

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, April 22, 2021**

The meeting of the Downtown Development Authority was held Thursday, April 22, 2021 at 8:00 a.m. in the Commission Chambers, 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
Ms. Quanita May, Commissioner (arrived at 8:15 a.m.)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting – March 25, 2021

Ms. Cook stated the last sentence on Page 2 regarding the budget discussion should read that the budget will be presented to the DDA in May, not March.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of March 25, 2021 as corrected. The motion carried (4-0).

4. **Public Comments by Persons Addressing the Board**

Procedures for persons wishing to address the Board during the meeting were included as part of the agenda.

5. **DDA Staff Reports**

a. Public Safety Update

There was no representative from the Police Department in attendance.

Mr. Hopkins stated he would like to commend Capt. Trisha Loomis. Mr. Hopkins stated in January, an issue was brought to Capt. Loomis' attention during the DDA meeting regarding a lady occupying the Votran bus shelter on S. Beach. Mr. Hopkins stated Capt. Loomis took immediate action and the problem has disappeared.

Ms. Kozinski stated during the last two events held in the downtown, there has been a problem with scooters and bicycles on the sidewalks. Ms. Kozinski stated maybe appropriate signage would help to indicate the sidewalks are for pedestrian use only.

Mr. Berger stated he has discussed placing signage in the area with Public Works and asked that they coordinate the signage placement with the Police Department.

Ms. May arrived for the meeting at 8:15 a.m.

Mr. Jagger stated the issue of the scooters was discussed at the April 21, 2021 City Commission meeting. Mr. Jagger stated there were similar complaints from the beachside area along A1A. Mr. Jagger stated the direction from the City Commission is to present an ordinance for their consideration with some sort of global prohibition.

Ms. May asked that we be clear on what was stated at the City Commission meeting. Ms. May asked if the wording was global prohibition or did they actually say outlaw.

Mr. Jagger stated it will have to be presented to the City Commission for final approval but what was discussed was a general prohibition in the tourist areas and that has not been defined as yet. Mr. Jagger stated staff will have to work through the drafting stage of the ordinance to clarify what that might include.

Ms. May stated there is sometimes a habit of saying one thing and by the time the ruling is made, it is completely open and changed. Ms. May stated

she would like to make sure we stay true to what was actually requested which was a city-wide outlaw.

Mr. Jagger stated he believed both terms were used and it will be presented to the City Commission for their action. Mr. Jagger stated he will take his initial direction from the City Manager since there was no vote at the City Commission meeting but will take any direction provided by the City Commission.

Ms. Cook stated Fritz checks in at her business any time he is in the downtown and he has been working in moving people from the parks. Ms. Cook stated one area that needs to be addressed is the downtown Post Office, noting there are people there even though there is no trespassing signage in place.

b. Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated about all of the funds in the Advertising Budget have been spent.

c. Beach Street Occupancy Report

Mr. Berger stated the City Manager asked that an update be provided on vacancies, and that report is included in the packet. Mr. Berger stated most of the vacancies are in the north block, north of International Speedway Blvd.

Ms. May asked if attempts are being made to fill the vacancies between International Speedway Blvd. and Bay Street.

Mr. Berger stated attempts are being made to rent them. Mr. Berger stated potential tenants view the properties but the properties are not improved and the tenants are expected to make improvements.

Ms. May asked if grants can be used for the improvements.

Mr. Berger stated yes and grant funds have been used for improvements in the downtown.

Ms. May stated she asked the Hispanic Chamber of Commerce if they would be interested in doing a tour in the downtown since they may be interested in promoting some of our areas. Ms. May stated she will provide representatives of the Hispanic Chamber the map showing the vacant properties and asked Mr. Berger for copies of grant information that she can provide them as well.

d. Events Update

Mr. Berger stated a City sponsorship contribution was made for the St. Patrick's Day event and that sponsorship was paid to BullsEye Direct Marketing. Mr. Berger stated the funds originally planned to be provided to BullsEye from DDA funding has been used to offset expenses through a journal entry in the city's finances.

i. Beer & Bacon Follow-up

Mr. Berger stated payments are due to Bullseye for the Beer & Bacon event as well as the Wine & Cheese Walk. Mr. Berger stated payments will be made once all of the documentation has been received from Bullseye.

Al Smith, BullsEye Direct Marketing, stated the Wine & Cheese Walk was held and 483 people attended. Mr. Smith stated 16 merchants participated which is an all-time high. Mr. Smith stated there is interaction between the merchants and participants which indicates people want to support small businesses. Mr. Smith stated there is a large number of participants from the residents of Margaritaville. Mr. Smith stated Ocean Dance Studio on Beach Street had a huge turnout as well as Angel's Dog Grooming on Bay Street. Mr. Smith stated Cinco de Mayo will take place on May 5 and the Brews and Burger event will be held on May 22. Mr. Smith stated he has reached a sponsorship agreement with S.R. Perrott which will include a non-profit. Mr. Smith stated three food truck events will be held over the summer.

Ms. May asked if there will be music at the food truck events and stated the individual who plays at the Farmers' Market on Saturday is very good and not expensive.

Mr. Smith stated there will be music but not a band.

Ms. May stated there is a bus available for the residents of Margaritaville to bring people to the downtown and asked that events be coordinated with them. Ms. May stated Margaritaville residents also have a pool on the beachside.

Mr. Berger stated there is a band at Margaritaville that is made up from the residents there.

Ms. May asked Mr. Smith if the Hispanic Chamber is attending the event on May 5 and asked if Mr. Smith has connected with them. Ms. May stated the Hispanic Chamber will be holding an event on May 28 at One Daytona.

Mr. Smith stated he left a message for the Hispanic Chamber but has not heard back from them.

ii. Event Agreement Amendment

Mr. Berger stated the proposed agreement includes the Burger & Brews event as well as the three food truck events planned during the summer.

Mr. Jagger stated the draft agreement was approved at the last meeting so the agreement just needs execution.

e. Farmers' Market Update

Mr. Berger stated the monthly report is included as part of the packet. Mr. Berger stated it rained during most of the month of April and there was only one good weekend. Mr. Berger stated the Market did not stay open until after 10:00 a.m. and we are losing vendors. Mr. Berger stated it is difficult to maintain the Market if customers show up and the Market is closed. Mr. Berger stated the preacher has not been at the Market recently. Mr. Berger stated the numbers are low and the Market Manager has been asked to try to get new vendors. Mr. Berger stated he is also asking the Market Manager to work some events so there are opportunities to attract people to the Market.

Ms. Kozinski asked if he is thinking of events, such as Pictures with Santa, being available during other events.

Mr. Berger stated he would like to have opportunities that will not cost additional funding. Mr. Berger stated there were discussions about holding a health event and other events that would highlight the SNAP program.

Ms. Cook stated she likes the reports she receives from the Market Manager. Ms. Cook asked if there is additional information on the farm or vending machines.

Mr. Berger stated he does not think there will be a move to vending machines but he is still pursuing the farm. Mr. Berger stated he will be visiting other markets in the area and noted One Daytona has their Market only once a month now.

Ms. Cook suggested passing out a carnation to patrons of the Market for Mother's Day.

Ms. Kozinski stated we should take advantage of Father's Day in June as well.

f. Downtown Projects Update

Mr. Berger stated the trail has been completed south of Beach Street.

Mr. Berger stated a Downtown Redevelopment Board Meeting was held in April, noting the Board has not met in almost a year, and there is an almost completely new Board.

Ms. Cook stated she is the representative from the DDA to the Downtown Redevelopment Board and Cathy Washington is the representative from the Planning Board but all of the members but one are new appointees. Ms. Cook stated it was nice to have a meeting and hopes the new Board members did not get discouraged from a lack of meetings.

Mr. Berger stated there may be some projects being developed that will be presented to the Downtown Redevelopment Board.

Mr. Sznajstajler stated he met with some members of the Brown Foundation regarding the esplanade. Mr. Sznajstajler stated the meeting was coordinated by Kelly White and the purpose was to determine how the DDA could get news and information out about the park. Mr. Sznajstajler stated he wanted to let the Foundation know the DDA is a resource.

Ms. Kozinski stated the seawall is done and the docks are being installed.

6. Gold & Associates Presentation

a. Monthly Presentation

Mr. Gold presented the monthly report which was included as part of the packet. Mr. Gold stated the calendar of events is continually updated. Mr. Gold stated ads are targeted to Margaritaville and sometimes to the Villages. Mr. Gold stated he is working to update the list of merchants for the next rack brochure. Mr. Gold stated the new kiosks will go up next week. Mr. Gold stated two or three e-blasts are sent out for marketing purposes before each event. Mr. Gold stated he is trying to set up a meeting in order to strengthen the relationship with Margaritaville residents. Mr. Gold stated he visited Worldwide Occuonics and they are trying to set up locations as a hub and East Palatka is the newest location. Mr. Gold stated he is currently under budget and would like to use available funds for marketing for special events.

Ms. Cook stated she talked with Freddie Smith who is the membership director of the Halifax Yacht Club. Ms. Cook stated Ms. Smith asked if they could be included in the city's marketing brochure since they have so many

people that dock at the marina that would like to know what is happening downtown.

Mr. Gold stated he will send a dedicated e-blast to them.

7. **Public Comments**

There were no public comments.

8. **Board Comments**

Ms. Kozinski stated some of the lights on the palm trees along Beach Street are not working.

Ms. Kozinski stated there is a blind spot when vehicles are leaving the parking lot on Wall Street and asked if a mirror could be placed at the end of the alley.

Mr. Berger stated he will address those concerns with Public Works.

Ms. May stated she has received emails regarding the trash in the back parking lot. Ms. May stated there is also an issue with oil that is being placed in the trash bin.

Mr. Berger stated Waste Pro and the Public Works staff will be working to get compliance, noting the oil bins are in the back of the dumpsters. Mr. Berger stated he would prefer that the oil bins be placed inside the restaurants.

9. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary