

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, February 27, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, February 27, 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  
Mr. Joe Hopkins  
Ms. Tammy Kozinski  
Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Robert Jagger, City Attorney  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 8:08 a.m.

**2. Roll Call**

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

**3. Approval of Minutes**

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the minutes of the regular meeting of January 23, 2018, as presented. The motion carried unanimously (5-0).

**4. DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on Page 5 of the packet. Mr. Jeffries stated there were \$46,000 in expenses through February 19, 2018. Mr. Jeffries stated the Farmers' Market had collected \$7,000 with \$6,700 in expenses.

**Public Comments:**

Vern Weatherholtz, 3 Granville Circle, Daytona Beach, Florida, stated the closing of the Volusia County Library on City Island had had an impact on the Farmers' Market.

Ms. Kozinski stated the library closing had had an impact on the entire downtown as well and stated she had noticed a drop in the number of customers in her store since the library had been closed.

Ms. White stated having Perrine's return to the Farmers' Market had helped the Market.

5. **Downtown Event Update**

Mr. Jeffries stated he met with Frank DeMarchi of Southern Stone about the three events that had been held by Southern Stone over the last few weeks. Mr. Jeffries stated he felt the Chili Tour exceeded expectations. Mr. Jeffries stated only 100 passes were sold for the Wine Tour. Mr. Jeffries stated the Beer and Bacon Tour had a good response. Mr. Jeffries stated the response from the merchants about the events had been positive. Mr. Jeffries stated the Eggstravaganza is scheduled for March 24 and the Grits and Glory event was scheduled for April 7.

Ms. Kozinski stated the Wine Tour was impacted by the weather but added the Wine and Chocolate Walk was held the previous weekend. Ms. Kozinski expressed concern about holding events so close together and noted that people were expected to spend \$70 if they planned to attend all three events.

**Public Comments:**

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida stated the radio advertising for the events had been great.

Stacey Shea, Spicycle, 140 S. Beach Street, No. 103, Daytona Beach, Florida stated her business benefitted from the Chili Tour and stated it was a great event.

6. **Farmers' Market Manager**

Mr. Jeffries stated 10 applications had been received. Mr. Jeffries stated he suggested interviewing 3 applicants at a special meeting in early March. Mr. Jeffries stated he had reviewed the applications and suggested interviewing Laraine Altamare, Kimberely Meeske, and John Greenwood. Mr. Jeffries stated he had talked with those individuals and all seem enthusiastic and had a vision for the Market.

Ms. White asked about Brian Clay since he has a background with USDA.

Mr. Jeffries stated Mr. Clay was looking for a full-time job.

Ms. Kozinski stated Melanie John has a Bachelor's Degree in Business Management and was awarded Manager of the Quarter at her employer. Ms. Kozinski stated she would like Mr. Jeffries to talk with her.

Mr. Jagger stated the DDA would need to make a short list of applicants and then direct Mr. Jeffries to set up the interviews.

The Board agreed by consensus that Brian Clay and Melanie John should be added to the short list.

**Public Comments:**

Amy Pyle, 136 S. Grandview, Daytona Beach, Florida, suggested the Board set up a matrix with a rating system for comparing the applicants during the interview process.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated the City of Daytona Beach has a template that the DDA can use when evaluating the applicants during the interview process.

Mr. Jeffries stated the job description was included as part of the packet as well as sample questions that had been provided by Human Resources. Mr. Jeffries stated he would contact the three references that were listed by each applicant.

Ms. White asked that Mr. Jeffries provide the Board with the reference information so Board members may also contact the references about the individuals.

The Board agreed to hold a special meeting of the DDA on March 8, 2018 at 8:00 a.m. to interview the applicants.

Mr. Jagger stated if any additional resumes were received, they should be disclosed to the Board.

**Board Action:**

A motion was made by Ms. White, seconded by Mr. Hopkins, to interview Laraine Altamare, Kimberly Meeske, John Greenwood, Brian Clay, and Melanie John. The motion carried unanimously (5-0).

7. **Public Comments**

There were no public comments.

8. **Board Comments**

There were no Board comments.

9. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:51 a.m.

  
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Michael Sznajstajler, Chairman

  
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Becky Groom, Board Secretary