



**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**

**Thursday, February 8, 2024**

**Room 149b 3:00 PM**

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES  
December 2023 Meeting
4. REPORTS & PRESENTATIONS
  - 4.1. DDA Budget
  - 4.2. Staff Report
    - Security Downtown
    - Sidewalk Cafe
    - Business Summit
  - 4.3. Joseph Yarbrough- Riverfront Esplanade
  - 4.4. Events Update- Al Smith, Bullseye Marketing
  - 4.5. Marketing Approach- Keith Gold & Associates
5. PUBLIC COMMENTS
6. BOARD COMMENTS

## 7. ADJOURNMENT

**NOTICES** - Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by the City Commission 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. For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023 Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.



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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 City Commission meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Telephone: 386-671-8023, Email: [clerk@codb.us](mailto:clerk@codb.us) not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 7-1-1 or 1-800-955-8771.

## **Downtown Development Authority Minutes Wednesday, December 14, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Wednesday December 14, 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  
Mr. Douglas Martin  
Ms. Tammy Kozinski

### **Board Members Absent**

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

### **Staff Members Present**

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

#### **1. Call to Order**

Mr. Sznajstajler called the meeting to order at 3:02 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 November 9, 2023, with a second from Mr. Martin. Motion was carried 3-0.

#### **4. Reports & Presentations**

##### **4a. DDA Budget**

Ms. Fuqua presented and discussed the budget with the board.

#### **4b. Staff Report**

Ms. Fuqua presented a beach security update, discussing a proposed 80/20 split between the CRA and downtown businesses. The proposed split entails the CRA covering 80%, while businesses contribute 20%. The discussion included considerations for armed versus unarmed security, with a preference for unarmed personnel working an 8-hour shift Monday through Saturday, starting at 7 am, returning for lunch and a night shift. Additionally, there was a proposal for a 2 to 3-month contract with Allied Universal Security. The plan is to evaluate its effectiveness before issuing an RFP for unarmed security.

Ms. Fuqua conducted a personal assessment to gauge businesses' safety perceptions, noting varying impacts, including concerns about robberies and undesirable activities near some establishments. Specific mention was made of issues at a 7-Eleven on Ridgewood being a hotspot for local robberies, with the owner expressing excitement about improved security. Ms. Fuqua stressed the need for innovative policing in the entire downtown area.

Ms. Kozinski raised concerns about trespassing issues at her shop, with three incidents in three days and one resulting in an arrest.

Mr. Thomas speaks about partnering with unarmed services, citing agreement from the police chief and lieutenant. He announces that the city manager approves a temporary agreement with the security services. Ms. Fuqua will contact them to gather information for Mr. Gross, aiming for a temporary contract by the first of next year. Ms. Fuqua emphasizes that officers present would be considered a detail specifically for the area. She clarifies that the 80/20 split entails business owners covering 20%, and the actual cost won't be determined until a final decision is made.

Ms. Fuqua discusses proposed changes to traffic flow at the Bay and Palmetto intersection, suggesting the removal of the traffic light in favor of a four-way stop or roundabout. She is coordinating with David Waller on a traffic study to determine the optimal solution. In terms of beautification, there are plans to enhance street signs by adding "Downtown" to each sign and implementing various signage on Ridgewood to improve the area's appearance. She also highlights a successful meet and greet event, providing a glimpse into downtown CRA activities and her background. Funding opportunities were discussed during the event.

Ms. Fuqua talks about her meeting with the Halifax Art Festival. They are interested in joining the January meeting to discuss their experiences, covering pros and cons, traffic flow challenges, and parking issues. She also provides an update on using the county parking lot, explaining the required 3-4 week special event process and the need for an agreement involving collaboration with the legal team.

Ms. Kozinski proposes using the empty parking lot in District 5, but Mr. Gross clarifies it's reserved for business parking for security reasons.

However, he suggests staff explore the possibility, given the passage of several years. Ms. Fuqua mentions that the same process as with the county parking lot would apply.

Mr. Thomas raises a question about parking for December events behind the Burygoyne Building, highlighting the expiration of the existing agreement. As they negotiate renewal, there's hesitancy due to the perceived underutilization of the parking space, a sentiment echoed by the rest of the board.

Ms. Fuqua addresses the importance of year-end closeouts, emphasizing the need for businesses to ensure financial readiness, annual filings, and reports in the upcoming year. She highlights the availability of community partners in Daytona Beach for support in these matters.

#### **4c. Keith Gold & Associates – Marketing Approach**

Mr. Gold delivered a presentation on holiday season marketing, highlighting ongoing work on Rack brochures. He detailed various promotional strategies, including e-blasts to merchants, directory posters, weekly email marketing for special events, upcoming photography, online advertising, and public relations leveraging the city logo. In November, the website experienced a 35% increase in traffic compared to the previous month, primarily consisting of new visitors. The updated budget spreadsheet presented, maintained the same dollar amount as the previous month.

#### **4d. Events Update- Al Smith, Bullseye Marketing**

Mr. Smith provided an overview of events since the fiscal year began, highlighting the success of the fall and wine walk, during which there were 22 participating merchants. He noted the positive impact of adding chocolate to the event. The wine walks are considered a cost-effective and engaging way to drive foot traffic into stores. The November chocolate sip event last year encountered difficulties due to the choice of a less favorable weekend, leading to its lack of success. However, the recent holiday wine and cookie walk in December received positive feedback, effectively showcasing downtown.

While the Oktoberfest on October 28th didn't meet expectations, the wiener dog derby was a notable success with a large turnout. Mr. Smith expressed a desire to incorporate the dog element into future events but acknowledged that hosting an event close to Halloween may have affected its success. He mentioned reconsidering the continuation of Oktoberfest due to limited interest and expressed a commitment to exploring new ideas for future events with input from the board.

#### **4e. Jim Jaworski, General Manager, Tortugas**

Mr. Jaworski expressed enthusiasm for improved collaboration, emphasizing the promising future of the Jackie Robinson Ballpark.

He highlighted the City Commission's approval of a \$30 million renovation, focusing on the development of facilities and amenities in the initial phase. Mr. Jaworski welcomed ideas and input from the board, stating the importance of maintaining open lines of communication moving forward.

**5. Public Comments**

John Nicholson, 413 N Grandview, expressed dissatisfaction with the maintenance of City Island, citing concerns about its appearance. He specifically noted a building on Orange Avenue, highlighting its lack of landscaping. Mr. Nicholson criticized the poor condition of the recreation center and suggested replacing old landscaping with grass for a better aesthetic. He urged the city to make improvements to enhance the overall value and visual appeal of the downtown area.

**6. Board Comments**

Ms. Kozinski inquired about the tennis courts, with Mr. Thomas clarifying that they will be utilized by the Tortugas.

Mr. Sznajstajler expressed satisfaction with the limited parking he observed during after-work hours, interpreting it as a positive sign. He commended the visible progress from recent work. Additionally, he toured the construction of the new chamber building and found it impressive. He highlighted the positive prospects of the partnership between the city and the chamber.

**7. Adjournment**

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

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Michael Sznajstajler, Chair

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Chernecia Campbell, Board Secretary



**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	\$60,434.84	\$159,369.16
Delinquent Ad Valorem	0	-3.78	3.78
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
<b>Total</b>	<b>\$365,217.00</b>	<b>\$60,431.06</b>	<b>\$304,785.94</b>

### Farmers' Market Activities

Revenues	Budget	Received to Date as of 01/30/24 Balance	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
<b>Total</b>	<b>\$0</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>Expenses</b>	<b>Budget</b>	<b>Period Amount as of 01/30/24</b>	<b>Balance</b>
Professional Services	\$0.00	\$0.00	\$0.00
Care and Subsistence	300	198.98	101.02
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
<b>Total</b>	<b>\$175,900.00</b>	<b>\$9,948.98</b>	<b>\$165,951.02</b>

<b>Expenses Farmer's Market</b>	<b>Budget</b>	<b>Period Amount as of 01/30/24</b>	<b>Balance</b>
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
<b>Total</b>	<b>\$12,900.00</b>	<b>\$5,087.40</b>	<b>\$7,812.60</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Period Amount as of 01/30/24</b>	<b>Balance</b>
<b>Downtown Events</b>	\$127,500.00	\$56,000.00	71,500.00
<b>Supplies/ Offline print</b>	5,000.00	175.00	4,825.00
<b>Total</b>	<b>\$132,500.00</b>	<b>\$56,175.00</b>	<b>\$76,325.00</b>

### DDA Budget Summary

	<b>Budget</b>	<b>Received as of 01/30/24</b>	<b>Balance</b>
<b>Total DDA Revenue</b>	\$365,217.00	\$12,306.19	<b>\$352,910.81</b>
Reserves	0.00		0.00
<b>Total</b>	<b>365,217.00</b>		<b>352,910.81</b>

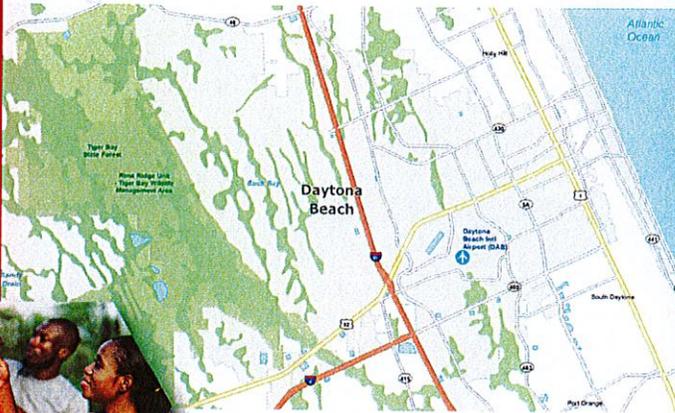
Actual as of

	<b>Budget</b>	<b>01/30/24</b>	<b>Balance</b>
<b>Total DDA Expenditures</b>	\$365,217.00	71,211.38	<b>294,005.62</b>
Reserves	0.00		0.00
	<b>365,217.00</b>		
<b>Available</b>			<b>294,005.62</b>

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# Strengthening Our Communities: Neighborhood Services



### Current Ongoing and Completed Projects:

- First Time Home Buyers Program
- Down Payment Assistance
- Homeowner Rehab Assistance



## VISIT OUR SITE TODAY AT [CODB.US](http://CODB.US)



And learn about the resources available to residents, like community workshops, assistance programs among others.

City Hall • 386-671-8400  
301 S. Ridgewood Avenue • Daytona Beach, FL 32114

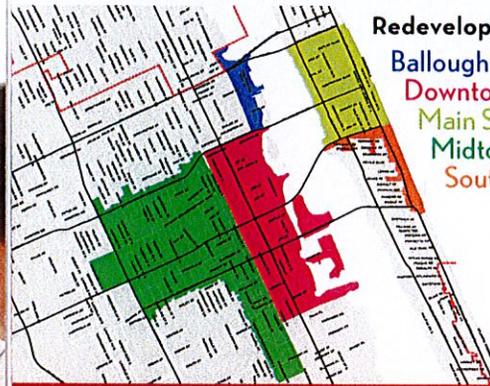


# Revitalizing Daytona Beach: Redevelopment Initiatives



## Join us in shaping the future of DAYTONA BEACH!

The city has dedicated funds for public infrastructure, residential and commercial grants and neighborhood enhancements within each of the districts. The staff works with neighborhood groups, businesses and the development community to improve the quality of life and create a positive environment for continued investment.



### Redevelopment Areas:

- Balough Road
- Downtown
- Main Street
- Midtown
- South Atlantic



### MULTIPLE FUNDING OPTIONS:



- Grants to public-private partnerships
- Gap Funding for New Construction Development
- Commercial Facade
- Business Incentives
- Historical Funding
- And more...

Learn More Today. Get Involved. Help Make a Difference!

City Hall • 386-671-8400 • [CODB.US](http://CODB.US)  
301 S. Ridgewood Avenue  
Daytona Beach, FL 32114

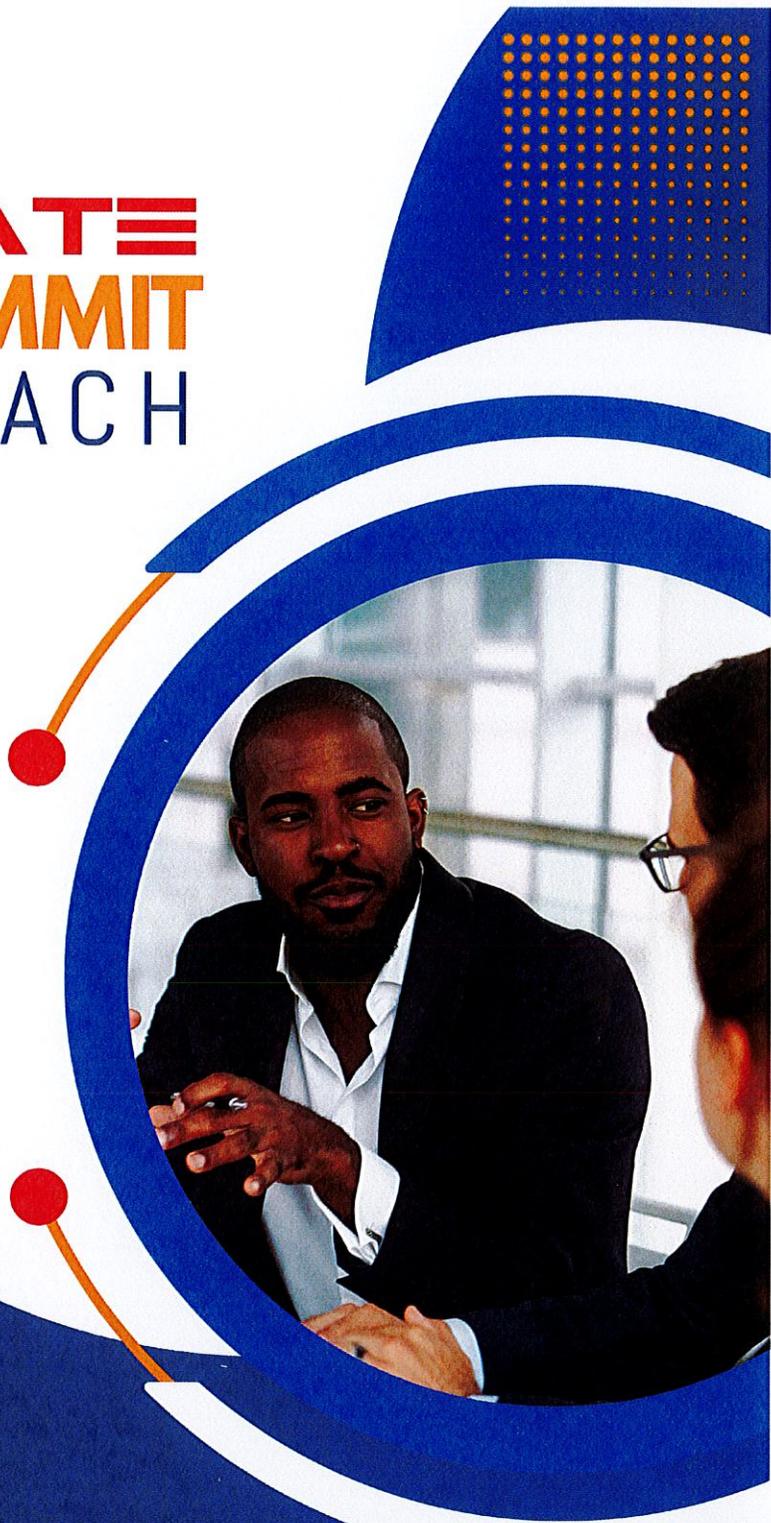


# ACCELERATE BUSINESS SUMMIT DAYTONA BEACH

2024



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24 FEBRUARY 2024



8 a.m. to 3:30 p.m.



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# GOLD

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

# ONGOING PROJECTS

## CITY OF DAYTONA BEACH – 01/03/24

Project	Action Steps
DDA ONLINE MEDIA BUYS – Digital and Social Media	ACTION STEPS: Advertising with Google Ads and Meta/Facebook for the Riverfront Shops ongoing.
DDA TACTICAL PLAN – For New Fiscal Year	ACTION STEPS: FY 23-24 tactical plan flowchart approved. (Monthly updates ongoing.)
DDA DATABASE MARKETING – Writing, Programming & Deployment	ACTION STEPS: Ongoing eblasts sent to consumers and merchants. (Weekly blasts sent during holiday season. Next blast to be distributed w/o 01/01.)
DDA KIOSK POSTERS – Design and Printing	ACTION STEPS: January poster printed in late December.
RACK BROCHURE – Updates and Printing	ACTION STEPS: Brochure designed for holiday season. 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.	ACTION STEPS: Updated version printed 11/1. (Awaiting updates for next printing.)
DDA WEBSITE – Site Updates	ACTION STEPS: Updates are ongoing.
DDA MEETING MATERIALS – Monthly Updates	ACTION STEPS: Update analytics and presentation materials.
RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images	ACTION STEPS: Awaiting estimate approval to schedule shoot.
MIDTOWN WEBSITE – Site Development	ACTION STEPS: Designed site plan and page schematic. (Awaiting client approval and next steps.)
MAIN STREET CANVASSING – Estimate/Presentation	ACTION STEPS: Presented project estimate in June. (Awaiting client approval.)
MAIN STREET DIRECTORY MAP – Design & Production	ACTION STEPS: Presented project estimate in June. (Awaiting client approval.)