



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, January 9, 2025  
Room 149b 3:00 PM

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES	
3.1. December 2024 Minutes <a href="#">DDA Minutes 12-12-2024</a>	3 - 5
4. REPORTS & PRESENTATIONS	
4.1. DDA Budget	
4.2. Staff Report	
-Monthly Financial Summary	
-DDA Events	
4.3. Joseph Yarbrough- Riverfront Esplanade	
4.4. Events Update- Al Smith, Bullseye Marketing	
4.5. Keith Gold, Gold and Associates	
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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**In accordance with the Americans with Disabilities Act (ADA)**, persons with a disability needing a special accommodation to participate in the City Commission meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Telephone: 386-671-8023, Email: [clerk@codb.us](mailto:clerk@codb.us) not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 7-1-1 or 1-800-955-8771.

**Downtown Development Authority Minutes**  
**Thursday, December 12<sup>th</sup>, 2024**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday December 12<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. Sheryl Cook, Vice Chair  
Mr. Douglas Martin  
Kenneth Hunt  
Commissioner Quanita May

**Staff Members Present**

Ms. Michele Toliver, Redevelopment Project Manager  
Mrs. Angela Armstrong, Redevelopment Project Manager  
Mr. Ben Gross, City Attorney  
Mrs. Mandana Carry, Office Specialist III

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 3:04 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 November 14<sup>th</sup>, 2024, by Mr. Martin, seconded by Mr. Hunt. The motion was carried 3-0.

**4. Reports & Presentations**

**4.1. DDA Budget**

Mr. Thomas presented the DDA budget. The starting budget for the year is \$391,799. A \$15,000 expense is allocated for the farmer's market, but no payment requests have been submitted yet. Liability insurance is automatically deducted to cover DDA events in downtown areas.

Marketing and promotional expenses remain untouched, and funds set aside for SNAP expenses have not been used in the past few years. Mr. Thomas suggested removing SNAP allocations in next year's budget, as there hasn't been recent demand for using SNAP cards.

Mr. Sznajstajler explained that SNAP was more active when the DDA operated on City Island with fresh produce before hurricanes disrupted operations in 2018–2019.

Regarding event budgets, as of November 30<sup>th</sup>, only a few thousand dollars have been spent, leaving \$125,500 available. It was noted that \$236,000 was allocated for contractual services, promotions, events, and memberships, but only \$4,450 has been spent so far.

Mr. Thomas introduced Fredrik Coulter, the city's budget director, who was present to provide technical support if needed but would not present the report. He commended Mrs. Carry and Al Smith for efficiently managing event invoices and ensuring timely payments.

Mr. Thomas also suggested exploring options similar to "vendor bucks," as used in other events like First Friday, to support SNAP usage. Mr. Sznajstajler proposed closing out the current fiscal year first and then discussing potential funding and promotion for SNAP with the Esplanade.

#### **4.2 Staff Report**

Mr. Thomas gave an update on the pilot security program, mentioning that the contract renewal is coming up. He said the program is running smoothly, with holiday schedules outlining availability and coverage. Discussions with property owners on Palmetto show support for possibly expanding the program's boundaries this year.

On the redevelopment side, efforts are underway to create an ambassador program, which would build upon and enhance the pilot security program. Additionally, Mr. Thomas mentioned upcoming events, including the city's "December to Remember" parade for kids on Friday and Saturday, expressing anticipation for the activities.

#### **4.3 Joseph Yarbrough, Riverfront Esplanade**

None.

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

Mr. Smith reported that on Saturday, the 6<sup>th</sup>, he coordinated with the Esplanade to host food trucks in the area near the splash pad, spanning from the middle block to Magnolia. While the layout was well-organized and there were plenty of vendors and food trucks, the cold weather led to lower attendance, with visitors leaving quickly. He noted it was one of the slowest food truck nights in a while.

On a positive note, all the restaurants along Beach Street were busy that evening.

Mr. Smith also mentioned upcoming events, including the Christmas Cookie and Wine Walk on the 14<sup>th</sup>, followed by Downtown Daytona Nights on January 3<sup>rd</sup> and the Winter Wine Walk on January 11<sup>th</sup>.

**4.5 Keith Gold, Gold and Associates**

Mr. Thomas discussed Keith Gold's contract, which was in effect from 2020 until September 2024 but has since expired. He sought advice from the attorney, Mr. Gross, about how to proceed. Mr. Gross explained that the contract could have been renewed automatically with written notice by April 30<sup>th</sup>, 2024, but assuming this didn't happen, he recommended drafting a one-page renewal agreement. This agreement would backdate the renewal to October 1<sup>st</sup>, as Keith Gold has continued providing services and would likely bill for this period. The agreement could either keep the same terms or include revisions, depending on the board's approval.

Mr. Gross suggested making a motion to approve the renewal and drafting the one-page agreement after the meeting, with signatures from all necessary parties.

A motion to approve was made by Ms. Cook, seconded by Commissioner May. The motion was carried 5-0.

**5. Public Comments**

None.

**6. Board Comments**

None.

**7. Adjournment**

The meeting was adjourned at 3:25 p.m.

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Michael Sznajstajler, Chairman

  
\_\_\_\_\_  
Chernelia Stuart, 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	Received as of December 31, 2024
Ad Valorem	\$ 237,024.00	132,434.12
Delinquent Ad Valorem	-	-
Downtown CRA Payment	147,291.00	-
Interest on Investment	-	-
Miscellaneous	-	-
Appropriation of Fund Balance	7,484.00	-
<b>Total</b>	<b>391,799.00</b>	<b>132,434.12</b>

**Farmers Market (150310)**

Revenues	Budget	Received as of December 31, 2024
Vendor Revenue	-	-
Sponsorship	-	-
Market Booth Sales	-	-
DDA SNAP Revenues	-	-
<b>Total</b>	<b>-</b>	<b>-</b>

Expenditures	Budget	Expended as of December 31, 2024	Available
Other Contractual Services	15,000.00	15,000.00	-
Insurance - General Liability	1,500.00	-	1,500.00
Promo - Market	4,400.00	-	4,400.00
DDA Snap Expenses	2,000.00	-	2,000.00
<b>Total</b>	<b>22,900.00</b>	<b>15,000.00</b>	<b>7,900.00</b>
<b>Net Results</b>	<b>(22,900.00)</b>	<b>(15,000.00)</b>	<b>(7,900.00)</b>

**Events(150320)**

Revenues	Budget	Received as of December 31, 2024
Vendor Revenue	-	-
Sponsors - DDA	-	-
<b>Total</b>	<b>-</b>	<b>-</b>

Expenditures	Budget	Expended as of December 31, 2024	Available
Promo - Advertising	5,000.00	-	5,000.00

Promo - Events	127,500.00	44,000.00	83,500.00
<b>Total</b>	<b>132,500.00</b>	<b>44,000.00</b>	<b>88,500.00</b>

<b>Net Results</b>	<b>(132,500.00)</b>	<b>(44,000.00)</b>	<b>(88,500.00)</b>
<b>General Expenditures (150300)</b>			

<b>Expenditures</b>	<b>Budget</b>	<b>Expended as of December 31, 2024</b>	<b>Available</b>
Other Contractual Services	43,291.00	3,250.00	40,041.00
Care and Subsistence	300.00	-	300.00
Promo - Advertising	43,742.00	11,439.61	32,302.39
Promo - Events	1,600.00	-	1,600.00
Memberships	175.00	175.00	-
Payment to Primary Government	147,291.00	-	147,291.00
<b>Total</b>	<b>236,399.00</b>	<b>14,864.61</b>	<b>221,534.39</b>
<b>Net Results</b>	<b>(236,399.00)</b>	<b>(14,864.61)</b>	<b>(221,534.39)</b>

## DDA Budget Summary

Revenues	Budget	Received as of December 31, 2024
General	391,799.00	132,434.12
Farmers Market	-	-
Events	-	-
<b>Total</b>	<b>391,799.00</b>	<b>132,434.12</b>

Expenditures	Budget	Expended as of December 31, 2024	Available
General	236,399.00	14,864.61	221,534.39
Farmers Market	22,900.00	15,000.00	7,900.00
Events	132,500.00	44,000.00	88,500.00
<b>Total</b>	<b>391,799.00</b>	<b>73,864.61</b>	<b>317,934.39</b>

Encumbered (Purchase Order)

Available to expend W/ Reserves

317,934.39

Net Results	\$ -	\$ 58,569.51
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# THE CITY OF DAYTONA BEACH DDA



## JANUARY DDA MEETING CONTENTS

1. Report Questions & Answers  
*(Project Update, Online Analytics  
and New Budget Spreadsheet)*
2. New Marketing Initiatives



**GOLD**  
MARKETING™



## 2. NEW MARKETING INITIATIVES

### KEY MARKETING TOOLS & TACTICS

- *Co-Op* – Partner with City and County on E-blasts, Social Media Posts & Publicity
- *Collateral* – New Rack Brochures With Inserts Created for the Holiday & Winter Seasons
- *Directory Kiosk* – Monthly Posters and New Maps Created and Installed for the Holiday Season & Beyond
- *E-Mail Marketing* – Weekly Shopping, Dining & Event E-Blasts

## 2. NEW MARKETING INITIATIVES

### KEY MARKETING TOOLS & TACTICS

- *Offline Advertising* – Pro-Bono Announcements on Radio Networks
- *Photography* – During HAF, and the Holiday Season (Postholiday Photography to Come)
- *Public Relations* – Primarily Event Announcements
- *Website* – Updated Daily with Merchant Information and Event Announcements, Plus Regular Software Updates







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(904) 285-5669 • strikegold.com

**ONGOING PROJECTS**

**CITY OF DAYTONA BEACH – 01/02/25**

Project

Action Steps

**MARKETING RESEARCH – Consumer and Merchant**

**ACTION STEPS: FINISHED.**

**DDA ONLINE MEDIA BUYS – Digital and Social Media**

**ACTION STEPS: AWAITING CLIENT.** Social media advertising is running, but signed account verification letter needed to restart Google Ads. *(Receipts and documentation provided monthly.)*

**DDA TACTICAL PLAN – For the Fiscal Year**

**ACTION STEPS: PRESENTED.** Updates to the Tactical Plan flowchart presented monthly. "Second Proposed Public Hearing" budget provided by client. Awaiting list of DDA sponsored events.

**DDA DATABASE MARKETING – Writing, Programming & Deployment**

**ACTION STEPS: ONGOING.** Eblasts sent to consumers and merchants regularly. *(Holiday season blasts sent weekly.)*

**DDA KIOSK POSTERS – Design and Printing**

**ACTION STEPS: ONGOING.** January poster to be printed w/o 12/30.

**RACK BROCHURES – Updates and Printing**

**ACTION STEPS: ONGOING.** Winter/holiday season brochure sent to printer.

**DDA DIRECTORY MAP – Merchant Updates**

**ACTION STEPS: ONGOING.** New Directory Map completed for the holiday shopping season.

**DDA WEBSITE – Site Updates**

**ACTION STEPS: ONGOING.** Updates made regularly. Business information update form added for merchant use. Added accessibility widget. Awaiting client decision on new website, plus adding a translation widget. Added holiday graphics to the site.

**DDA MEETING MATERIALS – Monthly Updates**

**ACTION STEPS: ONGOING.** Sent most recent materials 01/02.

**RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images**

**ACTION STEPS: IN PROGRESS.** Estimate approved. Phase I HAF shoot finished. Phase II holiday photography completed. Phase III to be completed in January.

**HALIFAX ART FESTIVAL – DDA Event Promotion**

**ACTION STEPS: FINISHED.**

**MISCELLANY – Additional Activities**

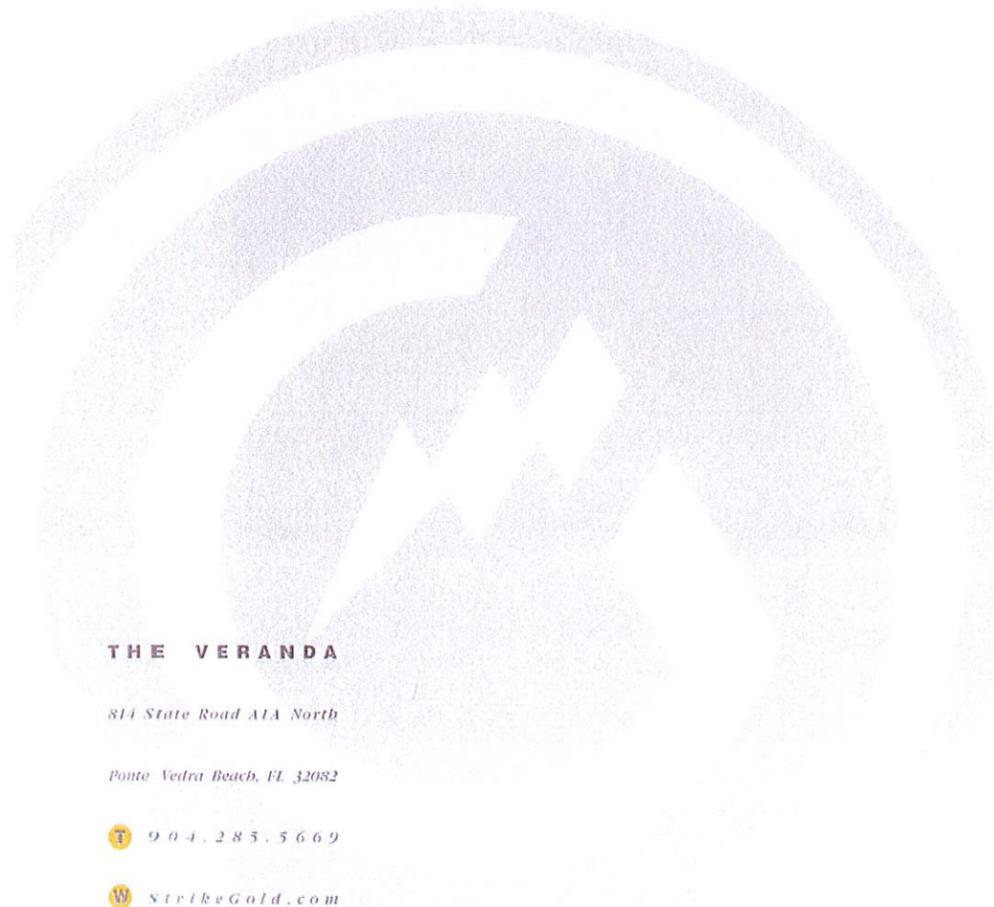
**ACTION STEPS: AWAITING CLIENT.** Assisted City with initial digital signage investigation. Awaiting next steps.

**CITY RESEARCH – Consumer & Business**

**ACTION STEPS: AWAITING CLIENT.** Awaiting additional database information to estimate.



**DAYTONA BEACH DDA**  
**DECEMBER 2024 ANALYTICS REPORT**  
*Prepared by GOLD Marketing • Thursday, January 2, 2025*



**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

**T** 904.285.5669

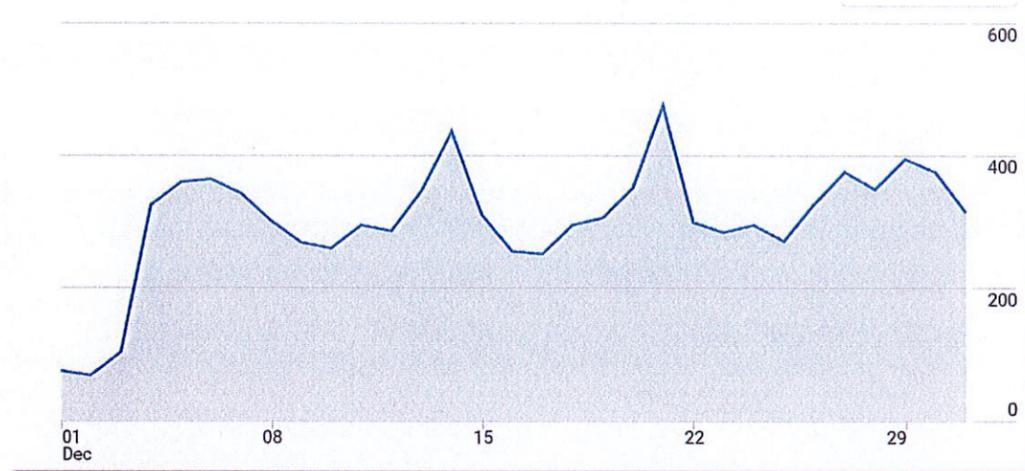
**W** [StrikeGold.com](http://StrikeGold.com)

**DAYTONA BEACH DDA  
DECEMBER 2024 ANALYTICS REPORT**

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**Overall Site Engagement**

**WEBSITE VISITATION**



*Website sessions across the month.*

	<u>DEC. 2023</u>	<u>DEC. 2024</u>	<u>CHANGE</u>
• TOTAL USERS:	6,304	6,865	+8.9%
• NEW USERS:	6,036	6,615	+9.6%
• SESSIONS:	8,271	9,305	+12.5%
• PAGEVIEWS:	11,677	14,102	+20.8%

**DEC. MOST VIEWED PAGES**

	<u>VIEWS</u>
• HOME PAGE:	10,937
• EVENTS CALENDAR*	1,715
• SHOPPING	349
• DINING:	295
• BROCHURES/MAPS	206

*\*Combined views from the calendar page and calendar events.*

Overall, traffic was higher in December 2024 than in the same month of 2023. The Riverfront Shops website continues to be an important source of information for Downtown Daytona Beach visitors and prospects.

# DAYTONA BEACH DDA DECEMBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, January 2, 2025

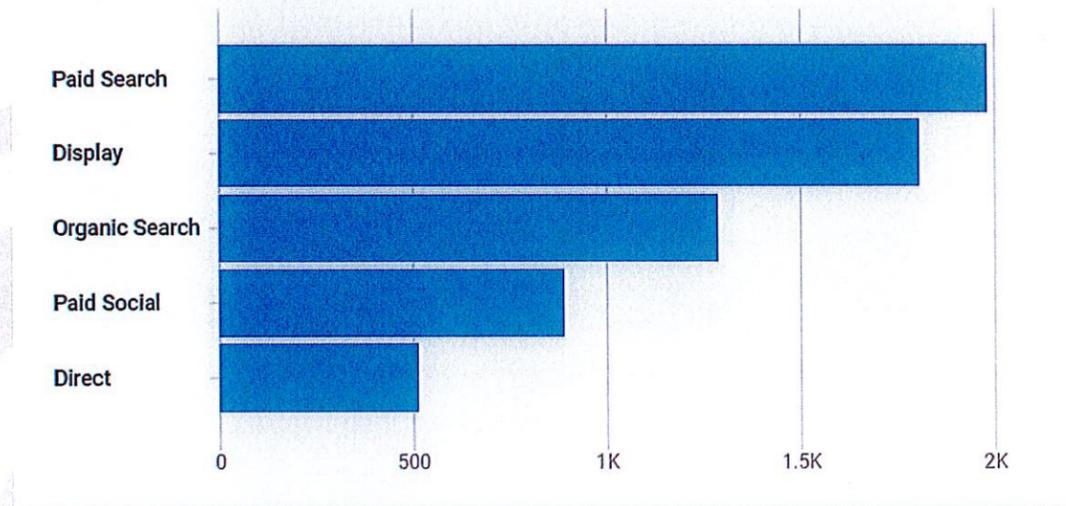
## Overall Traffic (*Continued*)

### DEC. TOP CITIES

	<u>USERS</u>
• DAYTONA BEACH:	1,431
• MIAMI:	1,413
• ORLANDO:	627
• PORT ORANGE:	304
• ORMOND BEACH:	300

The above list shows the top cities by the number of users in December 2024. Daytona Beach, Orlando, Ormond Beach, and Port Orange represented local/regional shoppers and diners, while Miami was a top city for out-of-town guests and prospects.

### KEY TRAFFIC SOURCES



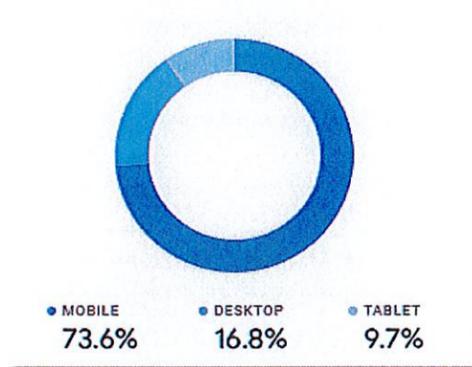
As shown in the above chart, the largest driver of users to the site in December was paid advertising (*represented by the Display, Paid Search, and Paid Social categories*), as well as Organic Search and Direct site visits.

# DAYTONA BEACH DDA DECEMBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, January 2, 2025

## Overall Traffic (Continued)

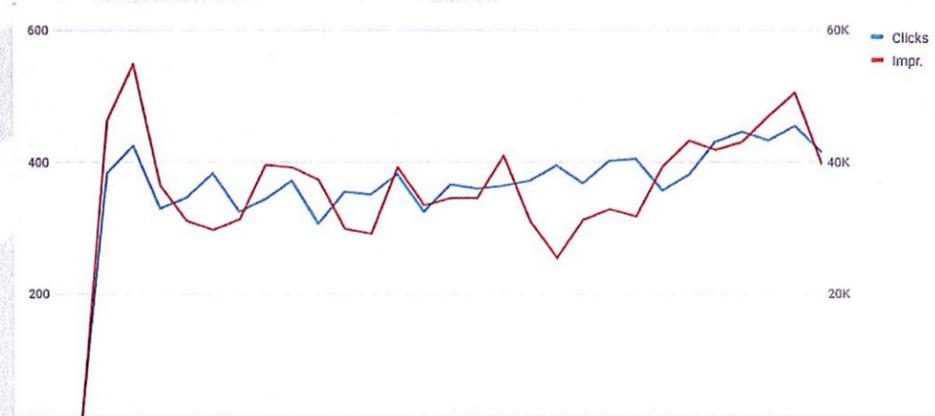
### TOP DEVICES



The great majority of website visitors in December 2024 accessed the site from a mobile device, continuing the longstanding trend.

## Online Advertising

### GOOGLE ADVERTISING



December Google Ads clicks.

In December 2024, the Google Ads campaign generated 10,595 clicks (a 12.7% increase from the previous month) and 1,045,329 impressions (times an ad was shown). Popular search advertising keywords included “Food Near Me” (and similar), “Daytona Beach” (and similar), “Restaurants” (and similar), “Daytona Beach Shopping,” “Downtown Daytona Beach,” and “Beach Street Shops.”

**DAYTONA BEACH DDA**  
**DECEMBER 2024 ANALYTICS REPORT**

*Prepared by GOLD Marketing • Thursday, January 2, 2025*

**SOCIAL MEDIA ADVERTISING**

In December 2024, the social media ads produced 3,157 link clicks (*an 11.8% increase from the previous month*) and 279,583 impressions (*times an ad was shown*). Riverfront Shops event advertising on social media also generates event responses from potential attendees, and December events advertised included:

- DECEMBER DOWNTOWN DAYTONA NIGHTS: 599 responses to the event advertising, with 1,389 combined ad and organic responses to the Riverfront Shops' listing; and
- HOLIDAY COOKIE & WINE WALK: 865 responses to the event advertising, with 1,573 combined ad and organic responses to the Riverfront Shops' listing.

**ADVERTISING IMPRESSIONS**

Online advertising impressions totaled 1,324,912 in December 2024 (*a 20.6% increase from the previous month*).

**PAGE FOLLOWERS**

As of January 2, the Riverfront Shops of Daytona Beach Facebook page had 19,993 followers (*a modest increase since the last report*).



DAYTONA BEACH DDA

FY 2024 - 2025 MARKETING FLOWCHART

Prepared June 4, 2024 • Updated January 2, 2025

Based on Second Proposed Public Hearing FY 2024/25 Budget = \$221,308

CATEGORY	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV				DEC					JAN				FEB				MAR					APR				MAY					JUNE				JULY				AUG					SEPT					TOTALS
				7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29			
<b>A. PROFESSIONAL &amp; CONTRACT SERVICES #150300 (\$43,291 BUDGET)</b>																																				<b>\$43,291</b>																					
• Supplies	Kiosk poster and merchant directory printing. (\$1,750 budget.)	N/A	N/A	\$125				\$125				\$125				\$250				\$125				\$125				\$125				\$125				\$125				\$125				\$250				\$1,750									
• Technical Services	Fees for iContact, domain, and web hosting. (\$2,541 budget.)	N/A	N/A	\$2,541																																												\$2,541									
• Professional Services	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; quarterly meetings; and related copywriting, design, and production. (\$39,000 budget.)	N/A	N/A	\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$39,000									
<b>B. PROMOTION ADVERTISING #150300 &amp; 150320 (\$43,917 + \$5,000 = \$48,917 BUDGET)</b>																																				<b>\$48,917</b>																					
• Online Media	Google geo-targeted search and display ads (including remarketing). (\$13,400 budget.)	2 Weeks Prior	1 Week Prior	\$1,000				\$1,500				\$1,500				\$1,400				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$13,400									
• Social Media	Social media geo-targeted ads. (\$13,400 budget.)	2 Weeks Prior	1 Week Prior	\$1,000				\$1,500				\$1,500				\$1,400				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$13,400									
• Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 225 locations. (\$21,750 budget.)	4 Weeks Prior	4 Weeks Prior	\$5,422				\$650				\$5,422				\$650				\$650				\$5,423				\$650				\$650				\$650				\$650				\$650				\$22,117									
<b>C. SPECIAL EVENTS #150320 &amp; 150300 (\$1,600 + \$127,500 = \$129,100 BUDGET)</b>																																				<b>\$129,100</b>																					
• Special Event Marketing	Budget set aside for FY 2024-2025 event fees and advertising. (\$87,500.)	4 Weeks Prior	3 Week Prior	\$87,500																																												\$87,500									
• Halifax Art Festival	Advertising (\$5,000) and (\$5,000) prize money. (\$10,000 budget.)	4 Weeks Prior	3 Week Prior	\$10,000																																												\$10,000									
• Riverfront Esplanade	"December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships. (\$30,000 budget.)	2 Weeks Prior	1 Week Prior	\$30,000																																												\$30,000									
• Miscellany	Miscellany (\$1,600 budget.)			\$1,600																																												\$1,600									
<b>TOTAL</b>				<b>\$142,438</b>				<b>\$7,025</b>				<b>\$11,797</b>				<b>\$6,950</b>				<b>\$6,025</b>				<b>\$6,025</b>				<b>\$10,798</b>				<b>\$6,025</b>				<b>\$6,025</b>				<b>\$6,025</b>				<b>\$6,150</b>				<b>#####</b>									

Production	Materials Distributed/Run	Events	Completed
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- DDA SPONSORED EVENTS**
- OCTOBER – (To Come)
  - NOVEMBER – (To Come)
  - DECEMBER – (To Come)
  - JANUARY – (To Come)
  - FEBRUARY – (To Come)
  - MARCH – (To Come)
  - APRIL – (To Come)
  - MAY – (To Come)
  - JUNE – (To Come)
  - JULY – (To Come)
  - AUGUST – (To Come)
  - SEPTEMBER – (To Come)