

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. Chernecia 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 Octoberfest 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 Octoberfest 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.



Michael Sznajstajler, Chair



Chernecia Campbell, Board Secretary