

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, November 27, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, November 27, 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, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Staff Members Present

Mr. James Chisholm, City Manager
Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Off. J. T. Thomas, Daytona Beach Police Department
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

a. Regular Meeting – October 23, 2018

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of October 23, 2018, as presented. The motion carried.

4. DDA Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated there has been little activity since it is early in the fiscal year. Mr. Berger stated there has been increased activity at the Farmers' Market, which is expected this time of year.

Mr. Hopkins asked if Southern Stone has provided reports regarding events held in the downtown.

Mr. Berger stated the reports are due within 90 days of the date of the event and no events were held during the summer. Mr. Berger stated the most recent event was the Boo Bash and he will share that report with the Board when it is received.

5. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the report which was included as part of the packet. Mr. Gold also provided a handout to the Board which included a recent merchant survey. Mr. Gold stated he has attempted to contact InFocus so additional updates can be made to the website but has been unable to contact them. Mr. Gold stated his staff would like to have access to the Live, Work, Play website which InFocus was to be creating but does not have access.

Mr. Jagger stated the InFocus contract provides for hosting and two hours of maintenance and updates to the website per month. Mr. Jagger stated he and Mr. Berger will meet and discuss the contract and arrange to stop paying InFocus if the City is not receiving service.

Mr. Hopkins stated when the agreement was entered into with Gold & Associates, he felt that it would be critical for Gold & Associates to have control of the website.

Mr. Gold stated updates are being done but his staff is unable to change the interface. Mr. Gold stated if his staff is unable to obtain the access, a new site will be built.

Mr. Berger stated he will provide a report to the DDA at the next meeting regarding the status of the InFocus contract.

Mr. Gold reviewed the most recent merchant survey with the Board and stated he will continue to send out the e-blasts. Mr. Gold stated he is also working with the Farmers' Market manager to compile a hand-out survey to be distributed at the Market. Mr. Gold stated the merchants have indicated they need help with marketing and marketing tips will be included in the e-blasts. Mr. Gold stated the survey indicates the Halifax Art Festival and the Wine Walk are the most popular events.

Ms. Cook stated it would be interesting to see what the amount was that the merchants spent on advertising for their individual businesses. Ms. Cook stated co-op advertising was essential to her business and that was something that should be explained to the merchants.

Mr. Gold stated the kiosks were being updated for upcoming events and he would like to have pictures of the businesses to post on the website.

Mr. Gold stated the Strategic Marketing Plan would be presented in January.

Mr. Gold stated the activities of Gold & Associates were on track and were currently under budget.

Mr. Hopkins asked how much response had been received from business services and were they being brought into the fold.

Mr. Gold stated if they were part of the data base, they were getting the same information as everyone else. Mr. Gold stated perhaps business services should be separated from the restaurant group and he would work with Mr. Berger to see how that data base could be separated for downtown businesses, such as attorneys and other service providers.

Mr. Sznajstajler stated he did not know who at Cobb & Cole received the e-blasts but perhaps the email list needed to be updated to include additional contacts.

6. DDA Staff Comments

- a. **Redevelopment Director**
- b. **Farmers' Market Manager**

James Chisholm, City Manager, stepped into the meeting.

Mr. Berger stated the Holiday wreaths were up and the kiosks were being updated. Mr. Berger stated poinsettias had been placed in the planters in the downtown. Mr. Berger stated he had been working with Public Works to place camera monitoring on the waste enclosures. Mr. Berger stated responses had been received to the RFP regarding the Riverfront Park area which would have an impact on the licensing areas for the DDA.

Mr. Sznajstajler asked if there would be a shift in locations for DDA events.

Mr. Chisholm stated Riverfront Park would be accessible to everyone during normal hours. Mr. Chisholm stated the City had worked closely with the Brown family who had set up a foundation that would be in charge of the park area. Mr. Chisholm stated there would be a lot of garden areas in the park but the Browns wanted to have events in the park, even though some of the locations may change. Mr. Chisholm stated the park would be an asset and would draw people to the downtown area. Mr. Chisholm stated there were a number of new projects in the downtown area that would benefit the DDA and 300 to 400 new residential units were planned for the downtown area. Mr. Chisholm stated staff would talk with the DDA as plans developed and discuss how the construction of the projects would impact the downtown businesses.

Ms. Cook asked when the plans would be presented for the street project.

Mr. Chisholm stated the plans were about 90% complete and construction would start in 2019 and the money had been appropriated. Mr. Chisholm stated the street project and the Riverfront Park project would be under construction at the same time. Mr. Chisholm stated water and wastewater would be extended to City Island so they were in place for future projects. Mr. Chisholm stated Consolidated Tomoka was planning two major parking lot areas as part of their project which would bring in additional retail opportunities.

Ms. Kozinski stated she felt with the new park planned for the downtown, the City needed to make improvements in other areas.

7. Public Comments

Mr. Berger stated the next DDA meeting would be held on December 18, 2018.

Mr. Berger stated the appointment for the DDA was on the agenda for next week's City Commission meeting.

Mr. Chisholm stated staff was going through the process of establishing the Ordinance regarding panhandling. Mr. Chisholm stated public input was needed on how the issue impacts the community and the DDA Board members were encouraged to provide comments. Mr. Chisholm stated Commission meetings would be held on December 12, 2018 and January 9, 2019 to discuss the issue.

Officer J. T. Thomas stated all of the City's major intersections would be covered by the proposed ordinance.

8. **Board Comments**

Ms. Cook asked if the Commission appointment to the DDA would be made from our zone. Ms. Cook stated Quanita May who was recently elected to the City Commission had served on the Downtown Redevelopment Board and asked when an appointment would be made for her position.

Mr. Chisholm stated the appointments have periodically been made from different zones.

Mr. Berger stated January 19, 2019 would be the next opportunity for the City Commission to consider Board appointments.

Ms. Cook asked about the murals that had been placed in the downtown and stated they were increasing in size. Ms. Cook stated it was very colorful and bright but others had been asked to remove murals that were not permitted.

Mr. Berger stated there was an approval process that was in place for review by the Downtown Redevelopment Board. Mr. Berger stated it was a simple fix if presented to the Board.

Ms. Cook expressed concern about the safety of the people in the alley way going in and out of the day care center.

Mr. Berger stated he would speak with the owner of the building about the safety concern.

9. **Adjournment**

There being no further business, the meeting was adjourned at 9:45 a.m.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary