

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, May 27, 2021**

The meeting of the Downtown Development Authority was held Thursday, May 27, 2021 at 8:00 a.m. in Conference Room 149-B, Daytona Beach City Hall, 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

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Capt. Trisha Loomis, 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**

**Regular Meeting – April 22, 2021**

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of April 22, 2021 as presented. The motion carried (5-0).

**4. DDA Staff Report**

a. Public Safety Update

Capt. Trisha Loomis stated there has been a realignment in the Department and Capt. Scott Lee is over Code Enforcement and Capt Loomis is over the patrol officers. Capt. Loomis stated the Beach Street function is now a patrol function, not a Code Enforcement function. Capt. Loomis stated the officers will be operating on bicycles. Capt. Loomis stated the Department has implemented Two Wheel Tuesday so a lot of the command staff will be throughout the city on bicycles. Capt. Loomis stated there are a number of events planned for the summer months, including the truck event planned for June which is a large event.

Commissioner May asked if there are chronic offenders in Code.

Capt. Loomis stated she does not know about Code Enforcement but there is a constant turnaround in dealing with the homeless. Capt. Loomis stated the department is working with the State Attorney to address habitual offenders.

b. Monthly Financial Report

Mr. Berger stated Volusia County has advised that an error was made in their reporting regarding the revenue from taxes. Mr. Berger stated the report showed a taxable value that was incorrect. Mr. Berger stated the new figure from Volusia County is lower than what was expected and money will need to be returned to Volusia County. Mr. Berger stated staff will be meeting with Volusia County staff to address the issue and will report back to the DDA on the outcome.

Mr. Berger stated there is still concern about the Farmers' Market and the need for additional vendors.

Mr. Berger stated the city has agreed to be a sponsor on a number of the downtown events which has helped greatly.

c. Prelim FY2022 Budget Recommendations

Mr. Berger presented the preliminary budget. Mr. Berger stated the proposed numbers may change based on the outcome of the discussions with Volusia County. Mr. Berger stated the Gold & Associates contract expires in September so the DDA will have to discuss the contract renewal. Mr. Berger stated the same revenue is projected for the Farmers' Market but he is optimistic that the Market will return. Mr. Berger stated he continues to receive a lot

of positive feedback from the merchants regarding the events being held in the downtown.

d. Events Update

Al Smith, Bullseye Direct Marketing, stated the truck event is planned for June 11 which is the date that was planned for the first food truck rally. Mr. Smith stated he is faced with cancelling the event. Mr. Smith stated he would like to hold the food truck event once a month since a lot of money is not required for advertising. Mr. Smith stated people are aware of the food truck events through social media. Mr. Smith stated as it stands, there are no planned events through September and he would like to hold a food truck rally on September 17.

Mr. Smith distributed a report regarding the Cinco de Mayo and the Brews and Burger events. Mr. Smith stated Tia Cora's stated they had the biggest day they have had since they have been in business. Mr. Smith stated SR Perrot was the sponsor and is interested in continuing to be involved in future events.

Ms. May stated she feels there should be a dance floor in place for people from the dance studios.

Mr. Smith stated the dance floor could be placed closer to Palmetto.

Mr. Hopkins stated he was concerned that some attendees at the Cinco de Mayo event were discouraged and had to move to another location due to the long line at Tia Cora's. Mr. Hopkins noted the same thing happened at the St. Patrick's Day event. Mr. Hopkins stated if attendees are discouraged, that concerns him.

Mr. Smith stated there was a long line at Tia Cora's and he has talked with them about adding an outside servicing station. Mr. Smith stated during the St. Patrick's Day event, a planned partner closed the week before the event.

Mr. Smith stated the Brews & Burgers event was held on May 22 with 231 attendees. Mr. Smith noted the burgers are difficult for some merchants to handle. Mr. Smith stated he is looking to realign the event possibly with chili instead of burgers.

Mr. Smith stated 6 events have been held in under 15 weeks and 3 events were new. Mr. Smith stated he is very proud of what is being

done. Mr. Smith stated he is pleased with the support from the City, the DDA, and Mr. Berger.

e. Farmers' Market Update

Mr. Berger stated the Manager's report is included as part of the packet. Mr. Berger stated the Mother's Day event was less successful than planned. Mr. Berger stated flowers were handed out and free pictures were taken.

Mr. Berger stated he would like to focus on seasonal offerings, such as items that the farmers may have in abundance at the time.

Mr. Berger distributed an update to the Farmers' Market Rules.

Mr. Jagger stated he met with Jim Morris, Deputy City Manager, Capt. Scott Lee of the Police Department and Mr. Berger regarding the Farmers' Market and the first amendment concerns regarding disruptive individuals. Mr. Jagger stated the Farmers' Market has moved from a baseball field and is now located on a public forum, such as streets and sidewalks, where people have the right to express themselves. Mr. Jagger stated the rules have been updated to make them content neutral. Mr. Jagger stated the speaker cannot disrupt the activity that is occurring. Mr. Jagger reviewed the proposed rules.

Ms. May asked if non-profit organizations are permitted at the Market.

Mr. Berger stated yes, as long as the organization is related to food and health.

Mr. Jagger stated the rules state the sidewalk areas outside the market are available for persons wishing to engage in Constitutionally protected free speech.

Mr. Jagger stated Capt. Lee advised him that the preacher was using amplified sound on a particular day and the police made a determination not to arrest him. Mr. Jagger stated there was a video of the incident and the offender was asked to turn down his audio, which he did. Mr. Jagger stated he agrees an arrest would not have been justified.

Mr. Jagger stated the rules will be posted at the Market, if adopted by the DDA.

Mr. Hopkins thanked the City Attorney and his staff for the work they did in revising the rules.

Mr. Sznajstajler suggested the rules be attached to the application for the Farmers' Market.

Ms. Kozinski stated her business is 500 feet from the Market and some of her customers have left her business because of the disruption by the amplified sound by the preacher. Ms. Kozinski stated there are two buildings between her business and the Market as well as a parking lot and the sound still carries to her business. Ms. Kozinski stated people sitting outside at the rear of her business leave because of the disruption.

Ms. May stated her client's are concerned about what they hear when they are walking to and from their cars.

Ms. Cook asked if other cameras will be installed to cover the market.

Mr. Berger stated yes. Mr. Berger stated the current poles will not support the electric connections so he is coordinating with the Police Department and IT to determine the best means of addressing this. Mr. Berger stated the source of funding for the poles will not be a DDA expense.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to adopt the rules for the Farmers' Market as presented by the City Attorney. The motion carried unanimously (5-0).

f. **Downtown Projects Update**

Mr. Berger provided a listing of commercial properties that are available in the downtown. Mr. Berger stated Jessop's will be listing their property for sale. Mr. Berger stated the directory of businesses is included as an attachment.

Ms. May asked why her business is not listed on the directory, noting she has been in business for 11 years in the downtown.

Keith Gold, Gold & Associates, stated all of the businesses are listed on the website. Mr. Gold stated the DDA decided that businesses will be limited that are listed on the directory and brochures to certain types of businesses, such as restaurants and attractions. Mr. Gold stated it would be difficult to list 200 to 300 people on a brochure.

Ms. May stated her business has been in the downtown since 2005 and has invested more money and provides more services than the studio that is listed. Ms. May stated the similar business that is listed does not provide the services she provides and does not have as much square footage in their studio.

Mr. Sznajstajler stated he wants to make sure the DDA is fair to everyone.

Mr. Berger stated Ms. May's business will be listed in the directory that goes in the kiosk. Mr. Berger stated the business was listed as soon as it was brought to Mr. Berger's attention.

Mr. Berger stated the way-finding signs are being put together for the parking lot. Mr. Berger stated there have been issues with the oil collection from the dumpsters and that still needs to be addressed.

Ms. Kozinski stated she is concerned about the large number of boxes that are left at the dumpsters.

Mr. Berger stated there was to be centralized pick up and that has not happened.

Ms. May stated she forwards complaints to Public Works and then to Code Enforcement and they have been very responsive.

Mr. Berger stated some of the pavers are being finished along Beach Street.

Mr. Berger stated the city has received a request for payment for management of Riverfront Park and the Park should be open early next year.

Mr. Berger stated the City Commission has received the plans for Phase 2 of the Beach Street project.

**5. 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 updated every day. Mr. Gold stated the merchant listing is updated as information is provided by the city. Mr. Gold stated the events that were held in May and June were marketed by Gold & Associates. Mr. Gold stated the new rack brochure will be distributed in June. Mr. Gold stated the e-blasts are sent out every week or two to merchants and customers. Mr. Gold stated surveys have been distributed and information will be gathered to develop strategies for the next fiscal year. Mr. Gold stated the survey findings will be presented at the next meeting. Mr. Gold stated he continues to promote the Farmers' Market and continues efforts to draw new vendors to the Market. Mr. Gold stated he is currently under budget.

Ms. May stated since there is more traffic on the website, is that being translated to a larger attendance at the Farmers Market.

Mr. Gold stated recently there have only been a couple of merchants at the Farmers' Market and it is difficult to draw people there. Mr. Gold stated the interest is high based on the visits to the website but more vendors are needed to draw people there.

Ms. May stated she would expect to see a conversion rate since the DDA is spending money on advertising. Ms. May stated she is concerned since there may be some budgetary constraints.

Mr. Berger stated Gold & Associates puts out press releases every week. Mr. Berger stated he is looking into the possibility of having Vegan food trucks there as well as having non-profits on site. Mr. Berger stated other events may be planned in order to draw people to the Market.

Mr. Sznajstajler stated the monthly report is included in the packet which is provided to the DDA the week before the meeting. Mr. Sznajstajler stated he would like Mr. Gold to take less time presenting the monthly report and talk more about implementation in specific areas.

Mr. Gold stated most of the advertising dollars are spent to promote specific events. Mr. Gold stated he will change the focus of his presentation each month per Mr. Sznajstajler's comments.

Mr. Sznajstajler and Ms. May left the meeting at this time. Ms. Cook assumed the role of Chair.

6. **Public Comments**

There were no public comments.

7. **Board Comments**

Ms. Cook introduced Fred and Amy Cleveland who just took over operations of the Kress Building.

Ms. Cook thanked Mr. Jagger for all of his work in preparing the information for the Farmers' Market discussion.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary