

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Wednesday, September 5, 2018**

The Special Meeting of the Downtown Development Authority was held Wednesday, September 5, 2018, at 4:30 p.m. in Conference Room 149A, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler, Chair (arrived at 4:40 p.m.)
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Mr. Charles Bryant, Redevelopment Project Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Ms. Cook stated Mr. Sznajstajler would be late in arriving for the meeting so Ms. Cook called the meeting to order at 4:30 p.m.

2. Roll Call

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

3. DDA Casual Employees and Responsibilities

Mr. Jeffries provided a hand-out to the Board that outlined the costs associated with the tasks for support of the DDA. Mr. Jeffries stated Marsha McDonald was a full-time employee in the Department and she provided support to the DDA through preparation of the packets for the DDA Meetings and processing invoices and payments; Lori Slight was a Casual Employee who was responsible for posting items to the various websites; and Mr. Jeffries was also a full-employee. Mr. Jeffries stated Option 1 of the hand-out was presented at the DDA meeting of August 28, 2018. Mr. Jeffries stated Option 2 would be to consolidate all the responsibilities of the three employees into one full-time employee at a cost of \$75,000 per year. Mr. Jeffries stated Option 3 would be to contract with a consulting firm at the rate of \$50 per hour, which was the same rate that is currently paid to Gold & Associates.

Ms. Cook asked the hourly rates that would be paid for a Casual Employee.

Mr. Jeffries stated a Casual Employee would be paid between \$13 to \$14.50 per hour and a full-time employee would be paid \$25 per hour.

Mr. Sznajstajler arrived for the meeting at 4:40 p.m. and continued to Chair the meeting.

Ms. White provided a hand-out and stated she recently had discussions with Keith Gold of Gold & Associates about providing assistance to the DDA through a revision of the Scope of Services of the Gold & Associates contract, as outlined in the hand-out. Ms. White stated Mr. Gold agreed the additional responsibilities could be handled by his firm which would result in an increase in the cost of the Gold contract to \$3,600 per month. Ms. White stated she felt it would be difficult for the Redevelopment Director to manage three part-time employees. Ms. White stated Mr. Gold had agreed to attend the monthly DDA meetings and then would have monthly meetings with the merchants.

Mr. Hopkins asked who would be the individual that would interact with the merchants.

Mr. Berger stated those contacts would still come through the Redevelopment Department and he was considering moving some staff assignments within the Redevelopment Department in order to handle additional responsibilities.

Ms. White stated she felt Ms. Slight had fallen behind in some of her responsibilities and items were not being posted as promptly as they should.

Ms. Cook stated the responsibilities were spread further than the downtown businesses and the surrounding businesses that were included as part of the DDA, such as Cobb & Cole and Marina Point, suffered.

Mr. Hopkins stated he felt Marina Point was viewed as being on the outside of the DDA. Mr. Hopkins stated some of the tasks on the lists provided had not been completed and stated he would be willing to take the lead on implementation of the SNAP program and helping Ms. John with that. Mr. Hopkins asked if the newsletter will continue to be generated.

Mr. Jeffries stated Keith Gold spoke to the Board and recommended the newsletter be eliminated and that it be replaced with more frequent e-blasts. Mr. Jeffries stated that process would be implemented in October with e-blasts being generated two times a month.

Mr. Jagger stated if it was the consensus of the Board, he would start to work on a contract amendment with Gold & Associates.

Ms. Cook stated she liked the idea of Mr. Jagger starting work on the contract with Gold & Associates and stated she felt it would be difficult for Mr. Berger to oversee another part-time employee.

Mr. Jagger asked if what was proposed would affect the contract with Southern Stone.

Mr. Jeffries stated no.

Mr. Jeffries stated if the Board proceeded with the contract amendment of Gold & Associates, notice would have to be given to the Casual Employee that the position would be eliminated effective September 30, 2018.

Mr. Berger stated it would be great to have Gold & Associates assume the responsibilities outlined.

Mr. Sznajstajler asked if it was the consensus of the Board to work toward elimination of the Casual Employee position.

Mr. Hopkins stated what was being discussed needed to be included in the Scope of Work with Gold & Associates.

Ms. White stated she would like to continue to talk with Mr. Gold and work with Mr. Jagger on the Scope of Services.

Mr. Jagger stated Ms. White could talk with Keith Gold but she cannot negotiate with him. Mr. Jagger stated she would have to present items that were discussed with Mr. Gold to the DDA since Ms. White had no decision-making authority.

Ms. White stated she would talk with Mr. Gold and present those discussions to Mr. Jagger.

Mr. Jagger stated he would talk with Mr. Gold to arrive at terms that could be presented to the DDA.

Ms. Cook asked if the contract could be presented at the next meeting.

Mr. Jeffries stated the next meeting was September 19, 2018 at 4:00 p.m. prior to the City Commission budget meeting. Mr. Jeffries stated there was no meeting scheduled for the regular meeting date of September 25, 2018.

Mr. Sznajstajler stated he would be unable to attend the September 19, 2018 meeting.

4. **Board Comments**

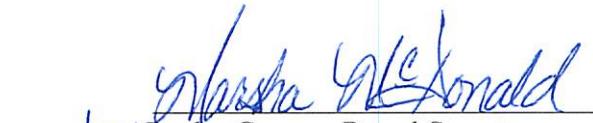
Ms. Kozinski stated a letter needed to be written from the DDA regarding the homeless and the trespass warning so the downtown area was covered.

5. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair
Vice Chair



for: Becky Groom, Board Secretary