



DEVELOPMENT AUTHORITY

P.O. BOX 2451 • DAYTONA BEACH, FL 32115-2451 • (386) 671-8180

Michael O. Sznajstajler, Chairman

Quanita May, Commissioner

Sheryl A. Cook

Tammy M. Kozinski

Douglas Martin

AGENDA

Thursday, August 8, 2024

Room 149b 3:00 PM

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES	
3.1. July 2024 Minutes	3 - 7
DDA Minutes 07-11-2024	
4. REPORTS & PRESENTATIONS	
4.1. DDA Annual Budget	
4.2. Staff Report	8 - 16
-Monthly Financial Summary	
-DDA Events	
-Pilot Security Program Downtown	
-Business Development Program, "Triage" Update	
-Board Member Applications	
DDA Aug Monthly Report	
DDA Event Schedule-Aug2024	
4.3. Joseph Yarbrough- Riverfront Esplanade	
5. PUBLIC COMMENTS	
6. BOARD COMMENTS	

7. ADJOURNMENT

NOTICES - Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by the City Commission at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The city does not prepare or provide such a record. For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023 Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.



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Downtown Development Authority Minutes **Thursday, July 11th, 2024**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday July 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

Ms. Tammy Kozinski
Mr. Douglas Martin
Ms. Sheryl Cook, Vice Chair
Commissioner Quanita May

Board Members Absent

Mr. Michael Sznajstajler, Chair (Excused)

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Michele Toliver, Redevelopment Project Manager
Mr. Ben Gross, City Attorney
Mrs. Mandana Carry, Office Specialist III

1. Call to Order

Ms. Cook called the meeting to order at 3:05 p.m.

A motion was made to allow Commissioner May to attend the meeting via zoom, by Mr. Martin seconded by Ms. Kozinski. The motion was carried 4-0.

2. Roll Call

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

3. Approval of Minutes

A motion was made to approve the minutes from June 13th, 2024, by Ms. Kozinski seconded by Mr. Martin. The motion was carried 4-0.

4. Reports & Presentations

4.1. DDA Budget

Mr. Thomas presented the DDA monthly report, noting the minimum revenue and expenses for the month.

He highlighted that 2024 has been a magnificent year for events, thanks to Al Smith, with all events being highly successful. There are a few more events left for the year, and they are considering additional ones.

Mr. Thomas mentioned upcoming events on October 1st that they want to sponsor but are currently focused on wrapping up this year's activities. He also reminded everyone that each year at this meeting, they must announce the resolution authorizing the notification of the property appraisal and the advertised DDA fiscal year budget for 2024-2025.

4.2 Staff Report

Mr. Thomas provided an update on the outdoor seating. He stated that the city commission has approved the project, and staff is now working to estimate the costs for individuals to create this space. They want to gather accurate estimates before submitting the grant application, considering expenses based on square footage and materials. Initially, the responsibility was to be fully assumed by the city.

Mr. Thomas shared an update on the pilot security program, noting they signed a one-year agreement with the security company. He mentioned discussing additional issues with Ms. Cook that aren't included in the security report. Mr. Thomas emphasized that having a security detail doesn't mean staff should stop being vigilant and that they still need to be attentive to everything happening downtown.

Ms. Cook added that behind her block, issues arise when Chef Papa's team returns after events. They party next to a large container, use floats, and there's a vehicle where people eat, clean their clothes, and exchange food. She noted that a couple on bicycles also frequent the area, mainly after 10 PM when the security patrol is gone. She had code enforcement check it out, and they've been taking pictures. Ms. Cook also mentioned that two women come early in the morning to get fed there and charge their phones at the light pole behind the hair salon.

Mr. Thomas confirmed that code enforcement is aware of the situation, as he received an email from them. David Waller contacted him, offering to move the container if the activity continues, since the city owns it.

Ms. Kozinski mentioned that she has been monitoring the area by coming in early. She hasn't observed any activity on her street and has checked multiple times, walking past the location without seeing anyone there.

Commissioner May mentioned that responses from the last commission meeting included discussions about the new rules downtown, the duration of the pilot program, and its intent. So far, everyone seems satisfied. Commissioner May then asked if anyone noticed an increase in garbage downtown.

The board members confirmed this.

Commissioner May inquired if this increase could be attributed to more foot traffic downtown and asked if they could investigate the cause.

Ms. Cook stated that she contacts Sandy Bass twice a week about the issue, especially in the mornings. She noted that many people are moving in and out of Zappi's, and they are not breaking down their boxes, causing an overflow daily. Sandy has spoken to them and other vendors about this.

Commissioner May added that most of the calls she receives are about downtown improvements, with questions about permits, liability, and insurance being the main concerns.

Mr. Thomas provided an update on the triage business development program. Local businesses and individuals wanting to start businesses are contacting the program via phone and email. A dedicated person responds to all emails, and there is a webpage where appointments can be scheduled for technical assistance in creating or advancing small businesses. The program is ongoing, and the window for assistance remains open until all spots for July are filled. It will continue into August before closing for the quarter. The information is included in the packet, ensuring that technical assistance is available until the spots are filled.

4.3 Joseph Yarbrough- Riverfront Esplanade

Mr. Yarbrough reported that they had 22 vendors in April when they moved to the south end, phase 2, which made a big difference. In May, they had 21 vendors, and in June, the number increased to 25. He mentioned that the heat has been challenging, so they suggest holding events in the evenings during the summer and on Saturdays.

4.4 Events Update-Al Smith, Bullseye Marketing

Al Smith reported that they are winding down events for July. In June, they had a sunset concert featuring the Jimmy Buffet tribute band, the Landsharks, which drew over 460 people and was a great success. The final concert for July will be a reggae night, expected to have a smaller crowd but still anticipated to be a good event. The July 5th Downtown Daytona Nights was a surprising success, with 18 food trucks and a large crowd. The only remaining events for the fiscal year are Downtown Daytona Nights in August and September. They are currently working on plans for the next fiscal year.

4.5 Keith Gold, Gold and Associates

Mr. Gold mentioned that collateral materials are at the printer, including directory posters, and that email marketing is ongoing. The database is expanding, with 8,000 surveys sent out and 5,000 responses received. He also addressed online advertising, public relations, and website issues. The website experienced downtime but was restored after repurchasing the domain.

They are awaiting city approval for a photography proposal and are considering increasing online and social media advertising in the new budget. While television is preferred, it's not affordable; radio is strong in this market. Currently, they are under budget and on track for the year.

Mr. Gold inquired about the new fiscal year's budget timeline. Mr. Coulter said a preliminary budget might be available next week, with a draft expected before the December public hearing. Mr. Coulter added that the millage rate must be set in advance, and the August tax notices will provide information on the median and maximum changes.

Ms. Kozinski made a motion to adopt the proposed millage rate, which was seconded by Commissioner May. The motion was carried 4-0.

5. Public Comments

Anita Pologa from the City Clerk's Office discussed the board vacancies, noting that 15 terms have expired or will expire by year-end. The City Clerk's Office is now handling board applications, and she plans to visit several business districts to raise awareness and attract interested citizens. She asked the board to recommend any qualified candidates. Board applications are available on the city website.

Commissioner May suggested making the flyer more colorful to distribute to various communities.

6. Board Comments

Mr. Thomas discussed the county's vacant lot on 3rd Street, noting that it is available for use except during Bike Week and Biketoberfest. They just need to provide the county with the dates and times for its use.

Ms. Cook inquired if the lot could also be used by the Esplanade for Christmas events. Mr. Thomas suggested that anyone needing the space should work through Ms. Fuqua to coordinate with the county. He confirmed that the intent is to allow advertising for overflow parking once approved.

Mr. Gross mentioned he doesn't yet have the county's paperwork but will review it and discuss it with staff.

Ms. Cook requested detailed wording, not just a calendar, to be verified for the next meeting to help Mr. Smith and Mr. Yarbrough plan their events. Mr. Yarbrough suggested collaborating with Daytona State College for their events. Mr. Thomas believes they are already working with the county on this. Ms. Cook also asked about the farmers' market dates and how they align with Mr. Smith's events. Mr. Yarbrough responded that they don't have those dates yet but are coordinating with Mr. Smith.

Ms. Kozinski inquired about the apartments planned for the north end. Mr. Gross explained that funding was recently finalized, but it required an amendment to their agreement due to a lender's request. This amendment allows the lender the option to take over the project if needed.

Ms. Cook asked if there were any updates or buyers for the property on ISB. Mr. Thomas replied that there are no new developments.

7. Adjournment

The meeting was adjourned at 3:56 p.m.

Michael Sznajstajler, Chairman



Chernecia Campbell, Board Secretary



THE CITY OF DAYTONA BEACH
 REDEVELOPMENT DIVISION
 POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386-671-8160)

MEMORANDUM

Revenues	Budget	Receive to Date as of 07/31/24	Available
Ad Valorem	\$219,804.00	\$204,711.95	\$15,092.05
Delinquent Ad Valorem	0	3.78	-3.78
Downtown CRA Payment	135,000.00	117,960.51	17,039.49
Interest on Investment	0	78.26	-78.26
Miscellaneous	0	0	0
Appropriation of Fund Balance	50,708.00	0.00	50,708.00
Total	\$405,512.00	\$322,754.50	\$82,757.50

Farmers' Market Activities

Revenues	Budget	Received to Date as of 07/31/24 Balance	Available
Vendor Revenue	\$0.00	\$0.00	\$0.00
Sponsorship	0	0	0
Market Booth Sales	0	0	0
DDA SNAP Revenues	0.00	0.00	0
Total	\$0	\$0.00	\$0.00

Expenses	Budget	Period Amount as of 07/31/24	Available
Promo- Advertising	\$43,917.00	\$22,418.24	\$21,498.76
Care and Subsistence	300	101.02	198.98
Downtown Marketing Media	39,000.00	35,750.00	3,250.00
Events Promotion	1,600	0.00	1,600.00
Supplies	0	0	0
Memberships	0	0	0
Downtown CRA Payment	135,000.00	117,960.51	17,039.49
Encumbered (Gold PO)	0	0	6,500.00
Total	\$219,817.00	\$176,229.77	\$50,087.23

Expenses Farmer's Market	Budget	Period Amount as of 07/31/24	Balance
Market Manager	\$0.00	\$0.00	\$0.00
Liability Insurance	1,500.00	1,050.00	450
Other Contractual Services	5,000.00	5,000.00	\$0.00
Promo Marketing	4,400	0	4400
DDA SNAP Expenses	2,000.00	174.80	1,825.20
Total	\$12,900.00	\$6,224.80	\$6,675.20

Expenses	Appropriation	Period Amount as of 07/31/24	Balance
Downtown Events	\$127,500.00	\$117,500.00	10,000.00
Supplies/ Offline print	5,000.00	175.00	4,825.00
Total	\$132,500.00	\$117,675.00	\$14,825.00

DDA Budget Summary

	Budget	Received as of 07/31/24	Balance
Total DDA Revenue	\$365,217.00	\$322,754.50	\$42,462.50
Reserves	40,295.00		40,295.00
Total	405,512.00		82,757.50

	Budget	Actual as of 07/31/24	Balance
Total DDA Expenditures	\$405,512.00	300,129.57	72,977.00
Reserves	40,295.00		40,295.00
Sub-Total	445,807.00		113,272.00
Encumbered (Purchase Order)			6,500.00
Available to expend w/ Reserves			106,772.00

GOLD

The Veranda • 814 A1A North • Ponte Vedra Beach, FL 32082
(904) 285-5669 • strikegold.com

ONGOING PROJECTS

CITY OF DAYTONA BEACH – 07/25/24

Project

Action Steps

2024 MARKETING RESEARCH – Consumer and Merchant	<u>ACTION STEPS:</u> FINISHED. Merchant and consumer surveys developed, launched, and analyzed <u>pro bono</u> by GOLD.
DDA ONLINE MEDIA BUYS – Digital and Social Media	<u>ACTION STEPS:</u> ONGOING. Advertising with Google Ads and Meta/Facebook for the Riverfront Shops. (Receipts and documentation provided monthly.)
DDA TACTICAL PLAN – For the Fiscal Year	<u>ACTION STEPS:</u> PRESENTED. Updates to the FY 23-24 tactical plan flowchart presented monthly. FY 24-25 alternatives provided.
DDA DATABASE MARKETING – Writing, Programming & Deployment	<u>ACTION STEPS:</u> ONGOING. Eblasts sent to consumers and merchants regularly. Recent blasts sent 6/6, 6/12, 6/28, 7/3, 7/10, and w/o 7/22 to promote events.)
DDA KIOSK POSTERS – Design and Printing	<u>ACTION STEPS:</u> IN PROGRESS. August poster designed 7/23 and to be printed w/o 7/22.
RACK BROCHURE – Updates and Printing	<u>ACTION STEPS:</u> AWAITING CLIENT ESTIMATE APPROVAL. Brochure designed for holiday season, spring, and summer. Merchant information updated monthly. Sent to printer.
DDA DIRECTORY MAP – Merchant Updates.	<u>ACTION STEPS:</u> AWAITING CLIENT APPROVAL. Last printed 11/1. (Files updated monthly.)
DDA WEBSITE – Site Updates	<u>ACTION STEPS:</u> SITE RESTORED. City domain registration renewed. Updates ongoing.
DDA MEETING MATERIALS – Monthly Updates	<u>ACTION STEPS:</u> PRESENTED. Updated analytics and presentation materials for June meeting.
RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images	<u>ACTION STEPS:</u> AWAITING CLIENT PROPOSAL APPROVAL. Presented estimate monthly from Nov. – May.
HALIFAX ART FESTIVAL – Writing, Design & Production	<u>ACTION STEPS:</u> AWAITING CLIENT APPROVAL of budget and marketing tactics. Festival and agency recommendations include an I-95 billboard, Southern Stone radio, and a flyer. Plus, the festival should appear on the rack brochure insert (also awaiting approval), website, kiosk poster, eblasts, and online advertising.
CITY RESEARCH – Consumer & Business	<u>ACTION STEPS:</u> AWAITING CLIENT. Awaiting additional database information to estimate.
CITY AVIATION CLASS – Materials	<u>ACTION STEPS:</u> AWAITING CLIENT. Time, date, and place required.

DDA Events FY 2023-2024

DATE	COMPANY NAME	Current Funds	DDA EXPENSE	EVENT NAME	COMPLETED
Friday, October 6, 2023	Bullseye Marketing	\$87,500.00	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday, October 14, 2023	Bullseye Marketing	\$ 85,500.00	\$ 2,500.00	Wine & Chocolate Walk	Y
Saturday, October 28, 2023	Bullseye Marketing	\$ 83,000.00	\$ 5,000.00	Oktoberfest & Weiner Dog Races	Y
Saturday, November 11, 2023	Bullseye Marketing	\$ 78,000.00	\$ 2,500.00	Shop & Sip Wine & Cheese Walk	Y
Friday, December 1, 2023	Bullseye Marketing	\$ 75,500.00	\$ 2,000.00	Downtown Daytona Nights Foo Truck Rally & Riverfront Arts Market	Y
Saturday, December 9, 2023	Bullseye Marketing	\$ 73,500.00	\$ 2,500.00	Holiday Christmas Cookie & Wine Walk	Y
Friday, January 5, 2024	Bullseye Marketing	\$ 71,000.00	\$ 2,000.00	Downtown Daytona Nights/ Food Truck Rally & Riverfront Arts Market	Y
Saturday, January 13, 2024	Bullseye Marketing	\$ 69,000.00	\$ 2,500.00	International wine and Food Walk	Y
Friday, February 2, 2024	Bullseye Marketing	\$ 66,500.00	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday, February 10, 2024	Bullseye Marketing	\$ 64,500.00	\$ -	13th Annual Wine and Chocolate Walk	Y
Saturday, February 24, 2024	Bullseye Marketing	\$ 64,500.00	\$ 2,500.00	4th Annual Beer and Bacon Fest	Y
Sunday, March 17, 2024	Bullseye Marketing	\$ 62,000.00	\$ 5,000.00	21st Annual St. Paddy's Day	Y
Saturday, March 23, 2024	Bullseye Marketing	\$ 57,000.00	\$ 2,500.00	4th Annual Wine and Cheese Walk	Y
Friday, April 5, 2024	Bullseye Marketing	\$ 54,500.00	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday & Sunday April 13 & 14, 2024	Bullseye Marketing	\$ 52,500.00	\$ 20,000.00	2nd Annual Daytona Beach Arts Fest and Sunset Concert	Y
Friday, May 3, 2024	Bullseye Marketing	\$ 32,500.00	\$ 2,000.00	Downtown Daytona Night Food Truck Rally and Riverfront Arts Market	Y
Saturday, May 4, 2024	Bullseye Marketing	\$ 30,500.00	\$ 5,000.00	Almost Cinco de Mayo Block Party	Y
Friday, May 31, 2024	Bullseye Marketing	\$ 25,500.00	\$ 5,000.00	Sunset Concert Series (3 concerts late Spring and Summer \$5,000 each	Y-OF 1/3
Saturday, May 18, 2024	Bullseye Marketing	\$ 20,500.00	\$ 2,500.00	Mother's Day Wine Walk	Y
Friday, June 7, 2024	Bullseye Marketing	\$ 18,000.00	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday, June 14, 2024	Bullseye Marketing	\$ 16,000.00	\$ 5,000.00	Sunset Concert Series (3 concerts late Spring and Summer \$5,000 each	Y-OF 2/3
Friday, July 5, 2024	Bullseye Marketing	\$ 11,000.00	\$ 2,000.00	Downtown Daytona Nights	Y
Friday, August 2, 2024	Bullseye Marketing	\$ 9,000.00	\$ 2,000.00	Downtown Daytona Night Food Truck Rally and Riverfront Arts Market	Y
Spring, Summer, Summer 2024	Bullseye Marketing	\$ 4,000.00	\$ 5,000.00	Sunset Concert Series (3 concerts late Spring and Summer \$5,000 each	Y-OF 3/3
Friday, September 6, 2024	Bullseye Marketing		\$ 2,000.00	Downtown Daytona Night Food Truck Rally and Riverfront Arts Market	
TOTAL			\$ 87,500.00		