

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Thursday, March 20, 2018**

The Special Meeting of the Downtown Development Authority was held Thursday, March 20, 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

Ms. Sheryl Cook, Vice Chair
Mr. Joe Hopkins
Ms. Kelly White

Board Members Absent

Mr. Michael Sznajstajler, Chair
Ms. Tammy Kozinski

Staff Members Present

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

1. Call to Order

Ms. Cook 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. Farmers' Market Manager Finalist Interview and Contract

Mr. Jagger stated the contract covers a base salary and an incentive which was 50% above the anticipated cost of the Market. Mr. Jagger stated he would add more language to Page 3, Paragraph D, to clarify the duties. Mr. Jagger stated the incentive would be paid annually. Mr. Jagger stated the Contract included requirements for the Manager to be at the market when it was operational. Mr. Jagger stated there were a number of typographical errors in the document which would be corrected.

Ms. White asked if the bonus would be paid on what was received.

Mr. Jagger stated yes.

Ms. Cook asked if Ms. Slaight's duties will change related to the Farmers' Market.

Mr. Jeffries stated that at the next meeting, he would be presenting a proposal to the DDA to outline a change in responsibilities since Mr. Jeffries would be reducing the time he spent working for the DDA and would be shifting some of those responsibilities to Ms. Slaight. Mr. Jeffries stated he would be requesting an additional casual employee to work with the merchants.

Mr. Jeffries stated he had Ms. John visit the Farmers' Market last week and she was introduced to all of the vendors that were there.

Ms. Cook stated she would like a background check completed on Ms. John.

Mr. Jeffries stated Ms. John would be a Contract Employee and normally background checks were not completed on Contract Employees.

Ms. White stated she felt a background check should be completed.

Mr. Hopkins asked if Ms. Slaight would be a subordinate to Ms. John. Mr. Hopkins stated he did not like to see people in lateral positions and stated that he felt Ms. John was used to a chain of command. Mr. Hopkins stated if Ms. John was the Market Manager, Ms. Slaight would be her assistant.

Mr. Jeffries stated that Ms. Slaight would only be involved in the advertising for the Market.

Mr. Hopkins stated he felt there should be a hierarchy with the Manager and then Ms. Slaight should report to her just to make sure there was a clear understanding that Ms. Slaight was the Manager's back-up.

Mr. Hopkins asked if the Manager would make suggested changes regarding vendors or if that would be left up to the DDA.

Mr. Jagger stated there was a Contract with the City regarding the mix of vendors and changes would have to be approved by the DDA and City Commission.

Mr. Jeffries stated he expected to receive suggested changes from Ms. John once she sees how the market operates.

Mr. Jagger stated the Contract requires that the Manager submit a monthly written report to the DDA and verbal report to the DDA as required. Mr. Jagger stated there was a termination clause of 60 days.

Ms. White noted that Ms. John was late for her appointment and asked if she was on time when she visited the Market on Saturday. Ms. White asked what the DDA's options would be if Ms. John was not hired.

Mr. Jeffries stated she was to be at the Market on Saturday at 9:00 a.m. and did not show up until 9:20 a.m. Mr. Jeffries stated there were two other applicants that the DDA interviewed that could be contacted for the position and stated the position was still posted.

Ms. White asked if Ms. Slaight could collect the money on Saturdays if a Manager was not hired.

Mr. Jeffries stated he could not continue to commit his time to be at the Market on Saturdays and Ms. Slaight had other responsibilities on the weekends. Mr. Jeffries stated someone had to be at the Market between 6:30 a.m. and 9:00 a.m. in order to place vendors in specific locations.

Ms. Cook stated besides collecting the money, there was the responsibility for setting up the barricades and the tent and taking those down at the end of the day.

Ms. John arrived for the meeting at 8:52 a.m. and apologized for being late. Ms. John stated she visited the Market on Saturday and met the vendors. Ms. John stated she would like to bring more ethnic foods to the Market and add music and art. Ms. John stated she noticed a number of people that brought their dogs to the Market so she would suggest having something geared toward pets. Ms. John stated she felt it was important to bring EBT to the market to help draw customers. Ms. John stated she would conduct surveys of the customers to get their opinions.

Ms. White stated tardiness was a problem and asked why Ms. John was late.

Ms. John stated her GPS directed her across the river to a residential area.

Ms. White asked what would be the biggest challenge in managing the Market for Ms. John.

Ms. John stated it would take her some time to learn the set up routine and EBT would be a challenge.

Ms. Cook asked if Ms. John had visited other Markets in the area.

Ms. John stated she visited one in Flagler. Ms. John stated there were some Markets that operate during the week that she could visit.

Ms. Cook stated Ms. John should be provided a list of Farmers' Markets in the area to visit and recruit vendors.

Ms. John stated she would like to get a t-shirt that would identify her as the Market Manager as well as business cards. Ms. John stated she could also wear a name badge.

Ms. White stated perhaps an apron could be worn; and Ms. Cook suggested wearing a work belt so people can readily identify Ms. John as the Market Manager.

Mr. Hopkins stated there were Markets in Port Orange, Holly Hill, Ormond Beach, and Flagler and he would expect Ms. John to visit to see how they operate and bring what she could back to our Market. Mr. Hopkins stated he was at Embry-Riddle last weekend and was surprised to see a Market operating there.

Ms. John stated she had been researching on line information on Farmers' Markets and the SNAP program would be key to the Market's success.

Ms. Cook asked if Ms. John had any concerns about the Contract.

Ms. John said no; it seemed fine.

Mr. Jagger asked if Ms. John had a concern about a background check being conducted.

Ms. John stated that was fine.

Mr. Jagger stated a basic background check would be completed; and if there were any concerns, those would be brought back to the DDA for their review.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated should have been shared with City employees that could be interested in working in the Market on Saturdays.

Mr. Jeffries stated the Farmers' Market Coordinator position had been previously posted and there had not been any interest from City employees in the position.

Mr. Nicholson stated he was concerned about Ms. John being late for the interview.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the Contract with Melanie John, subject to a basic background check being completed. The motion carried (3-0).

4. Public Comments

There were no public comments.

5. Board Comments

There were no additional Board comments.

6. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:15 a.m.



Sheryl Cook, Vice Chair



Becky Groom, Board Secretary