

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Tuesday, January 9, 2018**

The special meeting of the Downtown Development Authority was held Tuesday, January 9, 2018, 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, Chairman
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

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

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:04 a.m.

2. Roll Call

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

3. Public Comments

There were no public comments.

4. Farmers' Market Annual Report

Mr. Jeffries presented the Annual Report which was included as part of the packet. Mr. Jeffries stated we needed to focus and determine if the Farmers' Market would be a produce and artisan market or just for produce vendors on Saturday. Mr. Jeffries stated currently we were not consistent in our customer base. Mr. Jeffries noted vendors were decreasing because the next generations in families were not continuing the farms and land was sold for development. Mr. Jeffries stated some vendors used the market to promote their stores and then leave once their stores were operational. Mr. Jeffries noted there were only two local farmers that were vendors. Mr. Jeffries stated previously the DDA agreed to reduce management costs and increase advertising but there had been no increase in revenue as a result of the additional advertising. Mr. Jeffries suggested that it may be best for the market to have a Market Manager on site in order to connect with the vendors and provide oversight. Mr. Jeffries stated a Coordinator was employed but left for another position and it has been difficult to find someone to fill that position. Mr. Jeffries stated the City could advertise for a Market Manager or contract with one of the vendors to oversee the market, such as Perrine's since they have been a long-term vendor and the City had a close relationship with them. Mr. Jeffries stated he had

talked to vendors who sell at multiple markets and both the Port Orange and St. Augustine Markets were doing well.

Ms. White stated she felt there was still a demand for produce at the Market and she and many of her neighbors go there every Saturday. Ms. White noted, however, that she felt the Orange Avenue bridge had an impact on the Market.

Mr. Sznajstajler asked if Mr. Jeffries had talked with the Health Department regarding the food desert issue.

Mr. Jeffries stated he had served as part of the group that meets with the Health Department and Halifax Hospital, but was no longer part of the group and Mr. Charles Bryant, Midtown Redevelopment Project Manager had taken his place.

Mr. Hopkins asked the number of hours each week Mr. Jeffries spent working on the Farmers' Market.

Mr. Jeffries stated he worked between 5 to 10 hours each week on the Farmers' Market and Lori Slaughter worked about 5 hours each week updating website information. Mr. Jeffries stated his hours were not reflected in the DDA expenses.

Mr. Hopkins asked who the money goes to that the DDA had set aside for a Market Manager.

Mr. Jeffries stated the expenses listed for the Market Manager were for the Coordinator who was on site every Saturday and for Ms. Slaughter's expenses. Mr. Jeffries stated he is trying to fill the Coordinator position and asked if the DDA wanted to pursue hiring a Manager.

Ms. Kozinski asked what the cost would be to hire an onsite Manager. She stated there are planned changes for City Island and continuing to have the Farmers' Market there could be questionable.

Ms. Cook stated the Orange Avenue bridge construction and two storms had an impact on the market.

Mr. Sznajstajler asked if Mr. Jeffries pursued hiring a Manager instead of a Coordinator, would it provide a better pool of candidates.

Mr. Jeffries stated possibly. Mr. Jeffries stated the salary planned for a Manager was not very high. Mr. Jeffries stated the annual salary for the previous Market Manager was \$15,000.

Ms. Cook stated previously there were not so many other markets in the area. She stated that the DDA agreed that the Market would continue to sell produce and guidelines were set as to the number of other types of vendors that would be permitted to sell in the Market, such as prepared foods and crafts.

Mr. Sznajstajler asked if any local food truck operators had been approached about setting up in the Market.

Mr. Jeffries stated no.

Ms. Kozinski stated it needed to be determined where the Market would be located and stated there was resistance to relocate the Market to Magnolia.

Ms. White stated she felt there needed to be a consistent presence of a Manager on site and the location needed to be stabilized.

Mr. Jeffries stated there had been a discussion of moving the Market due to development.

Ms. White stated that would be a couple of years before the development takes place.

Mr. Sznajstajler stated he felt there needed to be a Manager in place. Mr. Sznajstajler stated he saw the Market as being a high-end artisan market. Mr. Sznajstajler stated we had the name and location that are recognizable and people could be drawn there if food was being served. Mr. Sznajstajler stated he saw the future of the Market as being a hybrid. Mr. Sznajstajler stated if a Manager was hired, that person's role could include updating Social Media and recruiting other vendors.

Mr. Jeffries stated the previous Manager's contract was for a base salary of \$15,000 and provided for an incentive should the Market generate a certain amount of revenue.

Ms. Kozinski stated she felt the Market needed to stay a hybrid.

Ms. White stated she felt a Manager needed to be in place. Ms. White asked about the status of accepting EBT at the Market.

Mr. Jeffries stated the DDA was not awarded the grant for the EBT equipment. Mr. Jeffries stated if the DDA wanted to stay with the hybrid model, SNAP acceptance is important. Mr. Jeffries stated he felt a closer link with Perrine's was needed since they already accept SNAP. Mr. Jeffries stated currently the fiber optics run to Jackie Robinson so IT would need to run the cables from Jackie Robinson to the Market.

Ms. Cook asked if the City Manager still wanted the Farmers' Market to move to the Pavilion area. Ms. Cook asked what would happen when the library reopens.

Mr. Jeffries stated some vendors felt the library closing had affected the Market.

Ms. White stated she felt the Pavilion should be included as part of the DDA lease. Ms. White stated the space was not used and perhaps a couple of food trucks could be placed there.

Mr. Jeffries stated he felt this was an opportunity to amend the lease as part of the annual report to the City.

Mr. Jagger stated it would be a simple amendment to the agreement and there was no need to wait. He stated he does not believe the City Manager would oppose. Mr. Jagger stated the proposal to include the Pavilion area in the DDA Agreement could be forwarded to the Manager if that was what the DDA wanted to do. Mr. Jagger noted that food trucks were not allowed unless they were a part of a Special Use permit.

Mr. Sznajstajler asked that the City's insurance be reviewed in order to determine that additional property would be covered.

Mr. Jeffries stated he would come back at the January regular meeting with a draft of the Annual Report which would include information on the Pavilion area.

Ms. Cook asked that Mr. Jeffries provide a copy of the contract that was entered into with Noeleen Foster for review.

Mr. Jeffries stated if a Manager was hired, they could focus more on recruiting vendors. Mr. Jeffries stated receiving a grant could help in securing the SNAP equipment and he could provide those costs to the DDA. Mr. Jeffries stated an additional person would need to be hired to operate the SNAP equipment and the revenue would have to be processed through the City's accounting system.

Ms. White stated a token system would be in place if SNAP was used.

Mr. Sznajstajler stated the Manager position could be advertised as someone who had experience with the SNAP program.

Mr. Hopkins stated he would like to see a Manager hired who had innovation and tenacity. Mr. Hopkins stated he did not want to put parameters on the Market and felt it should be opened to other vendors.

Ms. Kozinski stated she agreed that a Manager was needed and should be someone who wanted to make the Market better.

Ms. White asked if there were any current marketing obligations.

Mr. Jeffries stated there were none.

Ms. White stated she would like the DDA to interview the applicants for Market Manager.

Mr. Hopkins stated that would not have someone in place before March and felt someone needed to be hired quickly.

Mr. Jeffries stated he would provide the job description for the Market Manager at the January meeting.

Mr. Jeffries stated the current job description outlined that the Market Manager will receive 50% of any revenue generated at the Farmers' Market over \$30,000. Mr. Jeffries stated he would go ahead and post the position with the salary and stipend as were provided for the previous Market Manager.

Ms. White stated she felt the stipend should be lowered to \$20,000 in revenue.

Mr. Hopkins asked how many hours per week was planned for the Manager to work.

Mr. Jeffries stated 8 hours are planned for the day of the Market and not to exceed a total of 20 per week.

Mr. Jeffries asked the Board if they would be interested in him contacting other Farmers' Markets to see if the managers of those markets would be interested in managing the Farmers' Market in Daytona Beach as well. Mr. Jeffries also asked if he should talk with Perrine's about managing the Market.

Mr. Sznajstajler stated he did not like the idea of Perrine's managing the Market since they have no incentive to grow the Market.

Ms. Cook stated it would not be taking away from another Market to have their Manager work at the Daytona Market on a different day.

Mr. Sznajstajler stated he would support advertising the Manager position at \$1100 per month and 50% of the revenue over \$20,000 as a stipend.

Mr. Hopkins stated he supports \$15,000 per year, working 20 hours per week, and 50% of revenue over \$25,000.

Mr. Sznajstajler stated he felt \$25,000 in revenue would be difficult to reach and he agreed with Ms. White that the revenue should be \$20,000.

Mr. Hopkins stated he was fine with that and he preferred the salary be \$15,000.

Ms. White stated she felt the position should be advertised at \$1100 per month.

Ms. Kozinski asked if the bonus had been agreed upon by the DDA members.

Mr. Jagger stated the contract would be prepared and would be presented to the DDA for approval so the bonus would be defined at that time.

Ms. White suggested advertising the position at \$1100 per month plus bonuses.

Mr. Sznajstajler stated he felt the job posting should require three references.

Ms. Kozinski left the meeting.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to advertise the position of Market Manager for the Farmers' Market at the salary of \$1100 per month plus an incentive bonus for revenue; revising the job description to delete the section regarding products for sale in the information booth; and to provide coordination with vendors. The motion carried unanimously (4-0).

5. Board Comments

There were no additional Board comments.

6. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:04 a.m.


Michael Sznajstajler, Chairman


Becky Groom, Board Secretary