

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, December 18, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, December 18, 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  
Ms. Quanita May, Commissioner  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy 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.

Mr. Sznajstajler welcomed new Board member, Quanita May.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – November 27, 2018**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of November 27, 2018, as presented. The motion carried unanimously (5-0).

4. **DDA Monthly Financial Report**

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated there is not much change in the budget from last month since the Board is meeting earlier than usual. Mr. Berger stated next month's financial report should reflect payment activity. Mr. Berger stated the revenue is still down at the Farmers' Market, due in part to the recent bad weather.

Ms. May asked how people are being made aware of the Market.

Mr. Berger stated staff is reaching out to the snow birds through advertising. Mr. Berger stated Melanie John is the Market Manager and he will ask her for a report on vendor numbers and her outreach in the community that can be presented at the January meeting.

Ms. May asked what could be done to accept EBT at the Farmers' Market.

Mr. Berger stated Mr. Hopkins has offered to work with Ms. John to set up the EBT program.

Mr. Hopkins stated he did some research on grant funding for this year but the grant funding had already been allocated. Mr. Hopkins stated an application cannot be submitted again until 2019.

Ms. May stated the University of Florida set up a program in DeLand for EBT and it has been successful.

Mr. Hopkins stated he has talked with the representatives who operate the DeLand program and they have shared information with him.

Ms. Cook stated she would like to receive the report the Board previously received regarding the number of vendors in attendance each month.

Mr. Berger stated he would provide the report to the Board.

5. **Gold & Associates Presentation**

Mr. Berger stated based on the reports received from Keith Gold, there continues to be an increase in the number of visitors to the website.

Mr. Berger stated the kiosks are being updated with new directories.

Mr. Berger stated he has not been able to contact InFocus and, as a result, Gold & Associates cannot update the website.

Mr. Berger stated Mr. Gold has suggested having a workshop to discuss the tactical plan.

The Board agreed to extend the meeting in January to include a discussion with Gold & Associates.

Ms. Kozinski asked what can be done to terminate the InFocus contract.

Mr. Gross stated he will talk with Mr. Jagger and let him know it is the Board's desire to terminate the contract.

Mr. Hopkins stated it would be his choice to give direction to Gold & Associates to have them re-do what was done by InFocus so Gold & Associates will have access to the website.

Mr. Berger stated he will ask Gold & Associates to do that as part of their existing contract.

Mr. Gross stated he will have to research who has property rights to the domain name.

6. **DDA Staff Comments**

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

Mr. Berger introduced Swayne Parsons and Lydia Frost of Southern Stone Communications.

Mr. Parsons stated Frank DeMarchi is no longer with Southern Stone and Mr. Parsons now fills that position. Mr. Parsons reviewed the schedule of events for 2019.

Mr. Sznajstajler reviewed the contract with Southern Stone and stated Southern Stone is to provide a report to the DDA within 90 days of an event of the income and expenses for events.

Ms. May expressed concern that Art Attack will only be along Beach Street and noted her business is on Magnolia.

Mr. Parsons stated other businesses along Magnolia have participated in the Art Attack event so it does not have to be limited to Beach Street. Mr. Parsons stated businesses along International Speedway have participated and other adjacent businesses have set up pop-up tents along Beach Street. Mr. Parsons stated it is part of the Southern Stone

contract to help any business that would like to participate by providing them with a tent and chairs so they can be part of the event.

Mr. Parsons stated he will be reaching out to the coordinators of the Halifax Art Festival to see if they will participate in the Art Attack which will bring in more artists. Mr. Parsons stated he met with the Art Guild on Palmetto and they are willing to help with the event.

Ms. Cook asked if Mr. Parsons has talked with Scott Green at the News Journal Center to see if they are willing to participate.

Mr. Parsons stated he has talked with them and they want to participate and he will have a follow up meeting with them.

Ms. Cook stated there has been an issue in not receiving the financial statistics for events in the past.

Mr. Sznajstajler stated the Board previously discussed that Southern Stone would issue checks to businesses for reimbursement of their expenses and some businesses chose not to cash the checks in order to increase the income for the events. Mr. Sznajstajler stated Mr. DeMarchi stated he was unable to determine what businesses did not cash their checks.

Lydia Frost stated she would like to change the 90 day process as was previously proposed to a 30 day process for providing financial and attendance information to the DDA. Ms. Frost stated she does not feel a check should be sent to a merchant who does not intend to cash it and perhaps that is something that can be worked out with the merchant prior to an event.

Ms. Kozinski stated it has been an issue that credit or debit cards are not accepted at events.

Ms. Frost stated that is an issue that is being looked into.

Mr. Berger stated a number of merchants feel they are notified of events at the last minute. Mr. Berger asked what can be done to include merchants earlier in the process. Mr. Berger stated this is an area where he would like to see improvement. Mr. Berger suggested that Southern Stone speak with merchants during the event planned for January about future events and how Southern Stone can assist merchants to make the events successful.

Ms. Kozinski stated during the last event, posters were received by merchants the week before the event.

Ms. Frost asked when the DDA would like the merchants to receive the posters.

Ms. Kozinski stated she would like to receive them three to four weeks in advance.

Ms. Frost stated she did not think that would be a problem.

Mr. Sznajstajler asked that Board members email Mr. Berger with any concerns they may have regarding event planning and those comments can be provided to Southern Stone.

Mr. Gross stated there are specific deadlines outlined in the Southern Stone contract regarding print materials and radio advertising.

Mr. Berger stated he has talked with Mr. Parsons about renaming the Grits and Glory event to something such as Southern Cooking.

**7. Public Comments**

There were no public comments.

**8. Board Comments**

Ms. Kozinski stated the DDA set aside \$15,000 for downtown security; and she would like to work with Officer J. T. Thomas regarding downtown security. Ms. Kozinski stated she is working to find a partner and feels an ambassador program is needed.

Ms. May asked what project Ms. White had worked on when she served on the DDA.

Mr. Sznajstajler stated Ms. White was instrumental in coordinating the Gold & Associates contract and was also able to work the DDA's concerns through City staff.

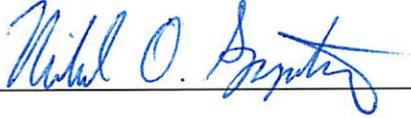
Mr. Sznajstajler stated when he was appointed to the DDA, he had a meeting with Mr. Jeffries and Mr. Jagger and it was very helpful for him in learning the DDA functions and responsibilities.

Ms. Cook asked if the subject of block captains could be discussed at the January meeting. Ms. Cook said she has concerns about the dumpsters and damaged signs that have not been repaired. Ms. Cook stated security cameras are needed in the area.

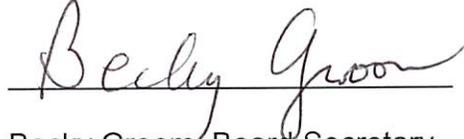
Mr. Berger stated he is working with IT on the camera installation.

9. **Adjournment**

There being no further business, the meeting was adjourned at 9:25 a.m.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary