

Downtown Development Authority Minutes

Thursday, February 08, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday February 08, 2024, 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
Ms. Tammy Kozinski
Ms. Quanita May

Board Members Absent

Ms. Sheryl Cook, Vice 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
Ms. Angela Armstrong, Redevelopment Project Manager
Mr. Anthony E. Jackson, Deputy City Attorney
Mrs. Chernelia Campbell, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:06 p.m.

2. Roll Call

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

A motion was made to excuse Mr. Martin and Ms. Cook, by Ms. May, seconded by Ms. Kozinski. The motion was carried 3-0.

3. Approval of Minutes

A motion was made to approve the minutes from the December 14th, 2023, meeting by Ms. Kozinski, seconded by Ms. May. The motion was carried 3-0.

4. Reports & Presentations

4. 1. DDA Budget

During the budget presentation, Ms. Fuqua identified an error in the report's date, stating that it should read 1/30/2024 instead of 11/30/2024. Mr. Sznajstajler expressed concern over the low revenue compared to expenses, particularly focusing on downtown event costs. He highlighted that a significant portion of the event budget had already been spent by January, raising questions about overspending. Ms. Fuqua promised to provide an itemized list of the expenses and to investigate the financial situation with the finance department. She committed to returning with answers at the next meeting in March after scheduling a discussion with the finance team.

4.2. Staff Report

Security Downtown:

Ms. Fuqua plans to meet with First Coast Security on February 13th, 2024, to discuss a trial period of security services, aiming to assess effectiveness and scheduling. Once they determine the optimal level of security required, they will present the cost to the board for approval. Details from this meeting will be shared at the next board meeting. She aims to commence the security services in March or April, pending finalization of details.

Mr. Sznajstajler seeks clarification on the previously discussed 80/20 split. Ms. Fuqua explains that they're opting for a trial period to avoid potential delays associated with pursuing a full-year contract. The goal is to enhance safety for downtown business owners. She plans to seek short-term approval from the CRA before pursuing long-term approval. Ms. Toliver notes that the security company Ms. Fuqua will meet with is different from the one currently providing services for the esplanade.

Sidewalk Café:

Ms. Fuqua explains that they're amending the tax to modify the sidewalk café ordinance, aiming to remove fees and enhance organization for downtown eateries interested in outdoor dining. This proposal will be presented to the planning and redevelopment boards.

Ms. May inquires if sidewalk cafés are exclusively for restaurants. Ms. Fuqua clarifies that while it initially catered to restaurants, they're now exploring the possibility of extending it to retail to align with other municipalities.

Ms. May raises concerns about eligibility criteria for using the seating, particularly regarding non-food stores offering seating. Ms. Fuqua acknowledges the existing inconsistency and intends to establish clear rules and consequences. They've halted licensing until the amendment is adjusted and rules are defined. Additionally, Ms. May suggests addressing signage as another important aspect. Ms. Fuqua mentions considering barriers such as planters to maintain

uniformity and prevent issues.

Business Summit:

Ms. Fuqua is spearheading Daytona Beach's first summit, responding to a request from the commission and the mayor to bolster support for local businesses and nonprofits in laying a solid foundation for success. The summit will offer assistance with BTR applications, sunbiz business registration, and feature various sessions, including a keynote by Chris Robinson from the John Maxwell group. Additionally, they will host "A Taste of Daytona Beach," showcasing local eateries with BTRs in the city. Prizes, donated by local businesses, will be up for grabs. Currently, 110 attendees are registered for the event, scheduled for February 24th, 2024. Ms. Fuqua presented handbills containing website highlights to the board, which will be distributed at the summit.

4.3. Joseph Yarbrough- Riverfront Esplanade

Mr. Yarbrough provides updates on several projects:

The city commission recently amended the lease agreement for the brown riverfront esplanade foundation, allowing for a library extension spanning from Bookland Bridge to the front of the library. Building permit requests have been submitted, and they hope to have them next week, mobilizing toward the end of February. Phase three is projected to cost around \$850,000 and includes tasks such as sidewalk widening, fencing installation, and adding more security cameras, all aimed at completion by July.

The Josie Rogers' parking permit is currently awaiting processing in the billing department. Efforts are also underway to rectify oversights from previous remodeling phases, such as a missed roof replacement, to ensure the preservation of historical integrity. Other tasks on the horizon involve putting in a full kitchen and weatherproofing the pavilion, which should be finished by next month, although it's slightly over budget.

Operationally, there's a concerted effort to reassess expenses and revenue, particularly after terminating the contract with Expert Event Solutions. Scheduled events for February include a 5K run on February 20th, 2024, and the Mayor's Fitness Challenge, with an in-house market on February 25th, 2024. The Youth Business Festival is slated for March 23rd, 2024, taking advantage of pavilions to streamline setup. However, delays in obtaining a cost estimate from First Coast Security have occurred due to a contract change, with a new firm anticipated to be in place by March 1st, 2024.

Mr. Yarbrough suggests creating a Facebook page for invitees to report trespassers and keep an eye on neighborhood activity, as well as for security monitoring. Additionally, they discovered that they have the only public restroom on Beach Street. He's optimistic that this transition will be smooth and beneficial for the entire area.

Ms. May requests a list of March events or any relevant park updates to keep the commission informed.

4.4. Events Update- Al Smith, Bullseye Marketing

Mr. Smith discusses the recent Daytona Nights events. He highlights the success of the holiday cookie and wine walk, which was well-received by attendees and merchants. Despite cold weather in January and February, those events were also successful. The international wine and food walk had a good turnout. The upcoming wine and chocolate walk, scheduled for February 10th, 2024, is expected to be the largest event they organize. St. Patrick's Day is anticipated to be another successful event. Additionally, he mentions that the dates for the sunset concert series will be announced soon.

4.5. Marketing Approach- Keith Gold & Associates

Mr. Gold presents the January/February report, covering project updates, online analytics, and campaign budgets. They're actively updating event kiosk posters and directory maps as needed, while sending out regular e-blasts for data updates. Moving ahead, they'll update directory posters monthly and send out weekly e-marketing newsletters featuring events and new photography. They heavily invest in online advertising and search efforts, with around 24,000 monthly social media followers driven mostly by ads. Website traffic averages over 12,000 monthly, predominantly from ads. They monitor new versus returning website visitors. Currently, they're slightly under budget by over \$12,000, with plans to allocate these funds later.

5. Public Comments

Connor Rand and Kay Galloway, from the Daytona Beach Visitor Bureau, discuss their new destination guide, available as a digital download for visitors. They emphasize the growing number of businesses on Beach Street and their plans to film there, showcasing the area's food, experiences, and art to attract visitors. The digital guide is accessible at Daytonabeach.com. Additionally, individuals can submit event information on the website, which will be reviewed by the public relations department and added to the calendar if deemed appropriate and appealing to visitors.

6. Board Comments

Ms. May requests updates on upcoming events, including attendee numbers, to present at the next commission meetings.

Mr. Sznajstajler suggests adding a list of upcoming events for the next two months to the agenda, providing community members and the board with information to review.

He emphasizes the importance of carefully reviewing numbers and encourages staff to communicate any financial concerns to the finance department and the board.

7. Adjournment

The meeting was adjourned at 4:06 p.m.



Michael Sznajstajler, Chairman



Chernelia Campbell, Board Secretary