

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, April 24, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, April 24, 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, Chair
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Kelly White

Board Members Absent

Ms. Tammy Kozinski

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

Mr. Sznajstajler called the meeting to order at 8:05 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting: March 27, 2018

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the regular meeting of March 27, 2018, as presented. The motion carried (4-0).

4. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on page 5 of the packet. Mr. Jeffries stated the Market Manager has new vendors starting in the next couple of weeks; and right now, there are 20 vendors using 32 spaces.

Public Comments:

There were no public comments.

5. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the report which was included on Page 8 of the packet. Mr. Gold stated this past quarter had been one of the best in the previous two years and the report reflects very strong numbers. Mr. Gold stated the increased expenditure of marketing funds was reflected in the increased number of visits to the site. Mr. Gold stated the economy was stronger which was reflected in the increase in the number of people that were interested in the events in the downtown.

Public Comments:

There were no public comments.

6. **Downtown Event Update**

Mr. Jeffries reviewed the report which was included on page 12 of the packet which outlined the event expenses. Mr. Jeffries stated the current numbers reflect going over budget by about \$5,000. Mr. Jeffries stated the upcoming ice cream tour could be cancelled which would save about \$4,000.

Mr. Jeffries stated the Super Saturday event received criticism since the street was closed.

Frank DeMarchi, Southern Stone, reviewed the report which was included on page 14 of the packet.

Ms. Cook stated she received a check from Southern Stone to offset expenses for events. Ms. Cook stated she did not intend to cash the check and would return it to Southern Stone. Ms. Cook asked how many other vendors did not cash their checks which would reduce the amount of the expenses.

Mr. Sznajstajler stated Southern Stone's bank would be able to provide that information as part of the bank reconciliation; and he would like to receive a spreadsheet that showed expenses.

Mr. Jagger stated if the check had not been cashed, it was not an expense; and that would impact the DDA's bottom line.

Mr. Sznajstajler stated he was hearing more talk about the Downtown now than he had in the past 10 to 11 years he had been here.

Ms. White stated she felt the DDA was in a pretty good place with events considering the events that had been held are all new events. Ms. White stated Southern Stone had gone above and beyond. Ms. White stated some of the accounting issues needed to be worked out but she was comfortable going into the next event.

Mr. Hopkins stated he agreed with Ms. White and felt the DDA needed to hold the course. Mr. Hopkins stated he expected a deficit and it was not bad.

Ms. Cook asked if the increased advertising was going toward Facebook and boosting ads.

Mr. DeMarchi stated Southern Stone did a lot on Facebook and boosting and he was looking to do daily ads.

Mr. Sznajstajler stated he would like to see an itemized print out of events so the DDA could see how the event was marketed and promoted. Mr. Sznajstajler stated he would like to see a log that showed a log of radio advertising and how that fit with passport sales.

Ms. Cook asked Mr. DeMarchi if he thought he bit off more than he could chew with closing the three blocks and then having the low turnout.

Mr. DeMarchi stated he did not think so but felt he failed the merchants on the street. Mr. DeMarchi stated, for example, he bought a tent, table and signage for McKay's and had them set up; but McKay's decided not to serve outside. Mr. DeMarchi stated he had 12 tents set up at businesses that were not used because the merchants did not want to go out on the street. Mr. DeMarchi stated the merchants that were on the street sold very well.

Mr. Jeffries stated Ms. Kozinski submitted written comments regarding the events which were distributed to the Board and included as part of the record.

Public Comments

There were no public comments on the events.

Discussion continued on whether the ice cream event should be held.

Mr. Sznajstajler stated he felt the DDA could make up the deficit and felt the ice cream event should be held.

Ms. White stated she thought the ice cream event would be very popular.

Mr. Sznajstajler asked if a sponsor could be found to take care of the deficit.

Mr. Jeffries stated yes.

Mr. Hopkins stated there seemed to be a momentum for the events and thanked Mr. DeMarchi and his group for what they have done and did not feel the ice cream event should be cancelled.

Ms. White stated she agreed with Mr. Hopkins and felt we should keep our plan in place.

Mr. Sznajstajler stated he would like the DDA to have an opportunity to find a sponsor, either one for the total of \$1,000 or two sponsors at \$500 each; and the sponsors would be included on posters and DDA materials.

Mr. Jeffries stated one potential sponsor would be the carnival rides on the boardwalk.

Mr. Gold stated he may have a sponsor for the event.

Public Comments

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated he recommended the DDA continue with the event since the potential loss would be minimal.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to authorize staff to seek a sponsorship of either 2 - \$500 or one \$1,000 sponsorships and the sponsor(s) would be included in radio advertising, social media advertising and printed materials and a booth would be offered for the sponsor(s) the day of the event. The motion carried (4-0).

7. 2019 Merchant Co-op Program

Mr. Jeffries presented the Staff Report which was included on page 38 of the packet.

Public Comments

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the pricing structure for See Coastal Media for the In-Room Concierge book for Fall 2018, including ½ space for \$550; single space for \$975; concierge book package \$1,000 for a full space and website feature ad; and the ad design fee of \$50, in accordance with the staff report as presented. The motion carried (4-0).

8. Board Comments

Ms. White thanked Keith Gold and Frank DeMarchi for the great work their firms were doing.

Ms. White stated the Volusia County Public Library would be re-opening on City Island on May 5 and felt the opening should be listed on the Riverfront Shops webpage. Ms. White stated there was a large playground near the library and was something the DDA should promote. Ms. White stated John Nicholson was the genesis in having a playground located near the library. Ms. White stated there would be a lot of people at the library opening and it could be a good time to promote the Farmers' Market and the Riverfront Shops.

Mr. Jeffries stated he would contact the library staff to see how they would like the library and playground listed on the website and the DDA walking map and directory.

Ms. Cook stated Brownie the dog has a statue in place in the downtown as was reported in the News-Journal.

Mr. Sznepstajler stated he appreciated the work Frank DeMarchi and Keith Gold were doing for Downtown.

9. **Board Comments**

John Nicholson stated when people were visiting the library, they were not aware of the Sweetheart Trail and that location should be promoted.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:58 a.m.



Michael Sznepstajler, Chairman



Becky Groom, Board Secretary