

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – February 12th, 2024 – 12:00 NOON
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:01 Noon

Members Present: Richard Burgess, Brian Rosen, Aaron Hallyburton, Mark Denkler, Cole Devitt, Vera Woodson (via zoom).

Members Absent: Christina Godbout.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, BJ Sklar, Danielle Morien (via Zoom), Devin Dewane.

Guests: Quentin Morgan, Robert Cantwell, Stephanie Immelmam, Ariana Ciano, James Johnston, Judy Molica, Lowry Watkins, Ezra Krieg, Henry Thompson, Sgt. Schmidt, Jeff Oris.

Zoom: Kim Thomas, Eric Fernandez, Sarah, Mavis Benson, Lee Cohen, Lynn Gelin, Mary Wozny, Pateria Braxton, Christopher, Amber Pollitt, Gina Carter, Jack, Nick Emoh, Amy Alvarez, Charlene Farrington, Stephanie Immelman, Joe Josemond, Ann, Hannah R, Maureen Olm, Matze, Marabus Donermaus, Imak Eier, Missie Barletto.

2. Approval of Consent Agenda:

Motion by Mark Denkler, seconded by Cole Devitt, to approve the consent agenda (Items Ai. – Jan. 8th, 2024 Board Meeting Minutes; B - Finances of Jan. 2024) with the following changes to the minutes of January 8th, 2024:

- On item 5. A. West Atlantic Sub-district Parking Exemption – LDR Amendment where it reads "The DDA Board members decided unanimously to reopen the discussion" be replaced with "The DDA Board members decide, through board consensus, to reopen the discussion"
- On item 9. Board Comments - where it reads "Mr. Mark Denkler also suggests the DDA recruit more sponsors" be replace it with "recruit more sponsors including the DDA Board members".

Motion carries (6-0) through roll call (Christina Godbout not present):

Vera Woodson – Yes

Cole Devitt – Yes

Mark Denkler – Yes

Aaron Hallyburton – Yes

Brian Rosen – Yes

Rick Burgess – Yes.

3. Approval of Regular Agenda – February 12, 2024

Motion by Vera Woodson, seconded by Cole Devitt, to approve the agenda as presented. Motion carries (6-0) through roll call (Christina Godbout not present):

Rick Burgess – Yes

Brian Rosen – Yes

Aaron Hallyburton – Yes

Mark Denkler – Yes

Cole Devitt – Yes

Vera Woodson – Yes.

4. 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 Stephanie Immelman, Delray Beach Chamber of Commerce, Chief Executive Officer.

Public Comments:

Ms. Judy Molica comments that there are acoustic difficulties and that she cannot hear what the board members are saying from the seat she is in.

5. NEW Business

A. Legal Counsel Introduction and Overview – Quentin Morgan

Mr. Quentin Morgan (Goren, Cherof, Doody & Ezrol, P.A, DDA Legal Counsel representative) explains to the DDA Board that if the board members are texting during a board meeting that activity might raise some concerns and therefore it is best to be avoided.

B. Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24

The applicant was not present at this time to present this item and therefore the DDA Board members moved on to the next Agenda item.

Motion by Mark Denkler seconded by Cole Devitt to table the item 5B Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24. Motion carries (6-0) through roll call (Christina Godbout not present):

Vera Woodson – Yes

Cole Devitt – Yes

Mark Denkler – Yes

Aaron Hallyburton – Yes

Brian Rosen – Yes

Rick Burgess – Yes.

C. Parking Communication and Messaging plan – L. Simon/S. Boyd

Ms. Laura Simon suggests the DDA board gives recommendations to support the City's efforts to communicate all available parking to the Delray Beach residents, visitors, and businesses. She adds that the DDA team will help share information through its social media channels.

Mr. Cole Devitt suggests including information on parking options at the bottom of the newsletters the DDA sends out.

Ms. Suzanne Boyd answers that it is a good suggestion and adds that every time the DDA is promoting a DDA event, information on parking is communicated also.

Mr. Mark Denkler comments that not only communication is essential, but also the use of appropriate wayfinding signage throughout the city. He adds that the use of better signage helps visitors and locals to navigate the city when an event happens. He suggests the implementation of digital signage conveying parking information (amount of available parking spots and their location).

Mr. Brian Rosen asks for an update on the wayfinding signage project to be presented at the next DDA Board Meeting.

B. Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24

As the applicant for this item has arrived at the meeting (via Zoom) the DDA Board has decided to reopen this agenda item.

Motion by Vera Woodson, seconded by Cole Devitt, to reopen the item “5B. Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24”. Motion carries (5-1) through roll call (Christina Godbout not present).

Cole Devitt – Yes

Mark Denkler – Yes

Aaron Hallyburton – Yes

Brian Rosen – Yes

Rick Burgess – **NO**

Vera Woodson – Yes.

Ms. Charlene Farrington (Spady Cultural Heritage Museum, Executive Director) presents item “5B Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24”. She explains that the event takes place yearly and that is a sort of a family cookout, and that there will also be speakers presenting about the emancipation process in the United States. She continues by explaining that the request on the table is for the DDA to support renting tents, tables and chairs, which will provide a consistent look to the event.

Mr. Mark Denkler asks if there will be food available at this event.

Ms. Charlene Farrington answers that food will be available for purchase.

Mr. Mark Denkler asks if there are any funds being provided through in kind.

Ms. Charlene Farrington answers that no in-kind funds have been raised yet.

Mr. Mark Denkler asks how many attendees the event had the previous year.

Ms. Charlene Farrington answers that last year there were a little over 100 attendees at this event and that this year they are expecting around 150 to 200 attendees.

Mr. Mark Denkler asks about how much the DDA has granted this Fiscal Year total through approved grants.

Ms. Laura Simon answers that half of the budget available for this program has been provided so far.

Ms. Vera Woodson enquires about the schedule for the event.

Ms. Charlene Farrington answers that it is a one-day event taking place from around 2PM to 5PM.

Mr. Brian Rosen enquires about the rental company chosen for rentals mentioned on the application.

Ms. Charlene Farrington answers that they will be using Grimes Events and Party Tents, and that the funds from the grant (if approved) will be used to cover those costs.

Mr. Brian Rosen comments that would be beneficial for the DDA Board to be provided with the invoice for the rentals quote.

Ms. Charlene Farrington answers that she will be emailing it post Board meeting.

Ms. Vera Woodson asks how many tents, chairs and tables are requested.

Ms. Charlene Farrington answers that it will be for at list 7 vendors (tables, chairs and tents) plus the stage tent as of now.

Ms. Vera Woodson asks the DDA Team if there is a tracking sheet for the grants provided.

Ms. Laura Simon answers that the grants are not only available for applications regarding events but also for activations and murals and adds that this fiscal year (October 2023 – September 2024) there is additional funding to be used for approval of applications in the West Atlantic area.

Mr. Rick Burgess asks if there is a rental fee for the vendors for this event.

Ms. Charlene Farrington answers that there is a vendor fee, but is not set up yet but, and adds that the fee will not surpass \$100.

Mr. Rick Burgess comments that he supports this event, but there are many other non-profits and organizations in town that could benefit from the DDA Grant Program.

Mr. Mark Denkler suggests, in the future, all the grant applicants to provide the DDA Board with specific information on what the request is, adding adequate documentation in addition to the application form itself, so that the DDA Board can make a more informed decision.

Motion by Vera Woodson, seconded by Mark Denkler, to approve the Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24 upon reception, to be provided by the Spady Cultural Heritage Museum of the rentals quote from Grimes Events & Party Tents. Motion carries (6-0) through roll call (Christina Godbout not present):

Rick Burgess – Yes

Brian Rosen – Yes

Aaron Hallyburton – Yes

Mark Denkler – Yes

Cole Devitt – Yes

Vera Woodson – Yes.

D. Exec. Director Performance Evaluation FY22-23 – C. Devitt

The DDA Board secretary, Mr. Cole Devitt, informs the DDA Board that a form is being handed out to the DDA Board members so they can review the Exec. Director Performance for fiscal year 22-23. This form is to be filled in and delivered to the DDA Operations Coordinator.

Mr. Rick Burgess suggests that instead of having the DDA Board to only fill a form evaluating the DDA Executive Directors performance, to open the discussion (at the current meeting) as an agenda item.

Mr. Mark Denkler mentions that the DDA Executive Director Evaluation measures, usually, a full fiscal year of endeavor, and that, at this time, most of the DDA Board is new and around for only a quarter of a fiscal year (the DDA fiscal year goes from October through September following year).

Mr. Quentin Morgan suggests the DDA Board evaluate the DDA Executive Director performance according to their observation.

It is the DDA Board consensus to have this matter as the first agenda item to be discussed at the next DDA board meeting.

C. Parking Communication and Messaging plan – L. Simon/S. Boyd

Mr. Rick Burgess suggests continuing the discussion regarding the agenda item “5C. Parking Communication and Messaging plan”, that was interrupted by the arrival to the meeting of the applicant for agenda item “5B. Spady Cultural Heritage Museum - DDA Art & Activation Grant Request FY23/24”.

The DDA Board Chair, Mr. Brian Rosen, brings back the item to the table to continue the discussion.

Mr. Rick Burgess comments that there have been many discussions about parking matters for the past 15 years. He comments that there are many different parking rates and time limits throughout downtown Delray Beach. He suggests simplifying the parking rates to make them less confusing to the public. He adds that, along Atlantic Avenue alone, the rates diverge. He also comments that the maintenance of the public parking lots should not be overlooked. He mentions that he has just parked at the Old School Square

Parking garage, on the 3rd floor, and that the smell there was horrible. There is a coat of paint needed, also.

Ms. Vera Woodson agrees on the fact that maintenance is needed in many of the public parking lots. She also suggests creating new parking lots.

Mr. Brian Rosen suggests the DDA Board provide the city team with a list of ideas regarding parking. He adds that a collaboration between the DDA and the Parking Management Advisory Board would be beneficial.

Mr. Cole Devitt comments that there is a huge gap on the rates for parking at the private parking lots and those public city parking lots, and that the public does not make distinction between the private and the public lots and get confused about the rate gap.

Ms. Vera Woodson suggests the DDA Board send the Board recommendations on the parking issues to the DDA's Executive Director so she can, then, vehiculate them to the City Team.

Mr. Cole Devitt suggests making available, at weekends, for public use, the South County Courthouse parking garage.

Mr. Jeff Oris answers (City of Delray Beach, City Manager Department, City Manager, Executive Leadership Division, Assistant City Manager) that the suggestion will be vehiculated to the City Team.

Mr. Rick Burgess asks about the possibility of metering that parking location.

Mr. Jeff Oris answers that is one option that can be suggested to the City Team.

Mr. Rick Burgess enquires, in the case that parking garage will open for public use, if the City will be the one responsible for its maintenance.

Mr. Jeff Oris answers that the City is already responsible for part of the maintenance at that location.

Mr. Rick Burgess comments that it is important to focus on the maintenance of the existing public parking facilities. He also mentions that it is important to market and communicate the parking options to the public.

Mr. Jeff Oris mentions that there has been discussion at the city on the maintenance status of diverse assets throughout town, and it was identified that, although some assets are old, they are not at a replacing point just yet.

6. OLD Business

A. City Clean & Safe Update – Jeff Oris, ACM

Mr. Jeff Oris explains that waste management, code enforcement and homelessness have been the issues most reported by the DDA to the City Team. He explains that the Code Enforcement process starts by reaching out to the offender first, true a verbal or courtesy notice. This process is the most constructive way to go and in 80% of the cases there is compliance. When there is no compliance, a citation will be issued. He explains that, per regulations, unless the infringement pertains to a safety issue Code Enforcement cannot oblige the offenders to comply. He comments that the DDA board was provided with a list of violations and notices. He suggests the DDA cooperation in helping put pressure and help in educating the businesses on the City's Rules and regulations.

Mr. Quentin Morgan advises the DDA Board that they cannot act like the Code Enforcement team, suggesting that the most they can do is to inform the businesses that they have realized that there is an issue that needs fixing.

Mr. Jeff Oris explains that issues that cause immediate attention are environmental hazards, such as chemicals being poured illegally, or structures that have been improperly installed, wires hanging or similar situations.

Ms. Vera Woodson comments that she went for a walk-through downtown Delray Beach and has seen some issues that need fixing. She comments that in conversation with some of the merchants - Tramonti restaurant and Sazio restaurant - they reported that they did not know what they were responsible for regarding their business outdoor areas. She suggests a City member to be present at a Downtown Merchant and Business Association meeting to clarify responsibilities in regard to outdoor areas.

Mr. Rick Burgess suggests having, a City Team member, at an upcoming DDA Board meeting, clarifying what are the businesses responsibilities in regard to waste management and also clarifying what are the Waste Management company responsibilities within the DDA district.

Mr. Quentin Morgan suggests the DDA Board to be presented with a report of any contact from the DDA side with the Waste Management company as far as violations of the articles in that contract for failure to remove certain garbage or failure to remedy situations when Waste Management has been previously notified of those situations, so the DDA Board can understand what level of communication has been happening between the DDA to the Waste Management company and the answers from Waste Management to the DDA communications.

Mr. Rick Burgess mentions some of the issues he has noticed around downtown Delray Beach: misplaced rat traps, landscaping maintenance needed in some areas, the decay of the old Doc's building and Taverna Opa's building.

Mr. Jeff Oris answers that if the owners of said buildings choose not to comply, even if they were already cited by Code Enforcement, the City Team cannot oblige them to comply unless it's a hazardous matter.

Mr. Brian Rosen suggests the use of a map to help the businesses/property owners visualize whose responsibilities are for what.

Mr. Jeff Oris suggests calling a special merchant meeting either coming from the city team or in collaboration with the DDA to inform the businesses/property owners collectively rather than individually.

Mr. Aaron Hallyburton comments that some landscaping needs maintenance, as some bushes and alleyways are in disarray.

Mr. Jeff Oris explains that some areas that have bushes are used by people as informal pathways and that creates the "spaces" in between the bushes.

Mr. Aaron Hallyburton suggests placing trash cans in those areas so that people do not cross those areas.

Ms. Vera Woodson comments that in West Palm Beach they use decorative posts that go all around the bushes, a low-cost way to prohibit people from crossing those areas.

Mr. Rick Burgess comments that visitors want to go where is clean and safe and therefore, these are his top priorities.

1:50PM - Mr. Mark Denkler leaves the meeting.

Mr. Henry Thompson comments that he will try to get the report with the list of responsibilities from the point of view of business/property owners and the Waste Management company ones.

Mr. Rick Burgess mentions that it is important to voice the feedback received from the businesses and merchants and from the visitors, also.

B. DDA & OSS Program Updates – L. Simon and Team

Ms. Suzanne Boyd gives a presentation on the DDA priorities (presentation provided). She also updates the DDA Board on events and comments that events have the power to create pleasant memories for those who attend them and, consequently, create the will to return. She mentions that the January Art & Jazz on the Avenue event had a record-breaking attendance of 7000 attendees. Ms. Suzanne Boyd continues on updates on the January First Friday Art Walk event, the DDA resident engagement strategy (creating a downtown resident VIP access), updates on the West Atlantic Avenue events (Festival of the

Arts), reports on the DDA and Old School Square websites analytics, reports on the DDA and Old School Square social media pages and initiatives and e-mail marketing initiatives and reports for both DDA and Old School Square.

Ms. BJ Sklar gives a report on the Visitor Information Center activities.

Ms. Suzanne Boyd gives updates on downtown Delray Beach economic developments, updates on business retention and hiring, updates on new DDA sponsors and partners and on the “Shades of Culture” activation located in front of the Cornell Art Museum. She continues the presentation with updates on January’s initiatives at the Cornell Art Museum (existing and upcoming exhibitions, museum attendance, donations, museum store sales). Ms. Suzanne Boyd continues the presentation with updates on happenings and data at Old school Square in January (concerts series, Beatles On The Beach event) and on upcoming events. She also informs the DDA Board that on the new Old School Square Sponsor.

Mr. Cole Devitt suggests adding information regarding parking to the direct mailers the DDA sends out.

Ms. Laura Simon answers that information on parking goes out in every event newsletter the DDA sends out.

Ms. Laura Simon gives updates on the Savor the Avenue event happening in March.

7. Board Comments

Mr. Rick Burgess asks if, regarding third parties’ productions at Old School Square, there is liability (on the DDA side) when it comes to trademark infringement, such as regarding concerts with tribute bands, or events such as the Beatles On The Beach event. He also asks if the DDA must vet them.

Mr. Quentin Morgan explains that for music to get licensed it is an easier process (meaning for artist to sing/play other artists songs). Regarding trademarks the process is different and harder. He comments that he would need to the agreements between the DDA and the artists to perceive all the details. He also explains that it is possible, under each agreement, to disclaim liability.

Mr. Aaron Hallyburton congratulates the Public Works Department for quickly solving the problem that arose at the beachside public bathrooms the Saturday before the board meeting. He also asks the DDA legal representative what the process is to go from being a “tax qualified board member” to “board member at large”, if that change needs to go before the City commission.

Mr. Quentin Morgan answers that he will study the question and get back with an answer.

Mr. Aaron Hallyburton comments that at the previous DDA Board meeting the DDA Board asked to invite Ms. Missie Barletto to be present at the current DDA Board meeting, and therefore he asks why she is not present.

Mr. Jeff Oris answers that he is there as a representative.

Mr. Aaron Hallyburton comments that 6 months ago there at a City Commission Meeting there were some concerned citizens that, through public comment, referred to the issues regarding the homeless population in Delray Beach, stating that the situation was getting worse. He continues saying that, following that meeting, the Police Chief and team put together a plan and within 3 months those issues have reduced greatly. Therefore, he cannot comprehend why, in a recent TV interview, it was stated that the DDA took care of the homeless program, discrediting everything that the Police Chief and team did.

Ms. Susanne Boyd answers that the Police Department team was represented during that interview. She refers that a person in West Palm Beach, a business owner, and she stated that she has been on Atlantic Avenue in Delray Beach multiple times and asked what is being done in Delray Beach regarding the homeless issues. Ms. Suzanne Boyd continues saying that they reached out to the Delray Beach DDA to comment, and we (DDA) answered that they should reach out to the City team and to the Police Department, which they did. It was a positive story for Delray Beach.

Ms. Laura Simon answers that he was an investigating news reporter from West Palm Beach that reached out to us, and we sent him information to meet with the City team, which they did, and they had an interview with the City team. The reporter wanted, also, to know more about the Delray Beach Downtown Safety Ambassadors Program and, therefore, the City team sent them to us.

Mr. Rick Burgess asks what were the Police Department and City team positions, in regard to that interview (if they had or had not made comments) and asks why the Police Department and the City Team were not on television.

Ms. Laura Simon answers that Mr. Ted White was in that interview representing the City Team.

Mr. Rick Burgess requests the DDA Board be provided, by email, with a copy of that interview.

Ms. Ariana Ciano (City of Delray Beach, Police Department, Community Outreach, Service Population Advocate) suggests the DDA Board, when receiving the article for them to click the link to watch the video, because the video is longer than the trimmed article.

Mr. Aaron Hallyburton comments that this interview should have been a subject the DDA Board should have discussed in advance.

Mr. Brian Rosen congratulates the DDA Team on the Artikal Sound System concert show. He comments that whatever events the DDA is producing they must be sustainable in the long run. He comments that there are opportunities to get some dollars from drink sales and therefore it should be considered for future events (he comments that during Artikal Sound System, the bar vendor ran out of drinks). He continues suggesting having a collaboration with the hotels to support maintenance of the public bathrooms by the beach.

The use of the Placer AI application will be a great asset to help collect data on the number of visitors at certain points in time.

Ms. Vera Woodson comments that on March 30th, she is producing a flea market event at Old School Square Vintage Gym. She says that she is also collaborating on a community walk event happening on February 24th, on A1A.


8. DDA Team Comments

Ms. Laura Simon suggests having a workshop meeting either in March or in April to discuss items such as placemaking and planning for upcoming seasons as the DDA team will be starting to draft the fiscal year 2024-2025 budget plan. Also, she suggests discussing, at this workshop, a long-term plan for the Old School Square project.


Adjournment

The meeting was adjourned at 2:41pm through board consensus.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE