



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – May 13th, 2024 – 12:00 NOON
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

1. Call to Order of the MAY 13, 2024 BOARD MEETING – 12:03 Noon

Members Present: Vera Woodson, Mark Denkler, Christina Godbout, Brian Rosen, Cole Devitt, Aaron Hallyburton.

Members Absent: None.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Marusca Gatto, Quentin Morgan.

2. AGENDA APPROVAL

Motion by Mark Denkler, seconded Cole Devitt to approve the agenda as presented.

Motion carries (6 - 0) through roll call:

Vera Woodson – Yes

Mark Denkler – Yes

Christina Godbout – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

3. Public Comments & Partner Reports – limited to 2 Minutes

Public Comment by Mavis Benson:

Ms. Mavis Benson comments that being a merchant on Atlantic Avenue one of the main issues she has experienced is the noise. Noise coming from the music loud music coming from cars and motorcycles and cars revving engines. She adds that at times visitors also complain. She mentions that overall October-April was a good season, with a slow start, but overall good. She adds that as the low season starts it would be ideal to use the smart mirrors, changing their rates to offer some sort of discounts such as “meter less Mondays” or to go back to the previous \$2/hour rate instead of the \$4/hour rate along Atlantic Avenue. She adds that during the low season the retailers also offer discounts throughout their stores.

Public Comment by Ron Platt:

Mr. Ron Platt mentions that there have been many restaurants closing within the past 6 months in downtown Delray Beach and asks what would be the reason for that and that this issue should be addressed.

Public Comment by Cynthia Ridley:

Ms. Cynthia Ridley requests the partnership of the DDA for the event “12 Days of Christmas”. She adds that this is a free event open to the community, and that they also partner with the CRA for this event.

Public Comment by Ann Stacey Ridley:

Ms. Ann Stacey Ridley requests the DDA's partnership for the event "29 Days of Black History". She adds that this event is partnering with the Spady Cultural Heritage Museum also.

Public Comment by Howard Sherman and Deedee Atkins:

Mr. Howard Sherman comments that the Delray Beach Art League is creating "Art Connect" a project that includes a group of artists in support for the community. He suggests collaborating in local art shows, addition of art projects to empty storefronts and other projects with the purpose of making Delray Beach an art and music destination.

4. CONSENT AGENDA:

Motion by Mark Denkler, seconded by Vera Woodson, to approve the consent agenda (Items 4 A. – April 10th, 2024 Special Meeting & Workshop Minutes; B – DDA April 2024 Financials; C – FY22-23 DDA Final Budget per Auditors Results; D – For Informational Purposes Only) as presented.

Motion carries (6-0) through roll call:

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes

Christina Godbout – Yes

Mark Denkler – Yes

Vera Woodson – Yes.

Mr. Brian Rosen brings to the DDA Board's attention that in some areas the budget predictions are almost met such as meetings and conference training, phone costs, downtown programs and events and some other areas of the budget the predictions have already been exceeded (such as for *Museum and activations* and for activations of the *Amphitheatre and Park*).

Ms. Laura Simon answers Mr. Brian Rosen's comments that, later on the Agenda, will be the item Amended Budget that will reflect some of those adjustments.

6. OLD BUSINESS

A. West 5TH AVENUE Decorative Lighting Proposal- L. Simon

Ms. Laura Simon briefs the DDA on the West 5th Avenue Decorative Lighting Proposal. She mentions that the last time decorative lighting was added to this street was in 2016.

Mr. Cole Devitt asks if the budget for this project is proportional to what was spent for the Pineapple Grove lighting project.

Ms. Laura Simon answers that the budget for this project is lower.

Ms. Laura Simon adds that there are also plans to execute a project to update the lighting at Libby Wesley Plaza in the future.

Motion by Mark Denkler, seconded by Vera Woodson, to approve the West 5th Avenue Decorative Lighting Proposal as presented.

Motion carries (6 - 0) through roll call:

Vera Woodson – Yes

Mark Denkler – Yes

Christina Godbout – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

B. FY23-24 Budget Amendment Presentation – DDA Treasurer Denkler

Mr. Brian Rosen suggests breaking down on the different items the expenses with the different events.

Ms. Christina Godbout asks if any of the OSS budgeting affects/ reduces the budget allocated to the DDA programing, for instance in terms of placemaking or economic vitality.

Ms. Laura Simon answers that OSS is a separate budget from the DDA's one.

Ms. Vera Woodson enquires about the status for rescheduling the *Dirty Dancing* show and if it will be happening during the current fiscal year.

Ms. Laura Simon answers that the DDA is waiting for a date from the producer, seeing that they have not set up a date yet for the show tour and adds that it will possibly happen during the next fiscal year.

Motion by Mark Denkler, seconded by Vera Woodson, to approve the FY23-24 Budget Amendment as presented.

Motion carries (6 - 0) through roll call:

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes

Christina Godbout – Yes

Mark Denkler – Yes

Vera Woodson – Yes.

C. Merit Increase FY22-23– DDA Secretary Devitt

Ms. Vera Woodson comments that there is consistency amongst the DDA's Board Members, on the DDA's Executive Officer's performance reviews rating's evaluation all the way back to 2016 until the recent evaluations of the current DDA Board. She mentions that regarding Key Performance Indicator (KPI) number 5 "Advocacy/ Liaison" she comments that DDA should lead the conversations regarding what the DDA does for the merchants and residents of the downtown area instead of just receiving information seeing that she feels that the DDA, as of now is the secondary voice, to be in the forefront of the discussion.

Mr. Mark Denkler comments regarding the same KPI "Advocacy/ Liaison" he rated 5 (the maximum) as for the DDA's Executive Director's performance, because he had experienced, while he was a merchant in the downtown area, that whatever issue was brought to the DDA's attention, Ms. Laura Simon had promptly informed the responsible authorities and soon after the issue was being resolved.

Discussion ensued.

Ms. Vera Woodson comments that she feels that within matters involving the west Atlantic area, the DDA should lead the discussion, follow up and advocate so that those matters can get resolved in a more expedited manner. She mentions that a plan for the West Atlantic area is long overdue, adding that it is of the upmost importance to recruit businesses to the West Atlantic area to create opportunities for

visitors to want to visit the West Atlantic area and support the needs of the community in the West Atlantic area.

Ms. Christina Godbout asks if anytime, during the approval process, when the items come forward at the DDA Board meetings, it is possible for the DDA Board to vote on the type of uses allowed/not allowed.

Ms. Laura Simon answers that it is not possible, but that the DDA Board can advocate and make recommendations to the City team in terms of uses and turnovers in the downtown area as well as work individually with the property owners to help guide the process.

Discussion ensued.

Mr. Brian Rosen comments regarding the DDA's Executive Director Performance Appraisal form reviews grid some of the KPIs should be broken down in future evaluations so that the KPI can be more specific.

Mr. Mark Denkler to remake a DDA's Executive Director Performance Appraisal again in September.

Ms. Laura Simon answers that the evaluation process can be redone according to those of other agencies in town.

Motion by Mark Denkler, seconded by Vera Woodson, to approve the DDA's Executive Director Merit Increase FY22-23 of 7.37%, retroactive to October 1st, 2023 as presented.

Motion carries (6 - 0) through roll call:

Vera Woodson – Yes

Mark Denkler – Yes

Christina Godbout – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – No.

Mr. Aaron Hallyburton comments that the DDA's Executive Director Performance Appraisal should not be done by the current but instead by the prior board.

Mr. Mark Denkler recommends giving a bonus of \$20,000 to the DDA's Executive director Laura Simon for all the extra work taken over regarding the OSS project since the start of this project, seeing that she was not rewarded on the previous fiscal year regarding this subject. He adds that this bonus should be deducted from the OSS budget.

Motion by Mark Denkler, seconded by Cole Devitt, to grant the DDA's Executive Director a bonus of \$20,000, regarding work produced regarding the Old School Square project to be deducted from the OSS budget.

Discussion ensued.

Mr. Brian Rosen suggests tabling this item for now, so that the DDA Board has time to review it.

Motion withdrawn.

Mr. Mark Denkler suggests having this item added to the next DDA Board meeting's agenda.

7. NEW BUSINESS

A. Public Records Policy – DDA Counsel Q. Morgan

Mr. Quentin Morgan informs the DDA Board of the new DDA Public Records Policy created. This policy provides all with an understanding of what is the process for public records requests that come through.

Mr. Quentin Morgan mentions that the policy is based on the *Florida Statutes, Chapter 119*.



Motion by Vera Woodson, seconded by Mark Denkler, to approve the DDA Public Records Policy presented giving the ability to the DDA staff to rectify the policy as needed.

Motion carries (6 - 0) through roll call:

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes

Christina Godbout – Yes

Mark Denkler – Yes

Vera Woodson – Yes.

B. Delray Walls Mural Fest at Old School Square – DDA Team

Ms. Laura Simon gives a short briefing on the event Delray Walls Mural Fest.

Mr. Brian Rosen suggests adding murals into other buildings across town to expand the scope of the Delray Walls Mural Fest from Old School Square through the downtown area.

Ms. Laura Simon comments that there are plans for a mural at the Arts Garage stairwell at the Old School Square parking garage.

Ms. Vera Woodson comments that on one of her walks around downtown Delray Beach, she noticed some matters that need fixing at the Old School Square grounds: some wires and plugs that need attention, the same for some awnings facing 2nd street, and the lettering at the Old School Square Amphitheatre is peeling off. She also mentions that the façade of the building that once held Buddha Sky Bar needs some attention also.

Mr. Cole Devitt agrees with Ms. Vera Woodson that the Old School Square grounds need some repairs.

Ms. Vera Woodson comments that she would like to incorporate the *Fleamingle Market* with Delray Walls Mural Fest seeing that the market takes place during one of the “Delray Walls Mural Fest” event. She finalizes by commenting that she attended the Cinco de Mayo Block party event at Old School Square and despite the description of the event stated that it was a family friendly event, it was not truly family friendly, having no other family activities that a cornhole game. She also mentioned that the event should have started later in the day.

C. Scope of Services for Strategic Planner

Ms. Laura Simon briefs the DDA Board on the Scope of Services for Strategic Planner.

Ms. Vera Woodson comments that the DDA should use the data being collected by the City of Delray Beach consulting projects and utilize the funds instead for repairs at the Old School Square facilities. Shae adds the Palm Beach County also works on multiple consulting projects.

Ms. Laura Simon answers that this consulting project is important to create the plan for the downtown’s future and a roadmap for the DDA.

Mr. Aaron Hallyburton comments that visitors will come to the downtown area if the weather is favorable. Also, he mentions that it is important to keep the streets clean, to resolve the homeless issues, and to ensure that the City’s rules and regulations are being followed. He also comments that the DDA has the tools to create a strategic plan without having to engage a consulting firm.

Mr. Brian Rosen comments that a consulting study will be beneficial.

Discussion ensued.

Mr. Mark Denkler comments that strategic plans are necessary for every institution as they constitute a road map for the chairman to ensure that the DDA is following its mission and to execute a strategic plan.

Ms. Christina Godbout comments that she would like to look into different choices before hiring a consultant agency.

Motion by Mark Denkler, seconded by Christina Godbout, to move forward with the consulting project after looking over different consultancy agencies quotes.

Motion carries (4 - 2) through roll call:

Aaron Hallyburton – No

Cole Devitt – Yes

Brian Rosen – Yes

Christina Godbout – Yes

Mark Denkler – Yes

Vera Woodson – No.

8. Non-Agenda Items

• City Commission Workshop of May 14th, 2024 updates

Ms. Laura Simon informs the DDA Board that the City Commission Workshop with the DDA of May 14th is meant to discuss Old School Square matters and the City's vision for this project.

9. COMMENTS

A. DDA Staff

Ms. Laura Simon informs the DDA Board of the Wednesday 22nd, DDA Town Hall session at the Arts Garage. Lastly, she informs the DDA board on the recent award received by the DDA from the International Downtown Association regarding the category "Public Space Management" for the management of Old School Square. This award will be presented at the next IDA conference in Seattle, in September.

B. DDA Attorney

Mr. Quentin Morgan suggests the DDA Board review the DDA By-Laws, give their comments and suggestions, and review any changes at the upcoming DDA Board meeting. Mr. Quentin Morgan suggests adding verbiage to the DDA By-Laws regarding the requirement for DDA Board members to provide the DDA, on a yearly basis, with a tax certificate proving qualification for the seat at the DDA Board.

Ms. Vera Woodson asks if there is anything the DDA can do to avoid issues regarding the approval process for a seat at the DDA Board, such as what happened with the application of the recently dismissed DDA Board member.

Mr. Quentin Morgan answers that he has some suggestions that can be discussed and forwarded to the City Team.

Discussion ensued.

Mr. Mark Denkler asks if there is any way to phase new board members appointments at the DDA, instead of having, such as recently 4 new board members coming to the DDA Board.

Mr. Quentin Morgan answers that the matter can be looked at, but he adds that there were, at times, particular circumstances that led to some of the DDA Board members' vacancies.

1:35pm - Mr. Cole Devitt leaves the meeting.

C. DDA Board Members

Ms. Vera Woodson comments that she observed that after leaving the 5 de Mayo event at Old School Square, the music at the corner where The Office restaurant is located was too loud and one of the songs playing had many curse words. She suggests if the merchants decide to play music, they should have the proper selection of music and be respectful to be suitable to the visitors and residents of Delray Beach. She also mentions that on May 19 the Spady Cultural Heritage Museum is having the "A Delray Beach Family Affair" event open to the public.

Mr. Mark Denkler comments that five years ago the DDA Board realized that it would be beneficial to create a nonprofit. The DDA took over the Pineapple Grove Arts District Inc, not-for-profit corporation, and meantime the DDA Board has been working on the process to restructure this foundation and has of February it has officially become a not-for -profit for the Old School Square campus. This will allow for donations that then can be used to enhance the Old School Square projects. The funds will also help reduce the taxpayer's load.

Ms. Christina Godbout comments that from a business management perspective it is not because people do not want to come/stay in Delray Beach that there has been, recently, more businesses turnover. Some businesses leases were up, and the high rents and high leases are hard on the businesses. She comments that it is important to advocate and work with the City to resolve the noise issues in what relates to revving engines. She also advocates for the DDA partnership for the "12 days of Christmas" event.

Mr. Brian Rosen updates the DDA Board regarding the recent business vacancies and new business openings: Burger Fi chain was having some financial issues and closed, but a new concept is opening (Pura Vida Miami); regarding Cabana El Rey restaurant their lease was up, and the management did not agree with some of the terms of the new lease, but a new concept has come through already; Lionfish restaurant closed but, soon after, a new business has taken over the space; so did happen with the Ember restaurant space that now hosts Campi restaurant; the vacant building that once hosted Pour & Famous will host a new barbecue concept, the vacant building that once hosted 3rd and 3rd restaurant will host an Italian restaurant.

The market is still strong, but the insurance costs are rising, the same goes for the leases and it makes it hard for many business owners. Also, the pandemic had a very hard impact on the businesses.

Mr. Aaron Hallyburton advocates gathering with the City team to discuss business uses such as limiting vape shops in downtown Delray Beach.

Ms. Brian Rosen answers that they can discuss with the City Team on the creation of a moratorium (like the one created for retail of cannabis).


Mr. Aaron Hallyburton also advocates for traffic noise reduction and asks what is the status on the new the City's noise ordinance.

Ms. Laura Simon answers that the City's noise ordinance is being reviewed soon by the City team.

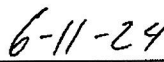
Adjournment

The meeting was adjourned through motion by Mark Denkler seconded by Vera Woodson at 1:49pm. All in favor.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE

