

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 Sznajpstajler, Chairman



Chernelia Campbell, Board Secretary