION STEPS:</u> Designed site plan and page schematic. (Awaiting client approval and next steps.)
MAIN STREET CANVASSING – Estimate/Presentation	<u>ACTION STEPS:</u> Presented project estimate in June. (Awaiting client approval.)
MAIN STREET DIRECTORY MAP – Design & Production	<u>ACTION STEPS:</u> Presented project estimate in June. (Awaiting client approval.)

EXHIBIT A

Bullseye Marketing Event Schedule FY 2023 – 2024

Approved Events

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP

DATE	DDA FUNDING	EVENT NAME
Friday, October 6, 2023	\$ 2,000	Downtown Daytona Nights
Saturday, October 14, 2023	\$ 2,500	Wine & Chocolate Walk
Saturday, October 28, 2023	\$ 5,000	Oktoberfest & Weiner Dog Races
Saturday, November 11, 2023	\$ 2,500	Shop & Sip Wine & Cheese Walk
Friday, December 1, 2023	\$ 2,000	Downtown Daytona Nights Food Truck Rally & Riverfront Arts Market
Saturday December 9, 2023	\$ 2,500	Holiday Christmas Cookie & Wine Walk
Friday, January 5, 2024	\$ 2,000	Downtown Daytona Nights Food Truck Rally & Riverfront Arts Market
Saturday, January 13, 2024	\$ 2,500	International Wine & Food Walk
Friday, February 2, 2024	\$ 2,000	Downtown Daytona Nights
Saturday, February 10, 2024	\$ 0.00	13 th Annual Wine & Chocolate Walk
Saturday, February 24, 2024	\$ 2,500	4 th Annual Beer & Bacon Fest
Sunday, March 17, 2024	\$ 5,000	21 st Annual St. Paddy's Day
Saturday, March 23, 2024	\$ 2,500	4 th Annual Wine & Cheese Walk
Friday, April 5, 2024	\$ 2,000	Downtown Daytona Nights
Saturday & Sunday April 13 & 14, 2024	\$20,000	2 nd Annual Daytona Beach Arts Fest & Sunset Concert
Friday, May 3, 2024	\$2,000	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market
Saturday, May 4, 2024	\$5,000	Almost Cinco de Mayo Block Party
Saturday, May 18, 2024	\$2,500	Mother's Day Wine Walk
Friday, June 7, 2024	\$ 2,000	Downtown Daytona Nights
Friday, July 5, 2024	\$ 2,000	Downtown Daytona Nights

		Food Truck Rally & Riverfront Arts Market
Friday, August 2, 2024	\$ 2,000	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market
Friday, September 6, 2024	\$ 2,000	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market
Spring, Summer, Summer 2024	\$15,000	Sunset Concert Series (3 concerts late spring and summer \$5,000 each)
TOTAL	\$87,500	

Budget Approved 9/21/2023

Items were updated based on dates received

Revised 10/20/2023

Hi Phebe,

Preparing what might be requested for the upcoming December DDA Meeting next week. Joe had mentioned that at the Nov DDA meeting there was a part on the agenda for Riverfront Esplanade to give an update.

Riverfront Market - I believe that was supposed to be a quarterly update, per the board request to not take up time each month. Let me know if that has changed.

Attached are the files with lists of vendors for October and November. November market was canceled due to all the rain and weather that morning.

Produce - Still struggling to find new produce after Fletcher Family Farms hasn't been able to staff the Sunday mornings as they are so busy at other markets on Saturdays.

For December we have 10 evening markets. We are finding it difficult to get any vendors to confirm for last Sunday in Dec, as it is New Years Eve morning. If we can't secure a few key booths to get the traffic needed, then that market will be canceled.

We do already have 26 vendors confirmed for the January 28th market! February and March have booths as well. We have begun to offer a discount when booking multiple months at a time, which has helped.

At this time, we do not see any possibility of a Saturday morning market nor a weekly market. We would need some key vendors and plenty of guest traffic to justify having that work, and at this time when we asked our current vendors about Saturday, only 4 were able to make a Saturday commitment (out of over 25 booths).

Let me know if there are any other questions or requests for the upcoming DDA meeting.

Katrina

Booth	Vendor			
A	NSBMS beverages			
B	Esplanade			
C	Butterfly Beads by Anne			
D	Mystic Eleven			
E	Paw-fect Treats			
F	Angry Man's Granola			
G	Seaside Sista			
H	Chiropractor			
I	Permanent Jewelry by Amy			
J	Feral Designs			
K	Berries and Bean			
L	Take it EASY Organics			
M	Luna Dulce			
N	Mike's Island			
O	Health First			
P	Bloomtique - flowers			
Q	Harmony Store			
R	Deland High Produce			
S	Rose Creek - fresh breads			
T	Cub Scouts - popcorn			
U	Gypsy Mind Creations			
V	Noveltea			
W	Ormond Honey			
X	Renewal by Anderson			
Y	Westbound Trading Post			
Z	Historical Museum			
AA	Third Eyes the Charm			
BB	Rekindled			

Copy of October Vendors.

Booth	Vendor
A	DHS Produce
B	Esplanade Tent
C	Butterfly Beads by Anne
D	Westbound Trading Post
E	Harmony Store
F	Lawrence Shelton – historical museum
G	Southern Heifer
H	Hammock Fresheners
I	KT Knots
J	Permanent Jewelry by Amy
K	Berries and Bean
L	Scott's Smoked
M	Luna Dulce
N	UL Creations
O	Health First
P	Ms. Mae's Jam – fresh jam
Q	Noveltea
R	Glass Birdbaths
S	Rose Creek – fresh breads
T	Seaside Sista
U	Rekindled
V	Little Bridal
W	Feral Designs

Nov. Riverfront Market



THE CITY OF DAYTONA BEACH
 REDEVELOPMENT DIVISION
 POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386-671-8160)

MEMORANDUM

Revenues	Budget	Receive to Date as of 11/30/23	Balance
Ad Valorem	\$219,804.00	\$12,306.19	\$207,497.81
Delinquent Ad Valorem	0	0.00	0.00
Downtown CRA Payment	135,000.00	0.00	135000
Interest on Investment	0	0.00	0.00
Miscellaneous	0	0	0
Appropriation of Fund Balance	10,413.00	0	10,413.00
Total	\$365,217.00	\$12,306.19	\$352,910.81

Farmers' Market Activities

Revenues	Budget	Received to Date as of 11/30/23	Balance
Vendor Revenue	\$0.00	\$0.00	\$0.00
Sponsorship	0	0	0
Market Booth Sales	0	0	0
DDA SNAP Revenues	0.00	0.00	0
Total	\$0	\$0.00	\$0.00

Expenses	Budget	Period Amount as of 11/30/23	Balance
Professional Services	\$0.00	\$0.00	\$0.00
Care and Subsistence	300	0	300
Downtown Marketing Media	39,000.00	9,750.00	29,250.00
Events Promotion	1,600	0.00	1,600.00
Supplies	0	0	0
Memberships	0	0	0
Downtown CRA Payment	135,000.00	0.00	135000
Encumbered (Gold)	0	0	0.00
Total	\$175,900.00	\$9,750.00	\$166,150.00

Expenses Farmer's Market	Budget	Period Amount as of 11/30/23	Balance
Market Manager	\$0.00	\$0.00	\$0.00
Liability Insurance	1,500.00	0.00	1500
Other Contractual Services	5,000.00	5,000.00	\$0.00
Promo Marketing	4,400	0	4400
DDA SNAP Expenses	2,000.00	87.40	1,912.60
Booth Merchandise	0	0	0
Other Materials & Supplies		0	0
Total	\$12,900.00	\$5,087.40	\$7,812.60

Expenses	Appropriation	Period Amount as of 11/30/23	Balance
Downtown Events	\$127,500.00	\$22,000.00	105,500.00
Supplies/ Offline print	5,000.00	175.00	4,825.00
Total	\$132,500.00	\$22,175.00	\$110,325.00

DDA Budget Summary

	Budget	Received as of 11/30/23	Balance
Total DDA Revenue	\$365,217.00	\$12,306.19	\$352,910.81
Reserves	0.00		0.00
Total	365,217.00		352,910.81

Actual as of

	Budget	11/30/23	Balance
Total DDA Expenditures	\$365,217.00	37,012.40	328,204.60
Reserves	0.00		0.00
	365,217.00		
Available			328,204.60