



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – May 8th, 2023 – 12:00PM
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:03pm

Members Present: Mavis Benson, Dr. John Conde, Vera Woodson, Mark Denkler, Christina Godbout.

Members Absent: Frank Frione and Rocco Mangel.

Staff: Laura Simon, Suzanne Boyd, Liliana Fino, Danielle Morien.

Guests: Christina Bilenki, Nicole Grimes, Mark Forziati, Montre Bennet, Marnishia Bernard, Robert Cantwell, Cole Devitt, Ronald Platt, Jeffrey A. Costello, Henry Thompson, Max Zengage, Comm. Angela Burns, Cynthia Ridley, Ashley Stirlin, Bruce Leish, Virginia Brooks, Lourid Adams, Chuck Ridley, Mwangi Hudson, Alan Costilo, Sgt. Schmidt, Henry Thompson.

Zoom: Lynn Gelin, Ele, Danielle Pearson, Eric Fernandez, Jennifer Buce, Julian Gdaniec, Yvonne Lee Odom, Amy Alvarez, Jeff Dash, Rebekah Dasari, Josh Abrams, Alexius Burns, Andrea Bruton, Stephanie Immelman, Roberta Wein, Henry Thompson, Brian Rosen, Reginald Cox, Tom Warnke, Jay Oberfield.

2. Approval of Consent Agenda:

Motion by Mark Denkler, seconded by Vera Woodson, to approve the consent agenda (Items A.i. – April 10, 2023, Regular DDA Board Meeting Minutes, B - Finances of April 2023, and C - Safety Ambassador Report, DDA April Report). Motion carries (4-0). John Conde, Frank Frione and Rocco Mangel not present.

3. Approval of Regular Agenda – May 8, 2023

Motion by Mark Denkler, seconded by Christina Godbout, to approve the regular agenda as presented. Motion carries (4-0). John Conde, Frank Frione and Rocco Mangel not present.

4. Presentation: Service Award

The DDA awards Mr. Dr. Alan Costilo for his dedication and service to the DDA for the past 8 years.

5. Public Comments and Delray Beach Partner Reports (City, CRA, Chamber, etc.) – Comments limited to 2 Minutes

City Partners Reports:

- Report by Sgt. Schmidt, Delray Beach Police Department, Sergeant;
- Report by Henry Thompson, City of Delray Beach, Clean and Safe Department, Administrator.

12:10pm – Mr. John Conde arrives at the meeting.

Public Comments:

Mr. Montre Bennett (The Set Neighborhood Alliance, member) advocates for the banners on West Atlantic Avenue to be back in place.

Ms. Cynthia Ridley (The Set Neighborhood Alliance, member) also advocates for the banners on West Atlantic Avenue to be back in place.

Ms. Ann Stacey-Wright (The Set Neighborhood Alliance, member; The Coalition, Chair) advocates for the banners on West Atlantic Avenue to be back in place and advocates also for the Set Neighborhood Alliance and the DDA to work together in future matters regarding the West Atlantic area.

Mr. Chuck Ridley (The Set Neighborhood Alliance, member) observes that the strategies need to be the same West of Swinton Avenue as East of Swinton Avenue. All neighborhoods of Downtown Delray Beach need to have a coherent and cohesive development plan.

Mr. Mark Forziati (Delray Beach, Resident) public comment) observes that the cross on Federal Highway at Atlantic crossing is under pressure with all the drop-offs and deliveries which back-up traffic greatly and cause unsafe traffic situations. Mr. Mark Forziati also mentions that there are golf carts that illegally park on the scooter allocated parking spots on A1A.

6. DDA Marketing & Activation Presentation – DDA Team

Ms. Suzanne Boyd gives an overview on the mission of the DDA and the results of the surveys regarding parking and special events that the DDA sent out to the public and downtown businesses to acquire insight on these matters. Afterwards, she reports on businesses outreach, new murals in downtown Delray Beach, businesses development (new businesses), April First Friday Art Walk event, DDA involvement events preplanning and communication, upcoming DDA events (Mother's Day, State of the Downtown Town Hall event, Art and Jazz on the Avenue - on May 24th, the Summer of #LoveDelray campaign, public relations, social media, website and e-mail marketing analytics, and report regarding Clean and Safe initiatives.

7. Development Services: Downtown Delray Beach Site Plan review and approvals:

A. 319 NE 3rd Avenue – Sushi Restaurant - Class III Site Plan with In-Lieu Parking and Waiver – Jeffrey Costello

Mr. Jeffrey Costello (J. C. Planning Solutions, Principal) presents item 7A. “319 NE 3rd Avenue – Sushi Restaurant - Class III Site Plan with In-Lieu Parking and Waiver”.

Ms. Vera Woodson observes that the in-lieu approval might create a bigger problem regarding parking in the area.

Mark Denkler observes that the project, if approved, will represent a good improvement to the area.

Mr. Jeffrey Costello observes that some of the existent parking spots will have to be removed for the project to move forward (therefore the in-lieu parking request) so that the future buildings will be in accordance with the streetscape regulations required by the city.

Motion by John Conde seconded by Mark Denkler to approve 319 NE 3rd Avenue – Sushi Restaurant - Class III Site Plan with In-Lieu Parking and Waiver request as presented. Motion carries with 4 votes in favor and 1 against, through roll call vote (Frank Frione and Rocco Mangel not present):

- Mavis Benson – Yes

- Mark Denkler – Yes
- Vera Woodson – No
- Christina Godbout – Yes
- John Conde – Yes

B. 220 NE 1st Street - In lieu Parking request - Dunay, Miskel, and Backman

Ms. Christina Bilenki (Dunay, Miskel & Backman, Partner) presents item 220 NE 1st Street - In lieu Parking request.

Ms. Vera Woodson observes that the pilot employee parking program (which will allocate employee parking spots at the Old School Square garage) recently discussed on the April 10th, 2023 DDA Board meeting did not account for the restaurant's patrons of this project to be using the Old School Square garage. Therefore, it might cause parking issues. In another perspective, in the recent parking study regarding the Old School Square garage, it states that the garage is being underutilized and the project itself includes an on-site parking structure.

Mr. John Conde asks if there is an off-site valet service on the proposed project.

Ms. Christina Bilenki answers as the project moves forward the developer will bring all possibilities to the table.

Ms. Christina Godbout shows support for the approval of this request, emphasizing that outside dining (like the one included in the future project) represents a great improvement to the area and is a great asset to the dining scene in downtown Delray Beach. She also adds that it is important for the developer to opt for the option of providing an off-site valet service apart from on-site parking structures.

Motion by Mark Denkler seconded by John Conde to deny 220 NE 1st Street - In lieu Parking request as presented. Motion fails with 4 votes against and 1 in favor, through roll call vote (Frank Frione and Rocco Mangel not present):

- Mavis Benson – No
- Mark Denkler – Yes
- Vera Woodson – No
- Christina Godbout – No
- John Conde – No

Motion by John Conde seconded by Christina Godbout to approve the 220 NE 1st Street - In lieu Parking request with the stipulation that the developer provides off-site parking options. Motion carries with 5 votes in favor, through roll call vote (Frank Frione and Rocco Mangel not present):

- Mavis Benson – Yes
- Mark Denkler – Yes
- Vera Woodson – Yes
- Christina Godbout – Yes
- John Conde – Yes

8. NEW Business

A. DDA Art & Activation Grant Application 2nd Annual Delray Beach Concours d'Elegance – L. Simon

The Grant request is for \$2000 to support the 2nd Annual Delray Beach Concours d'Elegance, with the caveat that this amount is used toward the event activation costs. The event will take place on June 16th and 17th, 2023.

Motion by Vera Woodson seconded by Mark Denkler to approve the Art and Activation Grant Request for the 2nd Annual Delray Beach Concours d'Elegance with the caveat that this amount is used toward the event activation costs. Motion carries with 5 votes in favor, through roll call vote (Frank Frione and Rocco Mangel not present):

- Mavis Benson – Yes
- Mark Denkler – Yes
- Vera Woodson – Yes
- Christina Godbout – Yes
- John Conde – Yes

B. The SET Banner replacement

Ms. Laura Simon observes that The SET banners were put in place in December 2016, following a collaboration between the West Atlantic Avenue Coalition, the DDA, the City of Delray Beach, the Community Redevelopment Agency and the for a rebranding process of West Atlantic Neighborhood. The banners were up until 2018. In 2018, the City Commission requested that all SET identification be removed including the SET neighborhood street pole banners. By 2018, we were getting ready to replace all of these as they were in need. The City of Delray Beach requested by consensus at the April 18, 2023 City Commission meeting, to have the SET Street Pole Banners put back up to identify the SET district. The city has asked that the DDA assist with managing this project. Is being requested approval by the DDA board to move forward to implement this request.

Ms. Vera Woodson asks if the banner's look, as it was before, is something that is to be maintained or to be changed.

Mr. Chuck Ridley suggests to arrange for a meeting to discuss all the details.

Ms. Vera Woodson suggests the DDA to provide a timeline regarding this project.

Motion by John Conde, seconded by Vera Woodson, to approve the SET banner replacement request. Motion carries (5-0). Frank Frione and Rocco Mangel not present.

9. OLD business

A. Special Event Policy Recommendations and Survey Results – L. Simon

Ms. Laura Simon observes that City of Delray Beach has been working for the past 4 months on the Special Events Policy in order to revise it, based on the commercial and social impact on the community. The DDA team sits at the board of the Delray Beach Special Events Technical Advisory Committee and as a partner the DDA deployed a survey to the residents/visitors and to the downtown businesses to get their feedback on the impact of the special events throughout the community. These surveys are being shared with the DA Board and will also be shared with the City team. The City will be looking at the regulations regarding

fees, major events regulations versus minor events regulations, calendar to apply for the permits, and other matters. Therefore, the DDA Board is being requested for input.

Mr. John Conde observes that important data can be extracted from these surveys.

Ms. Mavis Benson emphasizes that the events are important for the downtown businesses to thrive.

Ms. Laura Simon adds that the events bring people to discover the area where the events are taking place.

Ms. Christina Godbout observes that if it is a long-standing tradition to have a certain event on a certain day of the week and at a certain location, the tradition should be kept, as many visitors are used to those dates and locations.

Ms. Vera Woodson reports that in conversation with a few downtown business's managers/owners regarding the matter events they commented on how important is to have immediate cleanup of the areas after the events take place, they showed concerns regarding parking during the events, and emphasized the importance for the businesses to be notified in advance about the events to come and how many visitors are expected so they can plan ahead. Some business managers referred that some events are unfavorable to conducting business.

Mr. John Conde asks about who is the entity responsible for communicating the events to the businesses.

Ms. Laura Simon answers that it is up to the promoter of each event the communication of that event, but she also adds that, having been sent proper information, the DDA can help in the communication process, regarding events happening in downtown Delray Beach, through the DDA digital assets.

Mr. Mark Denkler adds that, as a business owner himself, it is important for the businesses to seek information about those events and that for some of the events (that occur on a regular basis, usually early, at around the same dates) it is possible to have an early plan in place not to miss important dates, and to plan around it.

Ms. Vera Woodson suggests having a text message system to send out important information and notifications to the downtown businesses.

B. Downtown Parking and Curbside Management Plan Update – M. Benson

Ms. Laura Simon presents updates on Downtown Parking and Curbside Management Plan discussed at the last Parking Management Advisory Board Meeting and the City changes on the parking fees and Residents' Parking Pass changes. The in-lieu parking program will be also reviewed in the future.

Ms. Vera Woodson notes that the in-lieu parking program will need to be re-evaluated in the future, so it does not worsen the parking issues already existent.

Mr. John Conde asks what was the return so far from in-lieu fees (these earnings go to the City in-lieu fees fund).

Ms. Laura Simon answers as per last updates (1 year ago) the program returned \$1.7 million total.

C. Town Hall Overview – May 17 5pm – 8pm – L. Simon

Ms. Laura Simon gives an overview on the items to be discussed at the DDA Town Hall (May 17th, 2023).

10. Non-Agenda items.

Ms. Laura Simon informs that the past week, one of the property owners passed away. He was, also, a previous DDA board member and a previous member of the Parking Management Advisory Board. Ms. Laura Simon, also, updates the DDA Board that on May 16th the City Commission will be appointing board members for the DDA board. According to the DDA statutes, out of the 4 to be appointed, 3 applicants need to be tax qualified, and one can be at large. So far, the City Commission has received 20 applications.

11. Board Comments

Ms. Vera Woodson notes that it is important to activate downtown Delray Beach during low season as there is a big drop in foot traffic, bringing concerns to the merchants in the area.

Mr. Mark Denkler observes that on the north side of the Delray Beach public beach there are at times golf carts parking on the grass, therefore the implementation of parking for golf carts beachside should be discussed. He also suggests having installed smart parking meters instead of multi-space parking meters that could allow for a change in the fees according to the time of the day for instance.

Mr. John Conde asks for updates regarding the Wayfinding project.

Ms. Laura Simon answers that the City is procuring for the fabrication of the signage.


12. Adjournment

The meeting was adjourned at 2:07pm though motion by Mark Denkler seconded by Christina Godbout. Motion carries (5-0). Frank Frione and Rocco Mangel not present.

Respectfully submitted,
Liliana Fino



Vera Woodson, DDA Secretary



DATE