

Downtown Development Authority Minutes

Thursday, June 13th, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday June 13th, 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. Sheryl Cook, Vice Chair
Commissioner Quanita May

Board Members Absent

Mr. Douglas Martin

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Phebe Fuqua, Redevelopment Project Manager
Ms. Michele Toliver, Redevelopment Project Manager
Mrs. Angela Armstrong, Redevelopment Project Manager
Mr. Anthony Jackson, Deputy City Attorney
Mrs. Mandana Carry, Office Specialist III

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:00 p.m.

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 May 9th, 2024, by Ms. Kozinski, seconded by Commissioner May. The motion was carried 4-0.

4. Funding Request

4.1. Riverfront Market

Ms. Fuqua recommended maintaining the riverfront market's allocation at \$5,000 due to revenue uncertainty, ensuring enough funds to sustain operations. Additionally, staff are no longer interested in maintaining the market.

Mr. Yarbrough stressed their goal of achieving financial stability. They are focused on wrapping up the fiscal year after bringing operations in-house from a previous outsourcing arrangement. Despite currently operating at a loss and handling tasks internally due to the departure of their events coordinator, they remain optimistic about organizing a top-notch market next year based on their current knowledge.

To address summer heat concerns, they propose a nighttime market and are collaborating with Mr. Al Smith's event on Beach Street to maximize foot traffic. They are also contemplating shifting market days to Fridays or Saturdays to coincide with peak business hours for local establishments. The current fiscal year, with the \$5000 allocation, concludes on September 30th.

Commissioner May asked about the original intent of the farmer's market. Ms. Cook explained it aimed to attract more people downtown and provide fresh produce to nearby lower-income neighborhoods, not to compete with flea markets.

Mr. Sznajstajler suggested reviewing the budget before addressing funding requests. He noted that they have a few months to develop a strategy, especially considering the "December to Remember" event.

Mr. Yarbrough asked the board to propose a motion: if funding for the DDA becomes available elsewhere, they should resume support and reconsider it.

Ms. Fuqua stated that they have gone through the budget and have staff recommendations for those approaching the DDA. While the current budget lacks the funds, there are other options and areas to request funding.

4.2 December to Remember

Ms. Fuqua stated that an additional \$25,000 is requested. Currently, \$25,000 is committed, and staff recommends the DDA formally ask the Downtown Redevelopment Board to cover staff costs for the event. This ensures adequate staffing and success without straining the DDA budget.

Commissioner May questioned why the applicant isn't making the request directly to the Downtown Redevelopment Board. Mr. Sznajstajler explained that they approached the DDA first because the DDA sponsored it last year.

Mr. Thomas clarified that the \$25,000 has already been allocated to the esplanade, and the current discussion is about funds for October 1st, 2024, to be used for December 2024.

Ms. Fuqua retracted her recommendation, misunderstanding that \$25,000 would be additional. The staff still supports continuing with the \$25,000.

Commissioner May inquired if the \$25,000 would be a recurring expense. Mr. Yarbrough explained that while the event is costly, they have successfully raised funds to offset lighting costs, focusing on the south end due to fewer commercial businesses further north.

He emphasized his efforts to keep events affordable and his goal to draw more people downtown and maintain what they've built, with operational expenses around \$2.1 million annually.

Commissioner May expressed concern about funding an event that isn't self-sustaining. She suggested supporting it for one more year, after which it must sustain itself. Mr. Yarbrough clarified that the goal is to attract people downtown, not for the business to be self-sustaining.

Ms. Kozinski mentioned complaints about the market being on Sundays.

The board agreed to ask the redevelopment board for assistance with "December to Remember," freeing up funds for the market. Mr. Sznajstajler suggested increasing the market's \$5,000 allocation based on the CRA's contribution to "December to Remember."

Mr. Yarbrough emphasized their nonprofit status and reliance on sponsors for lighting costs, not special events.

Commissioner May committed to advocating for the full \$25,000 at the CRA meeting to transfer more funds to the farmer's market.

Commissioner May made a motion, seconded by Ms. Cook, to commit \$25,000 for "December to Remember" and \$5,000 for the riverfront market. If the CRA contributes to "December to Remember," the DDA will decrease its contribution and use the savings to increase funding for the riverfront market. The motion was carried 4-0.

4.3 Staff Recommendations

None.

5. Reports & Presentations

5.1 DDA Budget

Ms. Fuqua presented the budget and highlighted an event with Bullseye Marketing on May 31st. She noted that part of the payment has been made, and the remaining difference will be seen at the next meeting in July. She mentioned they have \$4,000 left for sponsorships.

Mr. Thomas added that new revenue has come in from the property appraiser.

Fredrik Coulter discussed next year's budget, noting that property appraiser Larry Bartlett will provide a preliminary taxable value estimate in early June.

While not final until July 1st, it gives an idea of available funds. He estimated an increase in taxable value of \$18,438,912, which would mean an additional \$17,517 for the DDA next year.

He reminded the board that between July 1st and August 3rd, they need to declare the millage rate, rollback rate, and set dates for the first public hearing.

Ms. Fuqua asked board members to email their budget input.

Ms. Fuqua provided an update on security, stating that the CRA approved extending the agreement for another year with the same boundaries. Staff is working on an ambassador program to maximize the effectiveness of foot patrols. They are diligently putting together a comprehensive plan to present to the CRA and the commission that will work for both the short and long term. She encouraged board members to provide any additional input to help finalize the plan by the end of the year.

Ms. Fuqua also addressed a recent complaint about security staff. An individual had misunderstood their duties, thinking they were merely taking pictures and texting. Ms. Fuqua clarified that scanning codes and making reports are part of their job, and this was explained to the individual.

Ms. Fuqua mentioned that the sidewalk café's first hearing was approved by the CRA and will be on the agenda for the upcoming meeting.

She discussed the triage program, which has launched with about 30 registrants. The program includes one-on-one business assessments and workshops to address challenges. She urged the board to spread the word about this free program.

Ms. Fuqua mentioned an upcoming legal and financial workshop for businesses, marking their first collaboration with the Daytona Beach Chamber of Commerce and the city. The free event will take place from 8:30 a.m. to 10:30 a.m. tomorrow. She noted that the event is at capacity with 25 attendees, and adjustments will be made if more people arrive.

Ms. Fuqua praised the "See, Click, Fix" app for its usefulness and encouraged the board to use it.

She noted growing business interest in the area, approving new BTRs weekly, and promised to update the board on upcoming projects that will affect traffic flow and other aspects within the next three months.

5.2 Joseph Yarbrough-Riverfront Esplanade

None.

5.3 Events Update- Al Smith, Bullseye Marketing

Mr. Smith reported on recent events, noting the Mother's Day Wine Walk went well and met expectations. He highlighted the success of the Sunset Concert Series, which drew nearly 600 attendees and received positive feedback. He mentioned preparations for another concert tomorrow night, featuring a Jimmy Buffet tribute show with sales slightly exceeding presales. Mr. Smith also announced an upcoming Reggae Sunset Concert on July 12th, and Downtown Daytona Nights as usual.

5.4 Keith Gold, Gold and Associates

Mr. Gold presented the reports for May and June, focusing on their current summer campaign. He discussed initiatives such as directory posters, maps, and regular email marketing, with the latest sent out yesterday. They are actively engaged in online advertising and issue press releases for every event. Mr. Gold noted a recent issue with their website due to a registration lapse, similar to a problem from a few years ago. They are working to restore the site and clarify that any message about the domain being available for purchase is inaccurate; they are positioned to reclaim it for the city. In the meantime, they are redirecting traffic to their Facebook page. Mr. Gold mentioned they have photography ready and are awaiting tactical plans and paperwork. He recommended increasing spending on social media and Google advertising. Finally, Mr. Gold presented their budget spreadsheet, highlighting that they are currently under budget.

6. Public Comments

None

7. Board Comments

None

8. Adjournment

The meeting was adjourned at 4:26 p.m.



Michael Sznapstajler, Chairman



Chernenia Campbell, Board Secretary