

**DOWNTOWN DEVELOPMENT AUTHORITY  
WORKSHOP MINUTES  
Thursday, July 8, 2021**

A workshop meeting of the Downtown Development Authority was held Thursday, July 8, 2021 at 3:30 p.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  
Ms. Becky Groom, Board Secretary  
Ms. Shelley Szafraniec, Communications Specialist

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 3:30 p.m.

**2. Roll Call**

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

**3. Staff Presentation**

**Overview of DDA Marketing & Events**

Mr. Berger stated the contract with Gold & Associates expires at the end of September 2021 and has two 1-year renewals. Mr. Berger stated the options are to continue the contract for one year as is; revise the contract and renew the contract for one year; or issue an RFP for marketing services, which would take 2 to 3 months. Mr. Berger stated Mr. Gold has provided information in order to discuss the return on investment; and a summary of their marketing services has been provided as well as information on their experience and project history.

Mr. Berger stated this is a workshop so there will be no public comment.

Mr. Berger presented the comparison and return on investment from Gold & Associates. Mr. Berger stated a summary is also included of services provided by Gold.

Mr. Berger provided a listing of proposed events for FY22 by BullsEye Direct Marketing. Mr. Berger stated the listing includes the addition of 5 wine walks and 10 food truck rallies. Mr. Berger stated many of the events listed are repeat events which have been very successful in the past. Mr. Berger stated the requested contribution for the events from the DDA is \$115,000, which the DDA cannot afford. Mr. Berger stated staff could try to get the fees reduced and contributions supplemented by others.

Mr. Berger stated the FY22 proposed budget is \$192,109. Mr. Berger stated the only paid staff included in the budget is the Farmers' Market Manager. Mr. Berger stated the budget reflects an increase of approximately \$40,000 due to the addition of the Brown & Brown building in the downtown.

Ms. Kozinski stated she talked with two restaurant owners about the proposed food truck events. Ms. Kozinski stated those individuals stated they are not opposed to the food trucks as long as they do not compete with the type of food that a restaurant in the downtown serves. Ms. Kozinski stated restaurant owners want to see events in the downtown because they bring people to the downtown. Ms. Kozinski stated business owners that are not open during the events, such as the dentist's office, feel their business receives exposure during events as well by people being in the area.

Mr. Hopkins stated he served on the DDA when the marketing firms were interviewed. Mr. Hopkins stated he is enamored by the progress that the DDA has made and that was the DDA objective. Mr. Hopkins stated he feels Mr. Gold has exceeded in meeting the expectations of his contract and there is not time to go out for an RFP.

Mr. Hopkins stated he feels the event schedule is aggressive, and noted that 7 food truck events with a contribution by the DDA of \$2,500 each would be a lot to cover. Mr. Hopkins stated he likes the idea of more events planned for the downtown but he is excited to continue to see the marketing strategy continuing with Gold and what Gold has brought to the table.

Ms. Cook stated she feels the DDA has gotten away from where we started. Ms. Cook stated 5 years ago when the marketing firms were interviewed, it was all about branding and that is not what we do anymore. Ms. Cook stated there is not consistency and many times the branding did not go with the events that were planned. Ms. Cook stated the list of events is aggressive and the request is a tremendous amount of money and she does not know where the funds would come from to do everything that is proposed without securing sponsorships.

Ms. May stated she was not on the DDA at the time the branding was discussed but she was a business owner in the downtown at the time. Ms. May stated she did not understand the change to Riverfront Shops but accepted it. Ms. May stated Mr. Gold met the goal of the branding phase but now we are in a whole new phase and should maybe establish some new goals. Ms. May stated the branding was successful and has worked, but now we are looking at sustaining it. Ms. May stated events are needed to draw people to the businesses in the downtown. Ms. May stated the goal should be to have an event every weekend. Ms. May stated she is concerned about the Farmers' Market. Ms. May stated the new City Manager is very open and optimistic about supporting events in the downtown.

Mr. Sznajstajler stated the brand of Riverfront Shops has been established and the new park is named the Riverfront Park. Mr. Sznajstajler stated he does not want to lose what the DDA has worked to do in terms of branding and feels the two service providers can help to continue what has been achieved. Mr. Sznajstajler stated he feels the Farmers Market is struggling and does not feel it is sustainable for the vendors. Mr. Sznajstajler stated he would like to see the DDA promote branding for the Farmers' Market like what was done for Riverfront Shops, which would be a good goal. Mr. Sznajstajler stated there is a lot of overlap with what is being done in promoting the Riverfront Shops and events since many people are drawn to the area through social media. Mr. Sznajstajler stated at the last meeting, Joe Yarbrough stated there will be events in the Riverfront Park as well; and it would be great if what the DDA does works hand in hand with the park but it will not be good if what both groups do will pull people away. Mr. Sznajstajler stated he feels we should take a conservative approach to the proposed events schedule. Mr. Sznajstajler stated the commitment to Gold is \$3,750 a month and he feels that is a deal for what the DDA receives from them and feels it is a good use of the DDA funds.

Mr. Hopkins stated the Farmers' Market has been a diminishing asset. Mr. Hopkins stated the DDA felt moving the Market to Magnolia would be the solution; but when he goes there, it is a disappointment. Mr. Hopkins stated the DDA has done everything it can to promote the Market but we

just can't draw people there. Mr. Hopkins stated the DDA is putting \$26,000 a year into the Market and he does not feel we are getting a return on the investment. Mr. Hopkins stated if people are drawn to events and are not attending the Farmers' Market, maybe we are spending money on the wrong item.

Ms. Cook stated times change and other Markets are struggling as well.

Ms. May stated she appreciates the recommendation to take the Farmers' Market funds and reallocate them to something else. Ms. May stated she feels too much money is being spent on online marketing. Ms. May stated having people read about us on line is not the same as being downtown. Ms. May stated if there was something from Gold such as presenting a coupon to a business, that would be a conversion to her since the person would print the coupon and then take it to the business; but she does not have that right now. Ms. May stated if their budget could be reduced and another event added, that would be great.

Ms. Kozinski stated the biggest complaint she hears about the Farmers' Market is that the vendors do not consistently show up.

Mr. Sznajstajler stated someone other than the DDA could offer resources for the Farmers' Market.

Ms. Kozinski stated the DDA tried to get support from other agencies, such as Halifax Hospital, but that was not successful.

Mr. Berger stated the biggest problem at the Market has been the preacher but there is now a legal solution which has helped. Mr. Berger stated Gold has helped in contacting organic farmers to help enhance the Market.

Ms. May asked if we have a dollar value where we will determine that the Market is no longer feasible and, if so, what is that dollar value.

Mr. Hopkins stated it is a dual effort to get customers and vendors together. Mr. Hopkins stated right now the Market is not appealing.

Mr. Sznajstajler stated the area is evolving and he sees no reason not to continue. Mr. Sznajstajler stated right now, there is a framework in place that is much bigger than we realize and there is no reason to doubt the statistics that are provided. Mr. Sznajstajler stated when an event is held, there is a central focus point for the downtown and that is a bigger data base than the other individual events have right now and he thinks it works pretty well. Mr. Sznajstajler stated there are 14,000 followers of Riverfront Shops on the Facebook page. Mr. Sznajstajler stated he owns

a business in the downtown and it is never mentioned on the Riverfront Shops page. Mr. Sznajstajler stated the Riverfront Shops page is not to do marketing for businesses that they should be doing themselves.

Ms. May stated she feels it is not marketing, it is an information site and asked if brand awareness takes this much money.

Mr. Sznajstajler stated the consensus is that the DDA wants to support events but the amount will have to be determined based on the marketing strategy.

Ms. Kozinski asked if Mr. Berger contacted Florida Festivals.

Mr. Berger stated he reviewed their web site and did not see any beneficial information noting only a few events were listed for East Central Florida and that he has not talked with staff there.

Ms. May stated she will provide Mr. Berger contact information for the former Executive Director of the organization.

Mr. Sznajstajler stated the Gold contract is \$45,000 per year and the budget for event promotions is \$50,000.

Mr. Hopkins stated he would like the Gold contract extended for one year and he would like to talk with Mr. Gold about any new strategies he may have.

Ms. Kozinski asked if Ms. May could talk with the City Manager about funding.

Ms. May stated if the Gold contract could be reduced, she would let the City Manager know that the DDA is willing to cut in funding to see how the City could assist with DDA funding.

Mr. Sznajstajler stated the DDA has built a brand and the question should be is this something we want to keep; and if we do, the easiest way is to renew the contract. Mr. Sznajstajler stated we have the flexibility to change the focus of things in the contract; but if you don't like the branding and what has been built, you scrap the contract and start over.

Ms. May stated this is not all Gold's efforts and the City is contributing. Ms. May asked if staff could provide specific examples.

Ms. Szafraniec, Communications Specialist, stated the City does posts every day on the Riverfront Shops page but Gold reaches specific groups.

Ms. Kozinski stated there has been a lot of cutting in the budget. Ms. Kozinski asked if there could be help in reducing permitting fees. Ms. Kozinski noted there is a lot of pro bono work that is provided by Gold.

Ms. Cook asked that the DDA be provided with details on how the \$40,000 set aside for advertising was used during the past year.

Mr. Sznajstajler asked if there is a way to work with the City on the fees for the events proposed by BullsEye.

Ms. Kozinski stated she would like to see the City partner with the DDA and become a sponsor.

Mr. Berger stated there has been a contribution made from the Manager's Office to assist as a sponsor but that has been limited. Mr. Berger stated if there was something more formalized, it would help to make the events work.

Mr. Sznajstajler stated if the City could help with the fees that would be revenue neutral.

Mr. Jagger stated the DDA already operates under an agreement for reduced fees and what he thinks is being suggested is that the agreement be renegotiated to reduce or eliminate the fees.

Mr. Berger stated there has been a change in the fee structure and there needs to be clarity regarding the fees. Mr. Berger stated there should be a discussion with the City Manager to clarify those fees.

Ms. May suggested that Mr. Sznajstajler meet with the City Manager to have a discussion regarding the fees.

Mr. Sznajstajler stated he would be happy to meet with him if that is the Board's direction.

Ms. May stated she will schedule an appointment for Mr. Sznajstajler.

Ms. Cook suggested that the City Manager attend a DDA meeting.

Mr. Sznajstajler stated he agrees with Mr. Hopkins' efforts to renew the Gold contract but would like the renewal to include a change of focus. Mr. Sznajstajler stated he would also support continuing discussions with BullsEye but he does not think the DDA has the budget to support the proposed events. Mr. Sznajstajler stated he is agreeable to meeting with the City Manager. Mr. Sznajstajler stated he feels the DDA should direct

staff to meet with BullsEye on the list of events. Mr. Sznajstajler stated he would like to discuss the Farmers' Market at the August meeting.

Mr. Jagger stated the scope of services could be changed for the Gold contract or it could be renewed, but since the DDA has not provided direction, the contract can be discussed at the next meeting. Mr. Jagger stated a contract will have to be drafted with BullsEye to add the proposed list of events. Mr. Jagger stated he will provide a copy of the existing contract with the City to Mr. Sznajstajler so he has it available when he meets with the City Manager regarding fees.

4. **Board Discussion**

**Direction for FY22 DDA Marketing & Events**

Discussion was included under Item 3.

5. **Board Recommendation(s)**

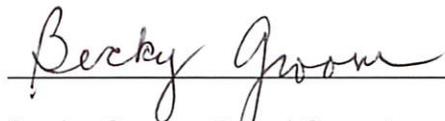
Discussion was included under Item 3.

6. **Adjournment**

There being no further business, the meeting was adjourned at 5:00 p.m.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary