

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, August 29, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, August 29, 2017, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Becky Groom, Board Secretary
Ms. Lori Slaight

1. Call to Order

Michael Sznajstajler, Chair, called the meeting to order at 8:07 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

3. Approval of Minutes: July 25, 2017

Mr. Sznajstajler stated the third paragraph under Item 4 should read that Mr. Sznajstajler “practices” law.

Mr. Jeffries stated the names for the individuals that attended the meeting of July 25, 2017 from the Daytona Beach News-Journal were James Blasko and Brian Miseveth and asked that those names be corrected in the minutes. Also, Mr. Jeffries stated page 4 should read under Section 8 Riverfront Shops, not Riverside.

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the minutes of the July 25, 2017 meeting with the changes as noted. The motion carried unanimously (5-0).

4. **Public Comments**

Anne Ruby, 137 Park Avenue, talked about the holiday decorations for Beach Street. Ms. Ruby stated the wooden holiday decorations were awful and it was painfully hard to ignore them. Ms. Ruby stated they were hokey and unprofessional looking and completely inappropriate.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet on Page 8. Mr. Jeffries stated revenue increased by 25% in July at the Farmers' Market but there would be a decrease in the number of vendors in August. Mr. Jeffries stated that Page 11 of the packet outlined the expenses of the DDA for this fiscal year. The Board requested that the detailed expense report be provided to the Board on a quarterly basis.

Public Comments:

There were no public comments.

6. **2017 Downtown Holiday Dazzle**

Mr. Jeffries stated a group of merchants had been meeting regarding the upcoming holiday program for the downtown. Mr. Jeffries stated he would like to receive direction from the DDA on how to proceed with the program. Mr. Jeffries stated last year's program lasted for 5 weeks. Mr. Jeffries stated \$2,000 had been spent on advertising for BrightHouse; \$4,636 for the Daytona Beach News-Journal; \$1,190 for Southern Stone; and \$472 for printed materials. Mr. Jeffries stated the vendor revenue was \$1,795 and the expenses were \$1,651. Mr. Jeffries stated sponsors contributed \$4,100 for holiday exhibits and noted there were about \$5,000 in expenses. Mr. Jeffries stated the total cost for the holiday program was \$10,552. Mr. Jeffries stated Stephanie Mason-Teague volunteered a great deal of time to the downtown holiday events and several groups provided performances. Mr. Jeffries stated the Daytona Auto Mall provided the kid's train and Indian Motorcycles provided photos with Santa. Mr. Jeffries noted that Daytona Beach News-Journal provided in-kind services.

Mr. Jeffries stated comments were received from the merchants about the 2016 event, which included criticism of the storybook boards and the event not including all three blocks of the downtown area.

Mr. Jeffries outlined the proposed program for 2017, which was included as part of the packet. Mr. Jeffries stated the theme would be "Santa Comes to Downtown." Mr. Jeffries noted Small Business Saturday was November 25 and the boat parade would be held on December 2.

Mr. Jeffries stated items to consider were elimination of the story boards and condensing the area. Mr. Jeffries stated it was proposed for the event to be limited to 4 weeks this year from November 25 through December 16. Mr. Jeffries stated the decorations would continue to be traditional and would include a 30 foot tree in Riverfront Park. Mr. Jeffries stated the decorations would be paid for by the CRA.

Mr. Jeffries stated another option would be to have the story boards remain and be located north of International Speedway and the performances and kid's zone would remain in the center block area, including the addition of rides.

Mr. Jeffries stated the projected expenses for the event to be held 4 Saturdays would be about \$7,000. Mr. Jeffries stated it was anticipated there would be 50 vendors per week and the vendors would be in a concentrated area along Magnolia.

Ms. White asked what the cost was to shut down Magnolia.

Mr. Jeffries stated right now it was \$500 but there were proposed changes to the fee schedule which could reduce the fee to \$150.

Ms. White stated the DDA needed to be disciplined about not running events and should manage contracts with event producers.

Ms. White stated the cookie walk event which was held on the north block was good and asked if the event could be a full street event. Ms. White stated she would rather pay a few people to do good events that would draw a crowd and the DDA could cooperate with advertising. Ms. White stated there had been discussion about a food truck event on City Island and stated she felt people who run those events should be the ones to coordinate it, not the DDA or City staff. Ms. White stated when the French Market was in the downtown there were not a lot of stores open in the downtown but now the downtown was 90% occupied. Ms. White stated closing Magnolia cuts off access to the Farmers' Market and stated she was not in support of the market idea proposed for the Magnolia area.

Ms. Kozinski stated she was concerned that the merchants thought the DDA was against them. Ms. Kozinski stated she was also concerned that staff does too much to support events. Ms. Kozinski stated merchants should coordinate events without staff support. Ms. Kozinski stated Indian Motorcycles supported the downtown events last year but would not be doing that this year. Ms. Kozinski stated she liked the idea of having some rides for the children in the downtown but the events should not be coordinated by staff.

Mr. Sznajstajler asked how many merchants have been involved in the meetings regarding the holiday event.

Mr. Jeffries stated 7 to 10 merchants have been at each meeting.

Mr. Sznajstajler asked if putting out an RFP to hold events would be looked at professionally by the merchants group.

Eddie James, 228 S. Beach Street, owner of Brownie's Dog Boutique stated for Christmas he would like a lot of lights and thought it was sad that people only come to the downtown for events. Mr. James stated there should be more events in the downtown, such as the cookie walk.

Mr. Jeffries stated he was concerned that if the event was scaled back, he did not think he would be able to get volunteer music performances.

Ms. Kozinski stated a merchant had discussed selling Christmas trees and asked if the individual had contacted the City.

Mr. Jeffries stated it was brought up at the merchants meeting and was stated that a merchant wanted the City or the DDA to buy and light a tent but he had not been contacted.

Ms. Cook stated she was not opposed to rides but was concerned about a vendor's market. Ms. Cook stated she was concerned about the effect having such an event on Magnolia would have on the Farmers' Market.

Ms. Kozinski stated she did not think the vendors' market was necessary and was a lot of work for staff. Ms. Kozinski stated if someone put rides in the park that would not be work for staff.

Ms. White stated she would like to focus more on linear lighting.

Mr. Jeffries stated the thought for the vendor area was to have more crafters in one area.

Mr. Sznajstajler stated the crafters could be promoted on a couple of Saturdays at the Farmers' Market.

Mr. Hopkins stated the image of downtown for the holidays was important. Mr. Hopkins stated having rides and staged events draws staff and DDA into coordinating events. Mr. Hopkins stated if there was someone who would step forward to run the event, he was all for it but he did not feel staff should be relied on to effectuate the event.

Ms. Kozinski asked if removing the holiday market from the proposed schedule would have an effect on staff.

Mr. Jeffries stated it would significantly reduce staff time.

Ms. Kozinski asked how tall the lights would be.

Mr. Jeffries stated the lights would be 6 to 8 feet tall and Santaland would be an entry into the ride area.

Mr. Sznajstajler stated he would support things that other people were producing.

Ms. Cook asked how much the 34 foot tree would cost.

Mr. Jeffries stated the cost to lease the tree is \$13,000 and that is a CRA expense.

Ms. Cook asked what would be in the north block.

Mr. Jeffries stated a certain size tree was needed so it was visible.

Ms. Kozinski stated the Bel Canto singers were interested in performing again this year and would like to go caroling throughout the downtown.

Ms. Cook stated she was concerned that there would not be something throughout the downtown and noted that she liked what was proposed on Page 17 of the packet with displays on all three blocks.

Ms. White stated lights on all 3 blocks would have a larger impact and stated perhaps there should be lights from Bay Street to Orange Avenue. She stated she did not think people come to the downtown to see a big Christmas tree.

Mr. Sznajstajler asked if there was an impact to the area if the tree was to the north or the south of the area proposed.

Mr. Jeffries stated there was a power source problem at those locations.

Ms. White stated she would like to see an agreement with food truck operators for an event to be held during the boat parade. Ms. White stated there could possibly be an agreement with Stephanie Mason-Teague to coordinate performances in the downtown. Ms. White stated there would be another agreement for the rides. Ms. White stated a holiday market could be part of the Farmers' Market but she did not know a person to coordinate that.

Mr. Sznajstajler asked if the Farmers' Market could be promoted as a holiday market during the proposed 4 week period.

Ms. Kozinski stated in looking at Page 17 of the packet, the rides would remain, as well as the 30 foot tree, and lights on the north and south blocks; food trucks would be incorporated as part of the boat parade; and the only thing that would be eliminated would be the holiday market but there would be extra holiday themed effort promoted for the Farmers' Market.

Mr. Sznajstajler stated he believed the consensus of the board was to support the lights; making a decision on the story board; performances would be organized by Stephanie Mason-Teague. inclusion of the children's rides; inclusion of a holiday component to the Farmers' Market; a cookie tour; food trucks for the boat parade; and personnel and advertising for the event.

Mr. Jeffries stated the only additional staff time for the Farmers' Market would be for recruiting crafters.

Ms. Kozinski stated she felt the Farmers' Market should be spotlighted since there were more vendors at the Market that time of the year.

Mr. Jagger stated at the next meeting, Mr. Jeffries would bring back the following items for action: contract with Southern Stone; contract for food trucks during the boat parade; contract for rides in the children's area; an update on the lighting; an understanding of what Stephanie

Mason-Teague could provide in terms of performances; and expanding the Farmers' Market for holiday displays. Mr. Jagger stated Mr. Jeffries needed direction on the story boards.

Mr. Sznajstajler asked about the advertising.

Mr. Jeffries stated advertising would be presented in September.

Public Comments:

Amy Pyle, 136 S. Grandview, stated the whole purpose of the Christmas displays was to draw people into the shops on Beach Street. Ms. Pyle stated when she looked at the DDA calendar, every day Hamburger Mary's had something listed but none of the other vendors were listed. Ms. Pyle stated the advertising was focused toward tourists and perhaps downtown could be created as a day trip destination for people from Orlando. She stated several smaller trees could be placed in the downtown area to create a tree walk. Ms. Pyle stated the storybook boards need to be repainted and perhaps there could be face-hole boards placed in the area. Ms. Pyle stated a professional organizer was needed.

Anne Ruby, 137 Park Avenue, stated the idea of a Santa house was good. Ms. Ruby stated Holly Hill has a phenomenal event at the Twilight Motel and they are running out of space. She stated perhaps that event could be moved to Riverfront Park. Ms. Ruby stated she was concerned about \$13,000 of CRA money being spent on a Christmas tree and did not feel CRA money should be used to promote things.

Mr. Hopkins stated the palm trees along Beach Street used to be lit up.

Ms. Cook stated the trees were wrapped.

Ms. Kozinski stated she had been asking for the trees to be lit for the past 7 years and had been told that was not a viable option.

Mr. Sznajstajler stated reworking the story boards to be used as cut-outs was a good idea.

Mr. Jeffries stated a sample of the cut-out board could be provided at the September meeting to show how the boards could be used.

Ms. Cook asked if the DDA owns the boards.

Mr. Jeffries said yes.

Ms. Cook asked about the cost to rework the boards.

Mr. Jeffries stated he did not know what the cost would be.

Mr. Jeffries asked what the Board would like to do about the 34 foot tree. Mr. Jeffries stated the 34 foot tree could be placed in the park and some smaller trees could be placed throughout the area.

Mr. Sznajstajler stated we want to make sure the whole Riverfront Park area is included from Bay to Orange but understands there may be issues regarding electric availability.

Ms. Cook asked that Mr. Jeffries verify if the palm trees could be wrapped.

Eddie James stated lighted palm trees were shown in the promotional pictures for the downtown area.

Mr. Jeffries asked if the Board would like to explore the boards to be used as cut-outs. Mr. Jeffries stated a mock-up could be provided at the September as well as a cost.

The Board agreed.

Mr. Jeffries stated he believed the Board would like to have the holiday market combined with the Farmers' Market and he would come back with a proposal for that.

Mr. Jeffries stated the performances would continue.

Mr. Jeffries stated the food trucks would be part of the boat parade.

Mr. Jeffries asked if the Board would like to pursue rides in the kid's zone. He stated he wanted to be clear that the rides would only be kiddie rides.

Ms. Kozinski stated she would like to pursue the rides since it added content and gave families something to do before and after the performances. Ms. Kozinski stated it also provided the ability to spread the event out.

Mr. Sznajstajler agreed.

Ms. White asked if a contract for the rides could be presented at the next DDA meeting.

Mr. Jeffries stated he would see if he could have a contract for the next meeting.

Ms. Kozinski stated last year, Indian Motorcycles provided Santa and the costumes, however the merchants would have to provide that this year.

Ms. White stated last year the cookie tour was on Small Business Saturday and if the cookie event was held this year, it should be for baked goods from the downtown.

Mr. Sznajstajler asked that Mr. Jeffries thank the merchants for their work in providing input to the DDA on the holiday event.

Mr. Jeffries stated an email would be sent to the merchants to let them know what the DDA had discussed.

Mr. Jeffries stated he had received complaints about banners being placed on city property, such as sale banners being placed on the sidewalks by various merchants. Mr. Jeffries stated nothing should be placed on city property without permission from the city.

Ms. Cook asked if the website calendar could be updated. Ms. Cook stated the June Merchant of the Month was still listed on the calendar.

Mr. James stated the city emails are too long and felt they could be shortened.

Mr. Jeffries stated he had been in discussions with Gold & Associates regarding their contract. Mr. Jeffries stated the contract was for one year with an option for a one year renewal. Mr. Jeffries stated work was recently done by a contracted artist for \$250 using the Gold templates and the same work would have cost \$950 if it had been done by Gold & Associates. Mr. Jeffries stated Gold & Associates was asking to renew their contract at the rate of \$25,000 per year. Mr. Jeffries stated the current contract with Gold was \$1,100 per month.

Ms. Kozinski asked if the city had the templates in their possession.

Mr. Jeffries said yes.

Mr. Jagger stated the DDA would need to identify what the additional scope of work would be for Gold & Associates or go out for bid.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve a renewal for Task 1 with Gold & Associates. The motion carried unanimously (5-0).

Public Comments:

There were no public comments.

7. **Board Comments**

Mr. Hopkins stated an email was received from Josh Fortner and noted the DDA did not employ staff as was discussed in the email. Mr. Hopkins stated there was a threat in the email that further action would be taken and that Josh represents a group, yet a list of the members had not been provided.

Mr. Jagger stated the DDA does not employ staff so there is no violation of the charter.

Ms. Cook stated Bob Abraham did respond but he was no longer Chair of the DDA.

Mr. Sznajstajler stated the email was forwarded to him and he planned to respond and echo what Mr. Jagger and Mr. Abraham have previously said that the DDA did not have employees.

Ms. White stated she was approached by some who had an app called Distrix. Ms. White stated she was impressed with the app.

Mr. Jeffries stated he and Mr. Berger were meeting with the Distrix representative on August 30.

Ms. White thanked staff for all of their work that they do in support the DDA.


Mr. Sznajstajler thanked the public that attended the meeting today.

8 Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:15 a.m.



Michael O. Sznajstajler, Chairman

for: 

Becky Groom, Board Secretary