

## **Downtown Development Authority Minutes** **Thursday, May 9<sup>th</sup>, 2024**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday May 9<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. Sheryl Cook, Vice Chair  
Commissioner Quanita May

### **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 Jackson, Deputy City Attorney  
Ms. Mandana Carry, Office Specialist III

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

Mr. Sznajstajler called the meeting to order at 3:00 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 April 2024, by Ms. Kozinski, seconded by Mr. Martin. The motion was carried 5-0.

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

##### **4.1. DDA Budget**

Ms. Fuqua presented the DDA budget, including a spreadsheet detailing all events and their associated costs. This spreadsheet tracks company names, event dates, current funds, and DDA funding allocations. Notably, the Riverfront Art District expenditure isn't included as it hasn't been paid yet, but it will be added after the June meeting, following board approval.

#### **4.2 Staff Report**

Ms. Fuqua gave an update on the pilot security program, which is going well. First Coast Security, working closely with the police, has placed markers throughout downtown, enabling officers to scan and report on buildings for any issues. Ms. Fuqua presented reports from the program's start to last week, showing regular patrols and responses to any suspicious activity. If anything suspicious occurs, officers can quickly notify the police using walkie-talkies.

Ms. Cook mentioned an arrest on their block within the first few days, preventing car break-ins. They've also encountered some troublemakers, but the security's presence has been reassuring.

Ms. Fuqua highlighted that the officers are locals who know Daytona inside out, and their involvement in the community is encouraging. She plans to discuss extending the program with them, and with the data gathered, they can propose an extension to the city commission. She'll provide updates at the next meeting.

Ms. Cook informed the city manager directly about the merchants' appreciation for the security pilot program. Ms. Kozinski also spoke with the Mayor, who noted that even customers have noticed the positive change from the program.

Ms. Fuqua announced a new business development program called the Triage Program, extending from the Accelerate Business Summit. It's open to 60 business owners interested in developing their businesses, especially in downtown and other redevelopment areas. The program, launching on June 1<sup>st</sup>, offers assessments to help businesses thrive and attract more activity to these areas.

Mr. Sznajstajler suggested coordinating with Mr. Gold to highlight riverfront shops, offering something unique beyond retail or restaurants to enhance downtown. He also proposed utilizing social media and flyers to promote this.

#### **4.3 Joseph Yarbrough- Riverfront Esplanade**

Mr. Yarbrough mentioned that there are only two city commission meetings left before the downtown security contract expires, so they need to request an extension before then.

He also talked about two sponsorships: one for "December to Remember" and the other for the farmers market, which he believes needs compensation. He noted they didn't plan for a Saturday in the next fiscal year, but he thinks they can make it work, possibly doing it every Saturday to benefit businesses. The goal is to run at least 2, maybe 4 Saturdays. He emphasized the need to break even and mentioned efforts to organize more events, especially at phase two of the Esplanade, with Al Smith.

Ms. Kozinski suggested moving the market back to Saturdays, which many people have been asking for. She believes it would be positive for businesses and shoppers, especially those who buy produce.

Commissioner May agreed that a weekly market is a good idea but suggested starting it in October or later to avoid the summer heat. This would also give them time to inform people about the change. She praised the new location.

Mr. Sznajstajler suggested a model where the market is open weekly during certain times of the year and closed during others, which might help extend the funding.

Mr. Thomas recalled previous discussions about a weekly market led by Commissioner May. Initially, it was proposed to run every weekend at a higher cost. Now they need to figure out the expenses for running it every weekend. He suggested negotiating with Mr. Yarbrough and presenting a proposal at the next meeting.

#### **4.4 Events Update- Al Smith, Bullseye Marketing**

Mr. Smith shared positive feedback about the arts fest, which had over 160 artists and received great attendance. However, the sunset concert had slightly lower attendance than expected.

Ms. Kozinski mentioned the successful mini mural in her area, which has received positive feedback and continues to attract visitors.

Ms. Lieberman reported that there were 1706 unique votes from April 5<sup>th</sup> to April 14<sup>th</sup>, with 85% from Volusia County residents. They also found that 99% of respondents want to see more art initiatives in the future. Commissioner May requested a short summary of these key points for the city commission meeting, which Ms. Lieberman agreed to provide.

Mr. Smith mentioned that Downtown Daytona Nights has become a popular spot. The food trucks had a good turnout on May 3<sup>rd</sup>, but the crowd for the almost Cinco de Mayo celebration on May 4<sup>th</sup> was smaller than last year, despite starting earlier. He noted that the weather for the Arts Fest was beautiful, but it got very hot two weeks later. In the future, they'll stick with 5-10pm for events. This weekend, they're hosting a Mother's Day Wine Walk with 17 merchants and about 300 expected attendees. Ticket sales for the Sunset Concert featuring the "I Want My MTV" band are strong. The next food truck night is on June 7<sup>th</sup>, followed by a Jimmy Buffet tribute band.

Commissioner May praised Mr. Smith's presentation to Margaritaville, saying it's a fantastic concept to update perceptions of downtown. Mr. Smith said the leaders at Margaritaville were very receptive and it was a positive meeting.

Commissioner May asked about making the market more self-sufficient. Mr. Sznajstajler explained that the DDA has changed its approach from financially supporting the market to sponsoring it, like other events. He clarified that the market is now privately managed by the Esplanade, with some financial assistance from the DDA. In terms of potentially opening the market more frequently, he instructed staff to collaborate with Mr. Yarbrough's team to figure out the DDA's involvement, with feedback expected within a month or two.

#### **4.5 Keith Gold, Gold and Associates**

Mr. Gold presented the April-May report, mainly focusing on planning for the new fiscal year. They've been doing research and ensuring accuracy in printed materials like brochures and directory maps. He discussed email marketing and spring/summer advertising, noting that the city's communication department handles social media, but they assist for big events. They also send out press releases for upcoming events and keep the website updated daily. Mr. Gold mentioned upcoming photography of the riverfront shops area and confirmed they're on track with the 2023-2024 budget.

Mr. Gold discussed the research they conducted, including surveys for both consumers and merchants. They received feedback from 3,688 people, with 1,800 completing the surveys. Compared to 2023, there was an increase in the number of patrons at the riverfront shops, but a decrease in their frequency of visits due to safety concerns. However, patrons were still satisfied with their experiences.

For merchants, challenges included garbage collection, cleanliness, and the need for more parking. Satisfaction with special events increased, but there was a notable rise in concern for safety. Effective marketing methods for consumers included online and email marketing, while merchants found word of mouth and social media to be most effective.

The Halifax Art Festival and Art and Wine Walks were rated as the most effective events. Safety concerns negatively impact visitation frequency, new events and venues were well received, and the Christmas parade had a low ROI.

Commissioner May inquired about safety concerns and whether merchants were aware of downtown security. Mr. Gold explained the survey was conducted before the security was implemented. Commissioner May suggested getting feedback after the security was in place, possibly including an age breakdown of those who feel unsafe.

Ms. Cook suggested informing the mayor and other commissioners about the safety concerns from the survey. Commissioner May stated her intention to present this at the commission meeting. She asked Mr. Gold if merchants are using special events for marketing, to which he agreed to look into.

5. **Public Comments**

Connor Brand presented the award won by Beach Street this year, recognizing it as the runner-up for the best shopping destination. They determined this by sending out inquiries to visitors and asking about their favorite things to do while in town.

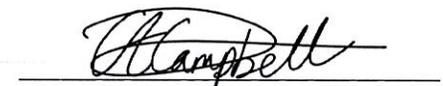
6. **Board Comments**

Commissioner May requested a brief overview of what would be relevant for the City Commission to hear from her, including upcoming events, successes, and the number of people who attended Ms. Lieberman's event downtown.

7. **Adjournment**

The meeting was adjourned at 4:01 p.m.

  
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Michael Sznajstajler, Chairman

  
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Chernelia Campbell, Board Secretary