

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, April 23, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, April 23, 2019, 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, Vice Chair
Ms. Quanita May, Commissioner
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Staff Members Present

Mr. James Morris, Deputy City Manager
Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Off. J. T. Thomas, Daytona Beach Police Department
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. Regular Meeting – March 26, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of March 26, 2019, as presented. The motion carried (5-0).

4. **Gold & Associates Presentation**

a. Monthly Presentation

Mr. Gold presented the report which was included as part of the packet. Mr. Gold stated the issue regarding the past-due payments to Brochure Displays has been resolved; and the new brochures will be in the hotels in May. Mr. Gold stated e-blasts are sent out weekly and the on-line campaign is updated frequently. Mr. Gold stated the number of views on social media was the highest in February than in the history of the DDA.

Mr. Gold stated he is still unable to obtain the hosting information for the domain in order to update the website. Mr. Gold stated he and Mr. Berger continue to work on resolving this situation.

Mr. Gold reviewed the merchant survey, and the results indicate social media is the number one driving force that brings customers to the downtown businesses and on-line advertising was number two. Mr. Gold stated the Halifax Art Festival continues to be the number one rated event held in the downtown. Mr. Gold stated wine walks continue to be highly rated; and merchants indicated they would like to have more street festivals and events for children. Mr. Gold stated the merchants were asked about Southern Stone's performance and everyone rated it exceptional, but only about 50% feel special events should be held in the future. Mr. Gold stated about 30% of the merchants responded to the survey which is the highest level of response he has ever received.

b. Strategic Marketing Plan

Mr. Gold presented the budget breakdown for marketing. Mr. Gold stated 52% of the marketing plan is spent on special events and radio promotions. Mr. Gold asked if the Board felt the allocations outlined in the proposed budget are reflective of how the Board members feel the funds should be spent.

Ms. Kozinski stated the two recent events that were held were not successful. Ms. Kozinski stated some merchants did not participate in the Wine Tour since Southern Stone had not paid them from the Beer Tour. Ms. Kozinski stated there was a decline in the production of the events once Southern Stone removed Frank DeMarchi from the process.

Ms. May stated a large number of people in minority areas do not use social media and many obtain information from newspaper and their churches.

Ms. Cook stated the DDA tried to put on events and she feels like the DDA was sold a bill of goods by Southern Stone. Ms. Cook stated the DDA

needs to have some accountability and move on since it has been a rough year.

Mr. Sznajstajler stated he is pleased to see large responses from the DDA's second largest spend which is on-line advertising. Mr. Sznajstajler stated even though the current arrangement for special events has not worked, he still feels special events are important because the events promote the downtown and draw people to it. Mr. Sznajstajler stated he does not feel the DDA should be in the event-producing business. Mr. Sznajstajler stated the DDA needs to consider the upcoming Beach Street and Riverfront Park renovations in future plans.

Mr. Hopkins stated he feels the number of events needs to be reduced. Mr. Hopkins stated many of the events that were planned for the downtown were duplicates of what are held in New Smyrna Beach and are not unique enough to draw a large attendance. Mr. Hopkins stated some of the events, like the wine walks and the Halifax Art Festival, draw a large crowd but some are not a hit at all.

Ms. May stated perhaps the side streets, such as Magnolia, Palmetto and Bay, could be used during the construction phases in the downtown.

Mr. Sznajstajler stated the plans need to be known as far as the construction process before events can be planned elsewhere. Mr. Sznajstajler stated we need to support the businesses during the construction process.

Mr. Jagger stated there is a five year timeline for the Riverfront Park construction but specific dates have not been determined. Mr. Jagger stated once the Brown Foundation has started to obtain permits for work in the park area, the DDA will have to work with the Brown Foundation in order to make arrangements to use the park for events. Mr. Jagger stated the DDA's current license agreement for Riverfront Park expires September 30, 2019.

Ms. Kozinski stated she would like an RFP put out for special events as soon as possible.

Mr. Sznajstajler asked about the Front Porch Friday events that were previously held in the downtown.

Ms. Kozinski stated that was a sidewalk event that was originally coordinated by Ms. Kozinski and Kelly White.

Public Comments:

There were no public comments.

6. **DDA Staff Report**

a. Events Update

Mr. Berger stated there has been a staff change at Southern Stone and events have not been successful. Mr. Berger stated Southern Stone has agreed to hold an event in June or July in order to honor their contract and would like to retain a subcontractor to coordinate the event.

Ms. Kozinski asked if Southern Stone was paid for the last event. Ms. Kozinski stated Southern Stone needs to be reminded that the banners and poles are the property of the DDA.

Mr. Berger stated they have not been paid and noted there are issues with the numbers that have been provided to the City by Southern Stone.

Mr. Hopkins asked if the DDA should just go ahead and terminate the agreement with Southern Stone.

Mr. Sznajstajler stated the DDA has received \$2,000 in revenue and we don't know if there is more that should be submitted to the DDA. Mr. Sznajstajler noted the revenue was to be used to reinvest in future events.

Ms. Kozinski stated her business has not been paid for the wine from the last Wine Tour.

Mr. Jagger stated the agreement could be terminated for cause.

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to terminate the agreement with Southern Stone.

Public Comments:

Al Smith, Bullseye Marketing, stated he has had a conversation with Southern Stone about the two upcoming events and Bullseye is willing to coordinate the events for the DDA. Mr. Smith stated Southern Stone has indicated they are willing to continue the radio advertising for the two events.

Jim Morris, Deputy City Manager, asked the DDA to give the City Attorney an opportunity to research the contract and then come back to the DDA with recommendations. Mr. Morris stated delaying action

would also give staff an opportunity to review the financial and property aspects of the contract. Mr. Morris stated delaying action would also give the City Attorney an opportunity to prepare documentation regarding a substitute organization for event production.

Mr. Sznajstajler stated if the item is brought back at the next meeting, there would still be time to coordinate events for the summer.

Ms. May expressed concern that delaying action may not give Mr. Smith sufficient time to prepare for events in June or July.

Mr. Jagger stated the termination clause in the Southern Stone agreement states the agreement may be terminated with 15 days notice and the termination would have to be justified. Mr. Jagger stated Southern Stone would have to be given an opportunity to correct the items outlined. Mr. Jagger stated he would like an opportunity to work with staff to clarify what has been done to breach the contract. Mr. Jagger stated the DDA could direct him to prepare a letter for termination of the contract which could be presented to the DDA at their next meeting.

Mr. Sznajstajler stated he believes the contract with Southern Stone stated they are the exclusive event provider and is concerned about a new businesses providing coordination for a future event. Mr. Sznajstajler stated he feels the DDA needs to take time to wrap up the Southern Stone contract correctly and then proceed with an RFP.

Mr. Jagger stated the City will need to be notified if the DDA plans to cancel the May event and then proceed with an RFP process.

Mr. Sznajstajler suggested having the termination document ready for the next meeting and having an RFP ready as well.

Mr. Jagger stated both items could be ready at the next meeting.

Ms. Cook withdrew her second of Mr. Hopkins' motion to terminate the agreement with Southern Stone immediately; and Mr. Hopkins withdrew his motion to terminate the contract immediately.

Mr. Smith stated he feels there is an opportunity to do one or two street parties this summer and would then be willing to have a multi-year agreement.

Ms. Cook stated she would support an RFP to get the DDA through the remainder of this fiscal year. Ms. Cook stated she does not feel it

would be fair to Mr. Smith to ask him to prepare a response to an RFP for future years in 30 days.

Mr. Jagger stated an event producer could be hired for each event during the remainder of this fiscal year without entering into a multi-year contract. Mr. Jagger stated a couple of options could be presented at the next meeting for individual events as well as an RFP for future events.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated Bullseye could put on the next two events since the Board has had a working relationship with Mr. Smith and then proceed for an RFP for future years.

Christian Boehm, 725 E. International Speedway, Daytona Beach, Florida suggested the DDA consider holding a rib fest as one of the planned events during June or July.

Ms. Kozinski stated she does not feel enough merchants would be able to serve ribs.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to allow staff time to investigate the grounds for termination of the Southern Stone contract and evaluate the contract's financial commitments and provide a recommendation to the DDA at the May, 2019, meeting. The motion carried (5-0).

b. DDA Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet.

c. Farmers' Market Update

Mr. Berger stated Melanie John, the Market Manager, has been unable to be at the Farmers' Market due to medical issues. Mr. Berger stated he will be filling in for Ms. John.

Mr. Berger stated the musician has been a wonderful addition to the Market.

Mr. Berger stated USDA has the DDA application for the SNAP program. Mr. Berger stated the checking account has been opened for the Farmers' Market in order to operate the EBT program. Mr. Berger stated there are still details to be worked out, such as how the staff tent will be manned.

Mr. Hopkins asked what the time frame is for review of the EBT application.

Mr. Berger stated there is a 6 week review process so he should hear something in June.

Ms. May stated advertising needs to begin so the public is aware that the Farmers' Market will be accepting EBT.

Mr. Sznajstajler stated he does not feel it should be advertised until the application is approved.

Mr. Berger stated it will be advertised through social media and the area churches will be made aware of the program so the public can be notified through their churches.

d. Downtown Projects Update

Mr. Berger stated the Delta West project which will be located at the former First Baptist Church site will be presented to the Planning Board on April 25, 2019. Mr. Berger stated there will also be a public meeting regarding the plans for Riverfront Park on Wednesday, April 26, 2019. Mr. Berger stated new wall murals have been approved for the downtown area as part of the Art in the Alley project.

e. Public Safety Update

Off. J. T. Thomas stated special events draw people to the downtown. Off. Thomas stated he has observed people bringing cameras and taking pictures of the art in the alleys. Off. Thomas stated the musician is helping deter the preacher from broadcasting at the Farmers' Market.

Mr. Jagger stated the preacher can be trespassed from the Market if he is disturbing the customers. Mr. Jagger stated he can be on the sidewalk since that is public area.

Off. Thomas stated the Tortugas games do bring a lot of people to the downtown; but the merchants are upset that customers attending the

game park in front of the businesses since they do not want to pay to park at the ballpark.

Mr. Berger stated perhaps the people parking there could be provided an incentive to return to the businesses.

Ms. May stated perhaps a coupon could be offered for the businesses in order to invite the people to return to the businesses.

Mr. Berger stated he will talk with representatives of the Tortugas to see what can be done regarding the parking situation in order to help the businesses.

6. **Public Comments**

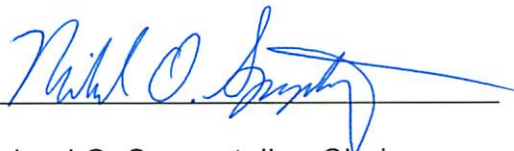
John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated there needs to be a way to attract the visitors that go to the ballpark to return to the businesses downtown. Mr. Nicholson expressed concern about traffic congestion during the Beach Street renovation project.

7. **Board Comments**

There were no Board comments.

8. **Adjournment**

There being no further business, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary