

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, June 11, 2020**

The meeting of the Downtown Development Authority was held Thursday, June 11, 2020, at 8:00 a.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Quanita May, Commissioner
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins (arrived at 8:10 a.m.)
Ms. Tammy Kozinski

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
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 – March 12, 2020

A motion was made by Ms. May, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of March 12, 2020 as presented. The motion carried.

4. DDA Staff Reports

a. Monthly Financial Report

Reed Berger, Redevelopment Director, presented the monthly report which was included as part of the packet. Mr. Berger stated the DDA approved a budget amendment in March which added additional money to the budget and noted there has been a significant lack of revenue at the Farmers Market.

Mr. Hopkins arrived at 8:10 a.m.

Mr. Sznajstajler stated there are reserve funds available.

Mr. Berger stated yes, there are. Mr. Berger stated he feels there is sufficient funding to hold some events during the rest of the fiscal year and the DDA can continue to pay the salary for the Market Manager without having a loss. Mr. Berger stated he recommends allocating most of the funding approved by the budget amendment to address the revenue shortfalls in the Farmers Market and the costs associated with relocating the Farmers Market.

b. Event Update

Mr. Berger stated the St. Patrick's Day event and the Wine Walk were cancelled due to the COVID-19 Shelter in Place order.

Al Smith, BullsEye Direct Market, stated he would like to hold two Downtown Daytona Nights events, one on the last Saturday of August and one on the last Saturday of September as well as a Yacht Rock themed event in September. Mr. Smith stated the budget would be similar to what was planned for the St. Patrick's Day event.

Mr. Berger stated there is sufficient funding right now for two events.

Ms. Kozinski stated she feels the DDA should proceed to hold the two events.

Mr. Sznajstajler stated he feels the DDA could proceed with the events and if there is a drastic change, it could be addressed at the July meeting.

Mr. Sznajstajler noted the movie event held at the City Island ballpark sold out very quickly.

Mr. Smith stated he has met with staff in the City's Cultural Services Department and the Department is taking applications for

future events. Mr. Smith stated he plans to hold these events along Magnolia with possibly a smaller stage on Federal Avenue.

Mr. Berger stated the lighting has been completed in that area and the landscaping will be done by the end of July.

Ms. May stated as a business person located on Magnolia, she feels we should proceed cautiously since there is an escalating community health issue.

Mr. Berger stated staff will make sure public health is addressed and there is a plan in place similar to that for the Farmers Market to address spacing issues.

Mr. Smith stated he will proceed to plan the events.

Mr. Berger stated the plans for the Halifax Art Festival are proceeding. Mr. Berger stated since work is being done along Beach Street, the organizers plan to use Magnolia and Bay and leave Palmetto open.

Mr. Sznajstajler stated it would be quite a distance from the event site if City Island is used as a staging area.

Ms. Cook suggested using the News-Journal Center parking area for the staging.

c. Farmers Market Update

Mr. Berger stated a health fair will be planned in the future since the one previously planned was cancelled. Mr. Berger stated the signs have been made for the relocation of the Farmers Market. Mr. Berger stated the Market will not be opened on Friday evenings for now.

Mr. Sznajstajler asked if Mr. Berger has talked with the two salon owners to address their concerns regarding the relocation of the Farmers Market.

Mr. Berger stated he has not recently talked with them but he will arrange for parking for their customers.

d. Downtown Projects Update

Mr. Berger stated palm trees were planted on Wednesday along Beach Street and construction will be completed on the east side of the street within two weeks.

Ms. Cook asked that a meeting be held with the business owners when construction starts on the west side of Beach Street.

Mr. Berger stated he will talk with the City Manager's office as well as the Public Information staff to see if another meeting can be scheduled.

Ms. Kozinski asked when the landscaping in the medians will be completed.

Mr. Berger stated the work in the medians will continue for another few weeks noting electrical work is being done in the medians. Mr. Berger stated the palm trees will be wrapped and will be lighted year round.

Mr. Berger stated the City's Code Enforcement staff will be moving into the building at 125 S. Palmetto. Mr. Berger stated there is also a space in that building that can be used for an office for the Market Manager.

Mr. Berger stated Alpha Graphics has provided free signage to the businesses along Beach Street which indicates the businesses are open.

e. Public Safety Update

Mr. Berger noted Officer J. T. Thomas has retired.

Mr. Berger stated an agreement has been entered into with the Wall Street Lofts homeowners association to install the security cameras and a connection to Wi-Fi, which was paid through CRA funds.

5. **Gold & Associates Presentation**

a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the website continues to be updated noting new businesses and event information. Mr. Gold stated partnerships have been added to the discount program. Mr. Gold stated an "Open for business" page has been added featuring the services that

are offered by the business. Mr. Gold stated the rack brochures have not been distributed to various sites since many of the sites are closed. Mr. Gold stated the e-blasts continue to be sent out weekly. Mr. Gold stated he is on budget; but if there are additional dollars available, he would like to allocate those to on-line advertising. Mr. Gold stated he would like to do a new photo shoot, pro bono, to promote the changes that are being made in the downtown.

6. Public Comments

There were no public comments.

James Chisholm, City Manager, spoke regarding the improvements in the downtown. Mr. Chisholm stated staff has been satisfied with the progress being made. Mr. Chisholm stated work will start on the next stage and should move quicker. Mr. Chisholm stated the project should be completed by the end of October and, right now, the contractor is on schedule.

Mr. Chisholm stated Code Enforcement will be moving into the building at 125 S. Palmetto and noted the parking to the rear will be available to the businesses.

Mr. Chisholm stated work is continuing on the installation of a force main on S. Beach Street.

Ms. May asked if there are any plans to improve the appearance along Ridgewood.

Mr. Chisholm stated the planned development on the former First Baptist Church site will help to improve the area adjacent to the downtown.

Ms. May stated the movie night that was held at the Jackie Robinson ballpark was very successful.

Mr. Chisholm stated he feels events such as a movie night should be coordinated through the private sector.

Mr. Sznajstajler stated a similar program was offered in Ormond Beach and was planned through the City and their Main Street association.

Ms. Kozinski noted Cinematique used to hold movies in the park but they were not well attended.

7. Board Comments

Ms. May asked if there is a succession plan and asked who would take over for Mr. Berger.

Mr. Sznajstajler stated the DDA contracts with the city for staff so the city would identify the liaison to replace Mr. Berger.

Mr. Berger stated his salary is funded through the CRA; and if he is no longer employed, staff would be provided to the DDA.

Ms. May asked how many businesses have closed in the downtown since March.

Mr. Berger stated he does know how many have closed and noted Jessup's may be selling their business.

Ms. Kozinski stated there appears to be work being done in the former Woolworth building.

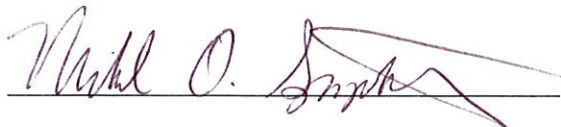
Mr. Berger stated architectural plans have been submitted to the Redevelopment Department.

Ms Cook asked if a replacement will be named for Officer J. T. Thomas.

Mr. Berger stated he will follow up with the Police Department regarding a replacement for Officer Thomas.

8. Adjournment

There being no further business to come before the Board, the meeting was adjourned.



Michael O. Sznajstajler, Chair



Becky Groom, Board Secretary