

## **Downtown Development Authority Minutes** **Thursday, March 14<sup>th</sup>, 2024**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday March 14<sup>th</sup>, 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  
Mr. Douglas Martin  
Ms. Quanita May  
Ms. Sheryl Cook, Vice Chair

### **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 3:06 p.m.

#### **2. Roll Call**

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

#### **3. Approval of Minutes**

A motion was made to approve the minutes from the February 12<sup>th</sup>, 2024, by Ms. Kozinski, seconded by Ms. May. The motion was carried 5-0.

#### **4. Staff Reports**

##### **4a. DDA Monthly Report**

Fredrik Coulter explains that each year, when preparing the budget, they only account for the money expected to come in and what's needed to balance the budget for the New Year.

However, the exact amount isn't known until bills are paid, which typically happens between January and April. Recently, he calculated the actual amount available for the new year and presented it to the board. They're now amending the budget to include over \$40,000 rolling over from the previous year, which will all go into reserves.

Ms. May asked about a past finance issue and its impact on the current discussion. Mr. Coulter clarified that it's a separate matter and they address it in April meetings to avoid repeating past mistakes made in January, due to the ongoing changes. Ms. May inquired about their usual budgeting practice, which Mr. Sznajstajler confirms they maintain. Mr. Coulter explained that while their current budget shows zero, they expect to carry over funds, resulting in a \$40,000 surplus in reserves. Ms. Fuqua mentioned a formula error from last month, which they fixed after a thorough review, ensuring the accuracy of updated reports.

Mr. Sznajstajler proposes addressing budget items separately from the financial report. He suggests beginning with the \$40,295 amendment needed to be added to the budget.

Ms. May motions to transfer the \$40,295 from last fiscal year's reserves into the current year's budget, which is seconded by Mr. Martin. The motion was carried 5-0.

Mr. Sznajstajler asks if the financial reports include the recently budgeted \$40,000. Mr. Coulter explains that it's unlikely to show up in the March report as it needs commission approval in April. Mr. Thomas assures they'll stick to the budget and avoid using reserves. Ms. May suggests controlling spending, considering future expenses. Mr. Sznajstajler agrees, citing uncertainties like property tax values. He proposes clearer budget breakdowns to track spending, especially for events like the farmers market. They discuss the need for detailed spreadsheets to monitor expenses and suggest supporting schedules. Mr. Thomas emphasizes their strict oversight to prevent budget overruns.

#### **4b. Security Update**

Ms. Fuqua informs the board about their ongoing discussions with First Coast Security. They plan to submit the contract on March 25<sup>th</sup> with some adjustments. The security will patrol downtown from Orange Avenue to International Speedway and Beach Street to Palmetto, with a map provided for reference. The costs will stay under \$25,000 for city manager approval, avoiding the need to go before the city commission. By the end of May, they aim to present data to the commissioners for review, helping them decide on future security needs. Data will be collected through an app used by the security company, providing daily, weekly, and monthly updates. Two unarmed officers will patrol Monday to Saturday, in two shifts from 6am to 10pm. Transparency will be maintained throughout the process, with formal introductions of the security officers to downtown boards after the agreement is signed.

Ms. Kozinski wonders why security is only covering Orange to ISB and not the North. Ms. Fuqua explains it's due to funding limitations. Ms. Kozinski disagrees, saying expanding the coverage wouldn't cost more. Ms. Fuqua says based on discussions with the security company and their map, it would. Ms. Kozinski predicts pushback from the North, which Ms. Fuqua confirms is already happening. Ms. Cook asks when it starts, and Ms. Fuqua confirms March 25th.

Ms. May inquired about how security handles transient individuals who are not panhandling but sitting with a shopping cart. Mr. Gross explained that security can offer assistance and contact the police if needed. He mentioned a forthcoming ordinance against storing items in public spaces. Deland's recent ordinance requires officers to offer assistance before taking action. Mr. Gross clarified that people can sit freely unless causing a disturbance. Ms. May questioned the effectiveness of security if they can only observe. Mr. Gross explained their role is not solely to move homeless individuals, but they may intervene if crimes are witnessed. Ms. Fuqua mentioned security taking pictures. Ms. Cook asked about crimes witnessed by property owners. Mr. Gross noted some crimes require police observation while others don't.

Ms. Kozinski points out the need to handle merchant expectations downtown, mentioning problems like sidewalk scooters.

Mr. Thomas explains it's a trial program, and they're figuring out what works. Mr. Sznajstajler adds that the city is leading the effort, and the board's input is important.

Al Smith discusses the busy event season, highlighting the recent successful wine and chocolate walk and the upcoming St. Patrick's Day event. He mentions the wine and cheese walk on March 23<sup>rd</sup> and the Daytona Beach Arts Festival on April 13<sup>th</sup>, which includes a two-day chalk art competition and a mini mural competition. Mr. Smith notes the Sunset Concert Series dates are set, featuring high-quality bands and production. He's enthusiastic about attracting people downtown, especially during slower times.

Ms. May asks for a list of upcoming events to provide updates at commission meetings. Mr. Smith adds details about the concert series, mentioning the location at Veterans Plaza in the esplanade. He explains that they'll close the north block from ISB to Bay Street, set up the stage where the flags are, offer VIP seating, and have general admission. Additionally, people are welcome to use the esplanade.

Mr. Gold updates everyone on projects and budget spreadsheets, noting a recent algorithm change for analytics. He discusses ongoing marketing efforts, including wrapping up activities for the spring season. He mentions the lengthy process of working on a brochure, which keeps changing due to new listings. Updates to kiosk posters and frequent email marketing, including one sent out today for St. Patrick's Day events, are also highlighted. He mentions upcoming photography reviews and submissions of analytics for online advertising to the city. Despite these activities, they are under budget. Ms. Cook asks if photography is in next year's budget. Mr. Gold says no, but confirms they'll be getting together soon to discuss it.

They've mapped out all areas for photography and aim to make graphs clickable for more information. Mr. Sznajstajler points out the absence of the March 23<sup>rd</sup> Children's Business Fair in today's eblast, prompting Mr. Gold to address it immediately.

Joe Yarbrough shares plans to move the riverfront market to phase 2 to connect better with businesses. They're thinking of extending the fair to two days based on positive feedback. Mr. Yarbrough seeks the board's support in presenting an item to the city commission about phase 3 at the esplanade. He proposes a \$200,000 investment from Hyatt Brown to repair the Bayou Bridge alongside phase 3, with the city offering an interest-free refund. Ms. May asks who decides the bridge's appearance, and Mr. Yarbrough confirms it's already been approved with the amendment. He also explains security measures for the bridge, including nightly locking, morning unlocking, surveillance cameras, and patrols for safety.

Ms. Cook motioned for the Downtown Development Authority board to go on record supporting the repair and prioritization of Bayou Bridge, being done concurrently with phase 3 of the esplanade. The motion was seconded by Mr. Martin; carried 5-0.

## **5. Public Comments**

John Nicholson admits he's unfamiliar with the Brooklyn Bridge or the Bayou Bridge and asks where they are. Ms. Kozinski explains that the Brooklyn Bridge connects the north and south from behind the library to the north side of ISB. Mr. Sznajstajler clarifies that these bridges are pedestrian walkways. Mr. Nicholson then brings up security attire, suggesting that the board ensures they don't appear too intimidating for a tourist town. He recommends they dress in a welcoming and appropriate manner.

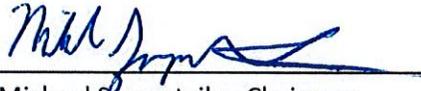
Jenny Craig, the new Chief Advancement Officer for the Museum of Arts and Sciences, introduces herself. She mentions that her role involves working with the museum's guild at the Halifax Arts Festival. She expresses gratitude to the DDA for their support of the event and looks forward to future collaborations.

## **6. Board Comments**

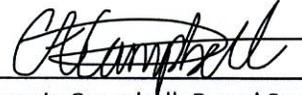
Ms. May inquires about a downtown crime report. Ms. Fuqua explains that they're gathering information and will share it with the board soon. Ms. May raises concerns about people with shopping carts on the sidewalks of Beach Street and Magnolia. Mr. Gross mentions drafting an ordinance to prohibit temporary sidewalk storage, regardless of obstruction. Ms. Cook adds that she has brought up this issue with the design review board as well.

7. Adjournment

The meeting was adjourned at 3:58 p.m.



Michael Sznapstajler, Chairman



Chernecia Campbell, Board Secretary

Mike Sznapstajler, CHAIR

Name: