

Downtown Development Authority Minutes Thursday, April 11th, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday April 11th, 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
Ms. Mandana Carry, Office Specialist III

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:05 p.m.

2. Roll Call

Ms. Carry called roll and listed members as present above.

3. Approval of Minutes

A motion was made to approve the minutes from the March 14th, 2024, by Ms. Kozinski, seconded by Mr. Martin. The motion was carried 5-0.

4. Reports & Presentations

4a. DDA Budget

Ms. Fuqua discussed the DDA budget and noted that at the last meeting, she was asked for a breakdown of all the events along with their status.

Currently, they're working on providing that breakdown. She mentioned that the format of the new document will be similar to the one containing all the Bullseye marketing events. As the board selects events to fund, those events will be added to the list, allowing everyone to see what the board has contributed to.

Mr. Sznajstajler suggests adding the amounts spent on events with contracts to the pages. The board agrees, saying they don't need a separate document for these details; they can be included in the DDA budget document. They discuss sponsorship and purchases related to events.

4b. Staff Report

Ms. Fuqua announces the start of the security pilot program on April 15th. They did a walk-through with the security company to identify target areas. Reports will be provided to the board, capturing all activities and interactions during the trial. It will last two months from 6 am to 10 pm with two officers, one per shift.

Ms. Cook brings up people lying on the ground west of Truist Bank, asking if anything can be done. Commissioner May agrees it's an ongoing issue. Mr. Gross explains the city's ordinance against sleeping on public property, but an injunction against enforcement was issued years ago. However, if someone's obstructing pedestrian traffic, they can be asked to move, with police action if they refuse. He mentions HB 1365, recently signed by the governor, which from October 1st will prohibit camping on public property. Commissioner May also asks about the Wi-Fi zones around 7/11 and if they can be encrypted. Mr. Gross says the city can request it. He mentions HB 1365 again, explaining it will allow the city to enforce laws against camping, though federal law still involuntarily protects homeless individuals. So, before making an arrest, the city must ensure they have somewhere to go, likely a shelter.

Commissioner May mentions a group of people gathering Sunday mornings at Magnolia and Ridgewood, near Jimmy John's, around 9 to 11 am. They used to wait for a bus, but now they're just hanging around, including someone sleeping on a bench.

Mr. Gross explains that despite the injunction, people on private property can be asked to leave. Private property owners can join a trespass program, allowing them to post signs and ask trespassers to leave. He emphasizes that from October 1st, the injunction won't prevent enforcing state laws. When dealing with people sleeping outside, they must be offered a place to go, like a shelter, but not necessarily escorted there unless it's a shelter requiring police escort.

Ms. Fuqua says the security will cover the area from Orange to Bay Street, including behind the buildings and the entire parking lot. Mr. Thomas adds that if security notices trespassing beyond their area, they can alert the police.

Ms. Fuqua discusses the sidewalk café, mentioning that the tax amendment will go before the planning board on April 25th and to the city commission for the first reading on May 1st.

Ms. Fuqua also discussed a new software called "See It and Click It," designed for reporting issues like graffiti or potholes easily. This software allows users to take a picture, upload it to the city's server, and it will be directed to the appropriate personnel for resolution. Ms. Fuqua emphasized that this will expedite the process of addressing community challenges. She highlighted the importance of community involvement, as the city has limited staff resources to address all issues. The software is set to launch on May 1st, and further information will be provided.

Ms. Fuqua mentions her conversation with permits and licensing, who informed her of interest from businesses and developers in downtown. They're gathering data over the next few months to keep the board updated on new businesses and developments. Ms. Cook asks about permit processing times and prioritization. Ms. Fuqua explains that different staff handle different types of permits, so processing times vary, and there's no priority for new businesses over replacements.

Ms. Cook asks if we can hire more staff to handle the workload because permits and licensing have been a persistent issue for years.

Ms. Fuqua explains that for permits and licensing, it's the first step, but there are staff reviews involved for specific items, which can vary in complexity. Commissioner May asks if there's a deadline for this process. Ms. Fuqua explains that typically reviewers have two and a half weeks for an item, but complex projects like site plans can take longer due to multiple reviewers. She mentions they've recently discussed expediting this process to ensure attention to detail on the staff side.

Mr. Gross mentions legislation passed by the Florida legislature this summer, but he's unsure if the governor has signed it. This legislation would require expediting certain residential purposes.

Ms. Fuqua discusses the next project: electric vehicle charging stations to be placed in various CRA's. Downtown's EV charging stations will be at City Hall and off Magnolia. Each CRA has funded \$5000 for this project from general funds.

Ms. Fuqua mentions upcoming programs: a business development program launching in the summer, a "Pitch Your Idea" event, and new funding opportunities including grant programs and a forgivable loan, which will be discussed further in the coming months.

4c. Daytona Beach Arts Festival Funding Application

Teresa Lieberman from the Riverfront Arts District and Gregory Graham from Galerie Elan clarified a few points. The Daytona Beach Arts Festival is seeking funding, which DDA supported through bullseye marketing. This is part of a nonprofit project for the Riverfront Parks District. The mini mural project aims to boost art-based economic impact downtown by inviting people to tour public art. The murals were unveiled on April 5th during downtown events, drawing 175 people on the first night. The exhibit runs until April 14th with an awards ceremony. QR codes on the murals allow families to access info and vote. Artists pay \$10 to participate, competing for prizes up to \$1000. They hope to make this an annual festival. Businesses are participating, and sponsorships are sought for over \$1000 in prizes. They're collecting data from visitors to improve future events. Sponsorship costs \$150, with \$50 going back to the sponsor. The "mini mural madness" is part of a collaboration with other events, aiming for a city-wide impact in the future.

Mr. Sznajstajler suggests that while they support the cause, they want applicants to come in earlier and provide more information. He emphasizes that the staff are vital as the eyes and ears of downtown. Ms. Cook expresses concern about last-minute requests and the lack of visibility for events.

Commissioner May motions to allocate \$1000 to the project, seconded by Ms. Kozinski. The motion was carried 5-0.

4d. Events Update- Al Smith, Bullseye Marketing

Al Smith shares updates on recent events. St. Patrick's Day was successful despite concerns about attendance, especially with the addition of a dog parade with 50 participants. The wine and cheese walk had 22 merchants, but attendance dropped for the second event compared to last year. Downtown Daytona Nights event was also successful. The upcoming arts fest has generated a lot of buzz with over 160 artists, including 70 chalk artists. Marketing efforts included cable TV, radio, and social media. They're expanding the 'almost Cinco de Mayo' event on May 4th, due to the post office closing at noon, making it more family friendly. There was a snag with the Sunset Concert Series location, so it will now be at the Esplanade. Bands like 'Our Friends Electric', 'The Land Sharks' and 'I Want My MagTV' will perform.

4e. Keith Gold & Associates- Marketing Approach

Mr. Gold presents the report for March and April to date. He mentions updates on analytics, campaign budget, and other tasks, all of which are on track. Around 600 people saw their ads last month, meeting their goals. They're now focusing on spring marketing, particularly special events. They've printed brochures and sample insert sheets, asking the board for feedback. The information is used for various marketing materials like websites and posters. They continue online advertising, making daily changes, and updating website pages regularly.

They're also working on organic photography, capturing sunrise and sunset shots in different locations. They're conducting primary research through surveys to merchants, customers, and prospects, all within budget.

Ms. Cook mentions receiving the brochure at the Design Review Board and discusses next steps. She suggests including a note to visit the website for the most current business list. Mr. Gold suggests adding a QR code for easy access to the website.

Commissioner May asks if Redevelopment finds out why businesses close, and Ms. Fuqua says they sometimes do. Ms. Kozinski wonders why the Esplanade isn't listed under attractions and suggests including downtown ice cream shops.

5. Public Comments

None.

6. Board Comments

Commissioner May points out an error in how her name is listed in the brochure. She asks about the process for getting on the agenda, suggesting that requests should be made in advance. Mr. Sznajstajler suggests improving communication, possibly by putting information on the website. He suggests giving discretion to Ms. Fuqua and Mr. Thomas for spontaneous requests. Mr. Thomas recalls a previous request approved after the budget was set, clarifying that now, new requests would come from reserves. He suggests staff provide recommendations for such requests. Mr. Sznajstajler suggests discussing potential budget adjustments in August and setting deadlines for event submissions. Mr. Thomas discusses advertising the process and setting deadlines for submissions to maintain budget fairness.

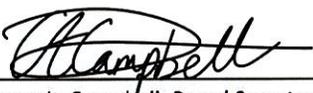
Mr. Yarbrough discusses recent events and plans. He mentions a successful children's event with minimal no-shows, which was staff-run unlike usual contracted events. The last event, held on Easter Sunday, was moved to accommodate vendors. Next year's budget will focus on the south where most businesses are located. Activities will also be moved to phase 2. He mentions a successful "Shop Til You Drop" event last weekend and hints at upcoming major events.

Mr. Yarbrough mentions that Phase two at the Esplanade has begun, with staff planning to add a new bridge. He believes the city will accept their offer to spend their money and reimburse them, and they hope the new phase will open soon.

7. Adjournment

The meeting was adjourned at 4:15 p.m.


Michael Sznajstajler, Chairman


Chernecia Campbell, Board Secretary