

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, May 22, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, May 22, 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
Ms. Tammy Kozinski
Ms. Kelly White (arrived at 8:15 a.m.)

Board Members Absent

Mr. Joe Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes

Mr. Sznajstajler stated a change needs to be made to the first paragraph of page 3 of the minutes so the paragraph reads "Mr. Sznajstajler stated he was hearing the downtown talked about more than he had in the past 10 to 11 years he has been here."

Regular Meeting: April 24, 2018

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the regular meeting of April 24, 2018, as corrected. The motion carried (3-0).

4. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 7 of the packet.

Mr. Jeffries stated there were two sponsors, Cobb & Cole and Marineland Dolphin Adventure, for the Ice Cream event for the downtown.

Ms. White arrived for the meeting at 8:15 a.m.

Ms. Cook asked if there was larger attendance at the Farmers' Market since the library had reopened.

Mr. Jeffries stated the library had only been opened two weeks so he would have a better idea next month.

Public Comments:

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida stated she thought it would be beneficial to have the Farmers' Market Manager provide a report directly to the Board at the DDA meeting. Ms. Pyle asked if there was any progress made on the parking situation for the 100 S. Beach block.

Mr. Sznajstajler stated the DDA does not have oversight on parking and focused on marketing.

Mr. Jeffries stated the Farmers' Market Manager would attend the June meeting since that would be when the FY2018/19 budget would be discussed.

5. **Merchant Co-op Program – Shriners Program Book Ad**

Mr. Jeffries presented the report which was included on page 10 of the packet. Mr. Jeffries stated he currently had two merchants who were interested in participating in the Shriners Program ad.

Ms. Kozinski stated she did not know if she would participate in the advertising since she did not see people visiting the downtown who attended the Shriners Convention last year.

Public Comments:

Sandy Murphy, 136 Park Avenue, Daytona Beach, Florida stated the planned advertising does not note the location of the Farmers' Market.

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida suggested implementing a trolley or shuttle program to take people back and forth across the bridge to the downtown. Ms. Pyle suggested placing signs to highlight available parking.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated Main Street did not advertise for events and stated events were not publicized for either Main Street or Downtown.

Ms. White stated the City of Altamonte had an Agreement with Ride Share and felt the DDA should be thinking about good ride share options.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve advertising for the full page ad in the Imperial Session Program at a cost of \$850, in accordance with the Staff Report as presented. The motion carried (4-0).

6. **Discussion: FY 2018/19 Proposed Budget**

Mr. Jeffries presented the Staff Report which was included on Page 11 of the packet. Mr. Jeffries reviewed the DDA Mission Statement and Goals which were listed on Page 12 of the packet. Mr. Jeffries stated the main focus of the DDA had been supporting and promoting events in the Downtown. Mr. Jeffries stated he would be working with the Farmers' Market Manager to implement SNAP.

Mr. Jeffries stated the public hearing on the budget was planned for September 19, 2018.

Mr. Sznajstajler stated he would be not available for the hearing on September 19.

Mr. Sznajstajler stated he did not propose any changes to the goals.

Ms. White stated the DDA had a good relationship with Gold & Associates and Southern Stone. Ms. White stated the tax base for the DDA would increase and suggested planning for a dedicated security program for the Downtown.

Ms. Cook stated the DDA previously paid for security for the Downtown.

Mr. Jeffries stated prior to 2006, the DDA helped to fund a police officer for the Downtown.

Ms. White stated the Marina had dedicated security and \$60,000 a year was spent for security 24 hours a day, 7 days a week, and the City provided an automobile. Ms. White stated perhaps an ambassador relationship could be developed.

Mr. Sznajstajler stated at the May meeting, he would like to see details on the \$52,000 event expenses that were listed including the \$43,000 that was listed for advertising. Mr. Sznajstajler stated there was a provision in the Southern Stone contract that they would find sponsors and he would like to know what they planned to do to secure sponsors.

Ms. Cook asked to receive the budget information prior to the Friday before the DDA meeting so the DDA members had an opportunity to review the information.

Mr. Jeffries stated he would talk with Frank De Marchi to obtain details on the events and how he proposed to reach their stated goal for the events to become self-supporting. Mr. Jeffries stated he would also provide information to the DDA on funding enhanced security.

Public Comments:

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida stated proposed changes to the website was a great idea.

Mr. Jeffries stated there would be two home pages, one for the Riverfront Shops and one for the Downtown.

7. **Public Comments**

Anne Ruby, 137 Park Avenue, Daytona Beach, Florida stated she felt the Beachside and Mainland needed a better connection. Ms. Ruby stated implementation of a trolley program would be a good way to get people into the Downtown.

Ms. White stated previously Votran had a shuttle that ran from the Beachside through Downtown at a cost of about \$500,000. Ms. White stated the shuttle would have to be something Volusia County would have to address through their transportation funding.

Ms. Ruby stated the service would not have to be provided by Volusia County and could be provided by a private contractor or business that could be attracted through the DDA.

Mr. Sznajstajler stated this is a CRA issue. Mr. Sznajstajler stated the City of Sanford had a "Slow Ride" through their Downtown which is a private business subsidized by their CRA.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated the City must provide police officers and funding could be divided between the City, CRA, and DDA to dedicate a police officer to the Downtown. Mr. Nicholson suggested the City issue an RFP in order to develop a parking lot for the city owned land in the Downtown. Mr. Nicholson stated the children's park has been installed next to the library and stated a broader use of the park was needed in order to attract people to Downtown.

8 **Board Comments**

Mr. Jeffries stated Kelly White's term will expire in June and Ms. White serves as the City Commission appointee to the DDA.

Mr. Sznajstajler stated he thought the opening for the library was great. Mr. Sznajstajler stated it was a great site and hoped the site could be used for events that were more family focused.

Ms. Cook stated the Daytona Beach Rotary Club would be doing a fundraiser to raise funds for the Memorial Park at the Tom Staed Bridge.

Ms. White stated there will be a ribbon cutting in Downtown on Wednesday for the Brownie statue along with the dedication for the new portion of the Sweetheart Trail.

9. **Adjournment**

There being no further business, the meeting adjourned at 9:40 a.m.



Michael Sznajstajler, Chair



Becky Groom, Board Secretary