



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, September 8th, 2025 – 3:00pm – 5:00PM
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the September 8th, 2025 BOARD MEETING – 3:05 PM

Members Present: Jim Knight, Jule Guagliardi, Anthony Barber, Aaron Hallyburton, Brian Rosen, Alan Costilo, Cole Devitt.

Members Absent: None.

Ex-Officio Members present: Mayor Tom Carney.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Quentin Morgan, Shelly Likosar, Marusca Gatto, Emily Oliveras.

1. AGENDA APPROVAL – Additions or Deletions

DDA Counsel Morgan suggests removing item 5A: DDA Bylaw Amendments from the Agenda, currently on further advisement. He also suggests moving item 5C - DDA/OSS Program Updates for August and upcoming to the last item under the Old business section. Therefore, the Agenda items under the Old Business section will move up as follows: 5A: DDA Monthly Financials, 5B: Parking Downtown Discussion, 5C: DDA officer nominations and selection and 5D: DDA/OSS Program Updates for August and upcoming.

Board Chair Costilo suggests moving up agenda item 5C: DDA officer nominations and selection (new position suggested by DDA Counsel Morgan) to position 3A.

Motion by Anthony Barber, seconded by Brian Rosen to approve the September 8th, 2025 Board meeting Agenda with removal of item 5A: DDA Bylaw Amendments from the Agenda; moving item 5C - DDA/OSS Program Updates for August and upcoming to the last item under the Old business section; moving up Agenda item DDA officer nominations and selection to position 3A and subsequent adjustments to reflect the new order¹.

Motion carries (7 - 0). All in favor.

¹ 1: AGENDA APPROVAL ACTION ADDITIONS OR DELETIONS

2: Public Comments & Partner Reports;

3: Development Projects;

3A: DDA Officer Nominations and Selection

4: NEW BUSINESS

4A: DDA Art & Activations Grant Request: Space of Mind: annual Haunted House & Block Party;

4B: OSS Venue Fee Waiver Request - The Club Delray;

5: OLD BUSINESS

5A: DDA Monthly Financials;

5B: Parking Downtown Discussion;

5C: DDA/OSS Program Updates for August and upcoming;

COMMENTS

A. DDA Attorney B. DDA Exec Director C. DDA Board Member Comments;

ADJOURNMENT

2. PUBLIC COMMENTS & PARTNERS REPORTS – limited to 2 Minutes

Partner Comment by Stephanie Immelman Delray Beach Chamber of Commerce, Chief Executive Officer):

Ms. Immelman presents the Do Good Delray program, taking place during the month of October, that partners different businesses with nonprofit partner and invites the DDA Board to participate. Regarding the agenda item on parking. Following, Ms. Immelman voices the organization's concerns about the introduction of charges for garage parking, stating it could negatively affect merchants and service businesses. The organization had previously advocated for free daytime garage parking to support local commerce. She mentions that they plan to monitor the policy's impact over the next six months and report their findings to the City Commission.

Public Comment by Marty Dorow (Delray Beach, Resident):

Mr. Dorow, addresses the meeting, expressing his concern about the proposed DDA bylaw changes regarding the mayor's participation as an Ex-Officio member. He requests that the bylaw not be amended to remove this opportunity, believing it could improve relations between the DDA and the City Commission and benefit the citizens of Delray Beach. He also warns that removing the Mayor's participation could negatively impact the city's public image, particularly in the media, and distract from the city's goals. Mr. Dorow urges the DDA Board to consider the potential negative press and maintain a positive public image.

Public Comment by Rob Walsh (International Materials, Chief Executive Officer):

Mr. Walsh expresses strong support for the DDA, crediting its efforts with helping his company relocate from Boca Raton to Delray Beach in 2019. He cited the DDA's role in fostering a safe, vibrant, and business-friendly environment as key to their decision. Mr. Walsh emphasizes the importance of maintaining a high-level view of the DDA's impact, especially in light of recent scrutiny, and noted that most of its funding comes from businesses. In response to a Board Treasurer Knight's question, he explained the move from Boca Raton was due to Delray's unique walkability, community feel, and appeal to both employees and international clients, emphasizing that cleanliness and safety are essential components of the overall downtown experience and highlighted the DDA's vital role in supporting the City's efforts in these areas

Public Comment by Mavis Benson (Downtown Merchant and Business Association, Chair):

Ms. Benson addresses the Board, affirming that many commercial tenants indirectly contribute to the DDA through rent and CAM (Common Area Maintenance) charges, which support ad valorem taxes. She noted that business owners, as expressed at a recent commission meeting, value DDA services and would willingly contribute more if needed. She then reports on a recent merchant meeting attended by 25–30 businesses, where both new and long-standing merchants praised the DDA's support and programming. Ms. Benson commended the Board and DDA staff for their leadership and impact. She also references a presentation on a proposed employee parking permit program, which was well-received and encouraged continued support for its successful rollout on October 1. In closing, Ms. Benson reflected on the lasting value of Board service, citing comments from herself and two former Board members, encouraging current members to take pride in their contributions.

Tori Shields (International Materials, Activities, Health & Wellness Coordinator):

Ms. Shields expresses strong support for the DDA, highlighting her company's role as a premier sponsor and its active involvement in community initiatives. She praises the DDA's leadership, particularly DDA Executive Director Simon, for facilitating meaningful partnerships. Ms. Shields also emphasizes the importance of maintaining free parking downtown, citing her building's current free parking policy as a key benefit to employees and residents. She urges the city entities not to implement new parking charges, noting that free parking supports local businesses and is a frequent concern among residents.

3. Development Projects:

No items were presented.

A. DDA Officer Nominations and Selection

The DDA Board members elect their slate of officers for the Fiscal year 2025/2026, at this time, as below:

CHAIR

Board member Costilo nominates Board member Knight for the position of Chair. Board member Knight accepts the nomination.

By **motion** by Brian Rosen, seconded by Cole Devitt the Board approves unanimously (7-0).

The gavel is then passed to the newly elected Chair, Knight.

VICE-CHAIR

Board member Rosen self-nominates for the position of Vice-Chair.

By **motion** by Anthony Barber, seconded by Aaron Hallyburton the Board approves unanimously (7-0).

TREASURER

Board member Rosen nominates Board member Costilo. Board member Costilo declines the nomination. Board member Rosen nominates Board member Devitt for the position of Treasurer. Board member Devitt accepts the nomination.

By **motion** by Brian Rosen, seconded by Aaron Hallyburton the Board approves unanimously (7-0).

SECRETARY

Board members Costilo and Rosen nominate Board member Guaglardi for the position of Secretary. Board member Guaglardi accepts the nomination.

By **motion** by Alan Costilo, seconded by Anthony Barber the Board approves unanimously (7-0).

4. NEW BUSINESS

A. DDA Art & Activations Grant Request: Space of Mind: annual Haunted House & Block Party

Ms. Sandi Hagood (Space of Mind - Director of Business Development & Community Outreach) presents the DDA Art & Activations Grant Request for the Space of Mind annual Haunted House & Block Party event.

Board Vice-Chair Rosen remarked that the organization was commendable, highlighting its strong mission. He also highlights the partnerships with other local businesses, and the fact that the event

mentioned brings foot traffic to a less busy part of the downtown area. Therefore, he expresses his full support for the initiative and for approval of the grant request.

Board member Guaglardi shows her support for the organization's mission and for supporting the grant request approval.

Motion by Brian Rosen, seconded by Aaron Hallyburton to approve the DDA Art & Activations Grant Request: Space of Mind: annual Haunted House & Block Party as presented.

Motion carries (7 - 0) through roll call:

Jim Knight – Yes

Jule Guaglardi – Yes

Anthony Barber – Yes

Aaron Hallyburton – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

B. OSS Venue Fee Waiver Request - The Club Delray – Joshua Brami

Mr. Joshua Brami, speaking on behalf of The Club Delray, presents the OSS Venue Fee Waiver Request for the Club Delray proposed event at OSS.

Board Vice-Chair Rosen inquires about the proceeds from the last event.

Mr. Joshua Brami reports that approximately \$300 was raised.

Board Treasurer Devitt expresses interest in seeing the event repeat, in a quarterly occurrence.

Board Vice-Chair Rosen inquires if the current venue rental fees are considered high.

Mr. Joshua Brami responds that the fees for rental of the OSS Amphitheatre are nearly double what other venues typically charge.

Board Vice-Chair Rosen states that while the Board supports promoting local businesses, he was not comfortable approving the proposal at this time due to current budget constraints for OSS.

Board member Barber asks if the event will be ticketed.

Mr. Joshua Brami clarified that it was a non-ticketed event, with vendors paying a small participation fee.

Board member Barber inquires about sponsorships for the event.

Mr. Joshua Brami indicates that securing sponsors is a future goal.

Board member Barber inquires about marketing expenditures.

Mr. Joshua Brami states that \$250 has been allocated for social media advertising.

Board member Guaglardi asks if the organization would be open to a fee reduction.

Mr. Joshua Brami confirms that the organization would be amenable to that option.

Board member Costilo appreciates the organization vision and shows his support in favor of consistent events at OSS.

Board Treasurer Devitt asks whether the organization expects future events to be ticketed.

Mr. Joshua Brami responds that ticketing is a potential option under consideration.

Board Treasurer Devitt suggests that the organization adopt a ticketed policy, aligning with practices followed by similar types of events.

Mr. Joshua Brami explains that the organization prefers to give back to the community rather than pursuing revenue through ticket sales.

Board member Barber comments that many other organizations are willing to pay full fees and already do so. He recommends the organization explore sponsorship opportunities to support future events.

Board Treasurer Devitt proposes offering a fee reduction for the first event only, with all subsequent events being charged the full rental fees.

Motion by Anthony Barber, seconded by Brian Rosen to NOT approve the OSS Venue Fee Waiver Request for the Club Delray event at Old School Square.

Motion fails (4 - 3) through roll call:

Cole Devitt – No

Alan Costilo – No

Brian Rosen – Yes

Aaron Hallyburton – Yes

Anthony Barber – Yes

Jule Guagliardi – No

Jim Knight – No

Motion by Alan Costilo, seconded by Cole Devitt to approve the OSS Venue Fee Waiver Request for the Club Delray event at Old School Square with a reduction to \$2,000.

Board Treasurer Devitt agrees with Board member Costilo suggestion, in the light that it is a new event for the campus, and that the reduction constitutes an opportunity for what the event could be in the future.

Board Vice-Chair Rosen suggests a partnership between OSS and the organization for the future with a shared profit component.

Board member Barber voices that his concern is that approving this waiver request might open the precedent for future organizations to follow.

Board member Costilo explains that he is supportive of accepting this waiver in the light that it stimulates economic vitality during low season.

Mayor Carney cautions on fees waiver approvals as it reflects on the City's budget, which OSS is funded through and suggest the DDA review any OSS fees waivers with the City beforehand.

Discussion ensued with DDA Counsel Morgan clarifying that the DDA is in discussion with the City on the best way to move forward with such requests and Board Chair Knight recommending putting on hold any future fees waiver approvals until the discussions reach an understanding, which is agreed by the Board.

Motion carries (4 - 3) through roll call:

Jim Knight – Yes

Jule Guagliardi – Yes

Anthony Barber – No

Aaron Hallyburton – No

Brian Rosen – No

Alan Costilo – Yes

Cole Devitt – Yes

5. OLD BUSINESS

A. DDA Monthly Financials - L. Simon

1.) May, June, July 2025 Financials

DDA Executive Director Simon gives a brief presentation over the financials for the months of May, June and July for both OSS and DDA.

Motion by Alan Costilo, seconded by Brian Rosen to approve the May, June, July financials for both OSS and DDA as presented.

Motion carries (7 - 0) through roll call:

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Aaron Hallyburton – Yes

Anthony Barber – Yes

Jule Guaglardi – Yes

Jim Knight – Yes

4:15pm - Alan Costilo leaves the room momentarily.

B. Parking Downtown Discussion

DDA Executive Director Simon gives a brief presentation on the City's proposed Employee Parking Program.

Discussion ensued followed by question by Board member Hallyburton whether the employees are allowed to park on A1A for the \$10/month fee.

Mayor Carney notes that the reason for implementing the pilot program was due to concerns over a lack of available parking for patrons.

DDA Executive Director Simon clarifies that the \$10/month fee also allows the employees to park in the parking garages.

Board member Hallyburton requests clarification on whether the program includes parking along A1A or not.

Mr. Jeff Oris notes having received a recent notice that the program would exclude parking along A1A.

Mayor Carney supports the use of the top floors of parking garages for employee parking under this program.

Board member Costilo states that he would advocate keeping the garages free for patrons, particularly during the slow season.

Mr. Jeff Oris clarifies that it was inadvertently mentioned the garage parking fee as \$1.00, while the actual fee is \$1.50.

Board Vice Chair Rosen comments that the City's Resident Parking Program is a great initiative.

Board Chair Knight suggests the DDA help spread the word on the City's Employee Pilot Program, through the DDA website.

Board member Hallyburton expresses his desire to see the OSS parking garage on the upper floors free of charge for employees.

Board Chair Knight raises the issue that in-lieu parking fees are still being deposited into the City's general fund and proposes that the DDA advocate for those funds to be specifically allocated toward improving parking facilities.

DDA Executive Director Simon refers to the ongoing conversations between the DDA and the City in regard to utilizing, at times, the parking facilities at the South County Courthouse parking garage.

4:25pm Board member Costilo leaves the room.

Mayor Carney comments that dialogue around this matter originally began in 2012 with the City and has now been re-engaged.

Mr. Jeff Oris clarifies that the parking in-lieu fees can only be used for parking expansion or improvements related to bicycle and pedestrian infrastructure.

4:28 p.m. – Board member Costilo returns.

C. DDA/OSS Program Updates for August and upcoming

Ms. Suzanne Boyd updates the DDA Board on recent month updates and initiatives: Restaurant Month, #LoveDelray Feel Good Summer Savings Pass data, #LoveDelray Fit with the Cold Collective, Art & Jazz on the Avenue, DDA August marketing highlights, downtown economic development updates, public relations, website, email blast and social media data.

Ms. Shelly Likosar reports on the Visitor Information Center data and initiatives for the month of June and on the DDA/OSS volunteer management program.

Ms. Suzanne Boyd continues with information on downtown safety data through the DDA Safety Ambassadors Program & collaboration with the Beach Keepers Inc. organization, on efforts related to downtown cleanliness. Ms. Suzanne Boyd proceeds with information on upcoming events in downtown Delray Beach.

Moving to OSS updates, Ms. Suzanne Boyd provided an update on visits to the OSS campus.

Following, Ms. Marusca Gatto gives a report on the Cornell Art Museum attendance, donations, museum store sales, and other initiatives for the month of August, (including the WPTV highlight of the Cornell Art Museum for "Shining A Light" with T.A. Walker, the museum outreach at Farindola International Art Festival 2025 and outreach at the 4th Annual Focus on Women event). She also gives updates on upcoming initiatives and exhibitions.

Ms. Suzanne Boyd continues on updates and data reporting for August events at OSS, and marketing updates including email blasts, social media, PR, and website updates, finalizing information on upcoming events at the OSS campus.

Board member Costilo highlights that when events are held at OSS, local businesses see an increase in customers.

COMMENTS

DDA Counsel Morgan:

DDA Counsel Morgan reminds the Board that all communications should be conducted through the DDA assigned email addresses.

DDA Executive Director Simon:

DDA Executive Director Simon shares the upcoming International Downtown Association Conference, an important opportunity for other Board members to hear feedback from similar industry entities.

4:57 PM – Jule Guagliardi leaves the room.

DDA Executive Director Simon finalizes by providing the Board with documents in regard to some of Mayor Carney's recent inquiries.

DDA Board Members:

Board member Costilo states that the reports speak for the success of the DDA's management of OSS and praises Daniel Hartwell for his support on the DDA's efforts, stating that *"Daniel Hartwell stepped up and he's done an admirable job of delivering high quality entertainment at (...) very affordable prices"*. Furthermore, Board member Costilo praises the work the DDA does for the downtown.

4:59 PM – Jule Guagliardi returns to the room.

Board Vice-Chair Rosen also praises the DDA's work.

Board member Guagliardi acknowledged the DDA's effectiveness in delivering results within its allocated budget. She suggested the potential revival of the Fashion Week event, while noting that its return would likely require an increased budget.

Board Chair Knight expressed his gratitude to the Board for the opportunity to serve as Chair. Echoing earlier sentiments, he praised the DDA's accomplishments, while emphasizing that there is always room for improvement. He further advocated for fostering a collaborative relationship with city partners.

Board member Guagliardi also emphasized the importance of collaboration with city partners and proposed initiating a dialogue between the DDA and Mayor Carney to explore ways in which both entities can support each other's objectives.

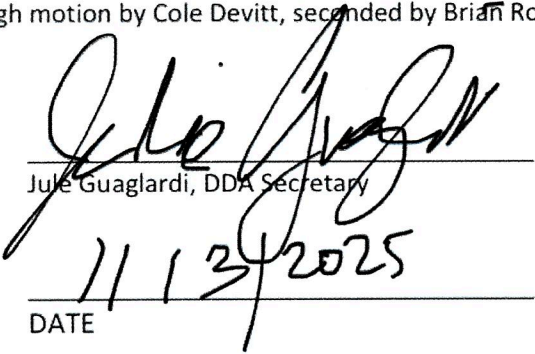
A discussion follows during which Board member Guagliardi raised questions regarding the Sunshine Law, which were addressed by Mayor Carney.

ADJOURNMENT

The meeting was adjourned at 5:11 PM through motion by Cole Devitt, seconded by Brian Rosen.

Motion carries (7 - 0). All in favor.

Respectfully submitted,
Liliana Fino


Jule Guagliardi, DDA Secretary

11/13/2025
DATE

