

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Thursday, July 26, 2018**

The Regular Meeting of the Downtown Development Authority was held Thursday, July 26, 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 (arrived at 8:10 a.m.)
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Ms. Melanie John, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

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: June 26, 2018

Mr. Sznajstajler asked that the minutes be changed to correct the spelling of Frank DeMarchi's name, which is incorrectly spelled throughout the minutes.

A motion was made by Mr. Hopkins, Seconded by Ms. Kozinski, to approve the minutes of the regular meeting of June 26, 2018, as corrected. The motion carried (4-0).

Ms. Cook arrived for the meeting at 8:10 a.m.

4. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included on Page 6 of the packet which reflected expenses through July 20, 2018. Mr. Jeffries stated he was awaiting receipt of the funds from the last two events held in the downtown. Mr. Jeffries stated the revenue had increased at the Farmers' Market due to the new vendors that had been added to the Market.

Mr. Hopkins commended Melanie John for the excellent job she was doing in improving the Farmers' Market.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve a budget transfer of \$7,400 from the Co-op Marketing line item to \$1,400 in Technical Services and \$6,000 to Downtown Marketing, in accordance with the Staff Report as presented. The motion carried unanimously (5-0).

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 as part of the packet. Mr. Gold stated there was an increase of 138% of new visitors to the website. Mr. Gold stated there was an increase in the search at Google ad-words by 400%. Mr. Gold stated he felt the increase was due to the increase in the amount the DDA allocated for advertising. Mr. Gold stated the e-newsletter was still being sent out but felt the newsletter should be eliminated and replaced with more e-blasts.

Ms. White stated there should be a link at the website that goes directly to the calendar of events.

Mr. Gold stated that was a simple item to address and that should be relayed to the website team.

Mr. Hopkins asked what the amount was that was dedicated to the e-newsletter so it could be determined how those resources could be re-allocated.

Mr. Gold stated it would be mostly staff time but that amount could be determined.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve an additional \$2,800 for annual budget of ad-word clicks on Google search engine to drive customers to the Riverfront Shops website; and an additional \$3,100 for annual budget of targeted advertising on Facebook to drive customers to the Riverfront Shops Facebook page, in accordance with the Staff Report as presented. The motion carried unanimously (5-0).

6. **Downtown Events**

Mr. Jeffries stated direction was needed from the DDA on the following items; and action on the items would take place at a future meeting.

a. **Event Contract Amendments**

Mr. Jeffries stated there was a Marketing Agreement between the DDA and the City which ended on September 30, 2018. Mr. Jeffries stated he proposed letting the agreement lapse since a Foundation would be established by Cici and Hyatt Brown for the Riverfront Park. Mr. Jeffries stated the Brown Foundation would be licensed by the City. Mr. Jeffries stated most of the Southern Stone events

occurred on Beach Street and along the storefronts. Mr. Jeffries stated the agreement between the DDA and Southern Stone would require removal of License Areas A and B; and License Area A would have to be removed from the Halifax Art Festival Agreement.

Mr. Jagger stated this action would not preclude the use of the park but a separate agreement would have to be entered into with the Brown Foundation. Mr. Jagger stated there was not a formal agreement with the Brown Foundation but the City proposed to have one for presentation to the City Commission within 30 to 45 days. Mr. Jagger stated there may be some arrangement that could be made for the use of Riverfront Park but the agreement would not be between the DDA and the City.

Mr. Sznajstajler stated the Halifax Art Festival was already being planned for November and maybe there could be language included in the agreements to include the use of the Riverfront Park for the Halifax Art Festival. Mr. Sznajstajler stated discussions should be held with the Halifax Art Festival representatives as soon as possible so they were aware of the pending agreement changes.

Mr. Jeffries stated a meeting was held with representatives of City Staff and the Halifax Art Festival Guild but he was not in attendance so he would find out what was discussed.

Ms. White stated there were discussions with the Guild about the Art Festival continuing in the downtown but she felt the agreement should be finalized so there were no questions.

Mr. Sznajstajler stated he felt the message should be relayed that the DDA does not want to get in the way of any events that had been planned. Mr. Sznajstajler stated there had been discussion about security which was an item that was discussed by the DDA last month so maybe there would be some assistance there and could be something that could be discussed with the Foundation.

Mr. Hopkins stated it could be six months before any construction was started in the Riverfront Park so for the interim everything would remain status quo.

Ms. White stated there had been conceptual discussions but the Foundation did not have the authority to design anything.

Mr. Jagger asked that the DDA allow him and Mr. Jeffries to draft agreements that would allow the planned events to occur in Riverfront Park.

Mr. Jeffries stated the DDA-City Agreement expires on September 30, 2018 and asked if the DDA would like a license agreement drafted for License Area C. Mr. Jeffries stated none of the Southern Stone events were held in License Area A or B.

Mr. Hopkins stated he would not want to see the events proceed without an agreement in place.

Ms. Cook asked what would happen with other events that are held in Riverfront Park, such as the cancer walk.

Mr. Jeffries stated event organizers for the other events would have to reach an agreement with the Foundation.

Mr. Jeffries stated he would talk with the Halifax Art Guild so they were aware of the agreement changes.

Mr. Jagger stated the Brown's had been very cooperative and he did not believe there would be any changes in the short-term.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida asked if the boundary had been defined for what the Foundation referred to as the park. Mr. Nicholson asked if the Foundation agreement would include all of City Island.

Mr. Sznajstajler stated the area of overlap for the DDA was License Area A which includes the area east of Beach Street to the Halifax River and from the News-Journal Center to Orange Avenue. Mr. Sznajstajler stated the DDA wanted to continue the license agreement for Area C.

Frank DeMarchi, Southern Stone, stated the DDA would be asking the City to continue an agreement for License Area C so the DDA could receive discounted fees for events planned for that area.

b. **2018/19 Sponsored Downtown Events**

Mr. Jeffries presented the listing of the proposed Southern Stone events which was included on Page 17 of the packet. Mr. Jeffries stated there were two additional events planned which were the Halifax Art Festival and the Wine and Chocolate Walk planned by Al Smith Productions on February 9, 2019.

Mr. DeMarchi stated he was proposing 9 events which was more than the 6 that were held last year and would be held for less money.

Mr. Sznajstajler thanked Mr. DeMarchi and Mr. Jeffries for all the work they were doing in producing events in the downtown.

Ms. Kozinski stated it was very easy to work with Mr. DeMarchi and his group.

Mr. Hopkins stated he would like to commend Mr. DeMarchi as well for the events that had been held in the downtown.

Ms. Cook stated the events that had been held had been great for people from all walks of life.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the list of events proposed by Southern Stone for FY2018-19 in accordance with the Staff Report as presented, subject to approval of the 2018-19 annual budget. The motion carried unanimously (5-0).

7. **Farmers' Market Rules & Regulations**

Mr. Jeffries presented the staff report which was included on Page 25 of the packet.

Melanie John, Market Manager, stated she wanted to keep the Market from becoming a Flea Market but proposed revisions to the rules and regulations so additional vendors could be added. Ms. John stated she was trying to steer away from having political vendors. Ms. John stated she proposed an information booth so colleges would be able to provide information on their services. Ms. John stated she had been working to obtain a sponsor for the EBT program. Ms. John stated she had been working on getting more traffic flow to the Market through activities, such as holding a pumpkin give-away, face painting for children, or instructional cooking shows. Ms. John stated she would like to share information on success stories for those who started their businesses in the Market and now have a stand-alone business and share that information with local colleges for their business programs.

Ms. Kozinski suggested Ms. John contact Kelly Farms which is a business that provides home delivery.

Ms. White stated it was nice to see Ms. John at the Market interacting with the vendors. Ms. White stated the market looked healthy and thanked Mr. John for the work she was doing.

Ms. Cook stated she was impressed with the proposed guidelines and stated the DDA had discussed in the past changing the percentages for allowable businesses.

Mr. Jeffries stated staff would work on the language for the proposed changes to the guidelines and bring the recommended changes back to the DDA for consideration at a future meeting.

8. **Public Comments**

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida suggested having Pedi-cabs to take people back and forth from Beach Street to the Farmers' Market. Ms. Pyle also suggested having musicians perform to draw patrons to the Market. Ms. Pyle suggested instead of having a table for political candidates, perhaps having the candidates pay a sign fee to allow them to place signs at the Market. Ms. Pyle suggested having an area for seating. Ms. Pyle stated she felt the DDA should have promoted the carnival that was held north of Bay Street to bring people to the downtown.

Ms. John stated some vendors had created seating areas at their sites.

Mr. Jeffries stated the carnival was promoted by the DDA and was listed on the DDA website, Facebook and calendar, as is an event held in the downtown area.

Ms. Pyle asked if the DDA event area would change since the DDA would no longer have an agreement for Area A.

Mr. Sznajstajler stated there was a possibility to use Magnolia, which had been used for previous events.

Matthew West, TG Incorporated, 1450 Granada Blvd., Suite 2, Ormond Beach, Florida discussed National Parking Day which was going to be held the third Friday in September. Mr. West provided a hand-out to the Board regarding what other cities had done in the past for National Parking Day.

Mr. West stated he had talked with Jack White and Mr. Jeffries about having an event on Beach Street. Mr. West stated on that day, parking spaces are converted to open space. Mr. West stated such an event would have to be discussed with Public Works and Public Safety as well as the businesses along Beach Street. Mr. West stated the Florida Planning & Zoning Association would like to use a parking space as well as Mr. West's firm.

Mr. DeMarchi stated there was a parking space used for a giant chess set last year.

9. **Board Comments**

There were no Board comments.

10. **Adjournment**

There being no further business to come before the board, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary