

Downtown Development Authority Minutes Thursday, December 12th, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday December 12th, 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 14th, 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 30th, 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 6th, 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 14th, followed by Downtown Daytona Nights on January 3rd and the Winter Wine Walk on January 11th.

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 30th, 2024, but assuming this didn't happen, he recommended drafting a one-page renewal agreement. This agreement would backdate the renewal to October 1st, 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.



Michael Sznajstajler, Chairman



Chernelia Stuart, Board Secretary