

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, October 2, 2019**

The meeting of the Downtown Development Authority was held Tuesday, October 2, 2019, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Ms. Sheryl Cook, Vice Chair  
Ms. Quanita May, Commissioner  
Mr. Joseph Hopkins

**Board Members Absent**

Mr. Michael Sznajstajler, Chair  
Ms. Tammy Kozinski

**Staff Members Present**

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**

Ms. Cook called the meeting to order at 4:05 p.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – July 18, 2019**

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the minutes of the Special Meeting of August 18, 2019, as presented. The motion carried (3-0).

Ms. May asked that Allan Brewer be permitted to speak to the Board at this time.

Allan Brewer, 250 S. Beach Street, Daytona Beach, Florida spoke regarding special events. Mr. Brewer stated his business has been in the downtown for a long time and over the years, he has looked at the special events that are held. Mr. Brewer stated he could fix downtown Daytona's issues in a matter of days and it would be easy. Mr. Brewer stated he has proven himself in the past by doing the Art of the Automobile events which drew tens of thousands of people. Mr. Brewer stated the event was a draw of upscale people from Central Florida. Mr. Brewer stated the shows cannot be done downtown as they have been done in the past since there is now a competition of events held at One Daytona. Mr. Brewer stated the art show planned by One Daytona will have large prizes and will destroy the Halifax Art Show which is held in the downtown. Mr. Brewer stated a monumental art program should be held in Riverfront Park which would start with 15 monumental art pieces. Mr. Brewer stated all that would be needed from the city would be \$20,000 to build the platforms and to have the art pieces lit at night. Mr. Brewer stated having the pieces lit at night will slow up traffic along Beach Street and will culturally advance the area. Mr. Brewer stated people will stop to look at the art and then go to the restaurants for lunch or dinner. Mr. Brewer stated an Art Park will be a marketing bonanza for the city. Mr. Brewer stated an event should be held each month in the downtown. Mr. Brewer stated events could be planned around the Art Park, such as jazz weekend, dog days, children's day, athletic day, and Art of the Automobile. Mr. Brewer stated that way there would be 12 planned events each year. Mr. Brewer stated he would establish a board and set up the events gratis and the events could be started within six months. Mr. Brewer stated this would be an opportunity for the downtown merchants and it is not fair to the merchants to not have events on a regular basis.

Ms. May provided a copy of the lease for Riverfront Park to Mr. Brewer so he would be aware of any restrictions on the park use.

#### **4. DDA Staff Report**

##### **a. Event Update**

Mr. Berger stated the agreement with Bullseye Direct Marketing for Downtown Daytona Nights is included in the packet.

Mr. Jagger stated the permitting fees are covered as a DDA expense on Page 2, Section 4, for a total of \$5,200 including expenses. Mr. Jagger stated an agreement for the remainder of the events has been drafted and provided to Bullseye Direct Marketing and will be presented to the DDA at their next meeting.

Mr. Berger stated the issue of alcohol sales is being looked at by staff to determine if there will be any funds given back to the DDA.

Mr. Berger stated what is being considered is the city supplying the alcohol and city staff will conduct the sales.

Ms. May asked if a percentage of sales that will be returned to the DDA has been determined.

Mr. Jagger stated the sale of alcohol is not a part of the proposed contract and that could possibly be addressed in the contract for the remainder of the events.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the proposed contract with BullsEye Direct Marketing for the Downtown Daytona Nights event to be held on October 25, 2019, in accordance with the draft agreement as presented. The motion carried (3-0).

Mr. Berger presented the schedule of events for the remainder of the year.

Al Smith, BullsEye Direct Marketing, stated he is working on securing sponsorships for the events.

Mr. Berger stated he has a draft agreement that will be provided to the Board for the events and the final document will be presented to the DDA at their October meeting.

Mr. Smith stated he has been contacted by the Yacht Club for his involvement in the boat parade on December 7. Mr. Smith stated he is willing to be involved and the alcohol sales will come into play for that event.

Mr. Berger stated the DDA will be marketing the boat parade through Gold & Associates, as are other events whether they are DDA sponsored or not.

Mr. Hopkins stated he feels the DDA needs to give Ms. May direction on the percentage of alcohol sales the DDA would like to receive from events held in the downtown. Mr. Hopkins stated he previously suggested the DDA receive 20% of the alcohol sales.

Ms. May stated she agreed with 20%.

Ms. Cook asked if the alcohol sales would be part of the agreement that will be proposed for the remainder of the BullsEye Direct Marketing events.

Mr. Jagger stated the agreement will have to be coordinated with Mr. Smith as to how the revenue will be shared. Mr. Jagger stated an amended license agreement for cost sharing with the city would also have to be approved.

Ms. May stated her preference would be for the DDA to determine the percentage and the city transfer those funds to the DDA after an event.

Mr. Jagger stated if that is how it is handled, then BullsEye would not receive anything from alcohol sales.

Mr. Smith stated when an event is held and the street is closed, the promoter starts with a \$3,000 deficit since that is the cost to close the street. Mr. Smith stated he would like to see the money collected from the alcohol sales used to offset that fee. Mr. Smith stated the money transferred to the DDA should be used for marketing.

Mr. Jagger stated the DDA could pay the permitting cost and then there would be a separate agreement with the city for the alcohol sales and those funds would be deposited into the General Fund for however the DDA would like to use them. Mr. Jagger stated if that is how it is handled, then BullsEye Direct Marketing would not receive a share of the alcohol sales revenue.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. May, to authorize Ms. May to negotiate with the City Manager on behalf of the DDA for a shared profit agreement of alcohol sales for events held in the downtown at 25% on net profit. The motion carried (3-0).

b. **Monthly Financial Report**

Mr. Berger stated the Monthly Financial Report was included as part of the packet and stated the year end summary will be provided at the next meeting.

c. **Budget**

Mr. Berger stated the public hearing on the budget is this evening.

d. **Farmers Market Update**

Mr. Berger stated the SNAP program is operational.

Ms. May requested a PDF of the information on SNAP to provide to the Volusia County Health Department, DCF, and the Housing Authority. Ms. May stated she accompanied representatives of the Daytona Times to the Farmers Market and introduced them to the vendors.

Mr. Berger stated Charles Bryant was able to arrange for some students from Embry-Riddle to assist at the Farmers Market. Mr. Berger stated the musician is working out well.

Mr. Berger stated the Market at Magnolia is moving along and there has been great cooperation from the City Manager's Office. Mr. Berger stated Public Works is doing landscaping on Magnolia and the plans are to move the market after the first of the year.

e. **Downtown Projects Update**

Mr. Berger stated the day docks are in place but are hidden behind the growth but they are visible from the Sweetheart Trail.

f. **Public Safety Update**

Off. J. T. Thomas stated the park rules should be posted somewhere near the day docks since the park is closed at a specific time. Off. Thomas stated the area was overgrown with Brazilian Pepper trees and Volusia County was asked to remove the growth from their retention ponds, which has been done and it looks good. Off. Thomas stated the city needs to remove the pepper trees from the back side of their retention pond which would allow officers to see people that are in the area and would also make the day docks more visible.

Mr. Berger stated the area has been discussed with Public Works.

Ms. May stated she would try to find out more information on the removal of the pepper trees from that area.

Mr. Hopkins stated there was a dredging component for access to the docks but he never saw the area dredged.

Off. Thomas stated Sgt. Diaz retired.

Mr. Hopkins stated he needs to talk to someone about things that are happening at Marina Point.

Mr. Jagger left the meeting at 5:05 p.m.

**5. Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the monthly report on the activities of Gold & Associates. Mr. Gold reviewed the highlights of this past year, including the creation of the new website. Mr. Gold stated the SNAP program is operational and an ad has been prepared to help promote SNAP use. Mr. Gold stated during the last year, social media participation has increased and a new Strategic Marketing Plan was developed. Mr. Gold stated surveys have revealed that the greatest strength in the downtown is the historic riverfront location and parking and the homeless are the biggest issues facing the merchants. Mr. Gold stated a new brochure was created this year that is in all of the hotel racks.

Ms. Cook asked how often the brochure will be updated.

Mr. Gold stated at least every six months and maybe every quarter.

Mr. Gold stated a survey has been distributed to look at refreshing the brand. Mr. Gold stated the results of that survey will be provided to the DDA at the next meeting. Mr. Gold stated marketing of the new location for the Farmers Market will have to be done along with a new brand for the new market. Mr. Gold stated additional advertising will be needed for the revitalization of the downtown project.

Mr. Berger stated there are new staff members in the City Manager's office that help with promoting and providing information regarding the city. Mr. Berger stated they will coordinate with Gold & Associates on posting information to the city's website.

Mr. Gold stated he now receives information from the city every week, which is more frequently than before, and Mr. Gold stated he updates the

website with information almost every day. Mr. Gold stated there seems to be a better spirit of cooperation with the city.

Ms. Cook stated she thought Susan Cerbone or someone from her staff was going to be attending the meeting today regarding social media.

Mr. Berger stated he expected someone to attend today but will invite someone for the next meeting.

**6. Public Comments**

There were no public comments.

**7. Board Comments**

Ms. May asked relating to BullsEye Direct Marketing's events, is a separate permit needed for food trucks.

Mr. Smith stated food trucks are allowed with a permit in the city and the trucks must be inspected by the Fire Inspector.

Ms. May stated she would like to know who is responsible for obtaining the food truck permits.

Mr. Smith stated when he secures a special event permit, part of the application that must be determined is how many food vendors will be on site, the size of the tents, etc. but there aren't limitations in terms of trucks.

Mr. Berger stated it is the responsibility of the promoter to identify the food trucks but he will clarify the process.

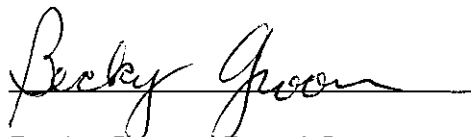
Mr. Hopkins thanked Mr. Gold for his presentation on the progress made during the last year.

**8. Adjournment**

There being no further business, the meeting was adjourned.



Sheryl A. Cook, Vice Chair



Becky Groom, Board Secretary