

**MINUTES**  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD & CITY COMMISSION JOINT WORKSHOP**  
**Tuesday – May 23, 2017 – 5:00 PM**  
**First Floor Conference Room, Delray Beach City Hall**

**1. Call to order – 5:00 PM**

DDA Members Present: Bonnie Beer, Alan Costilo, Peter Arts, Mark Denkler, Albert Richwagen, Frank Frione  
Absent: Ryan Boylston

Staff: Laura Simon, Lauren Lyall, Alexandra Farnsworth

City Commissioners: Mayor Glickstein, Vice Mayor Chard, Deputy Vice Mayor Johnson, Commissioner Katz  
Interim City Manager De Jesus

**2. Open Discussion**

DDA Board to begin discussion with introduction of the meeting; set expectations between the City Commission and DDA Board.

**Al Costilo:** Opened the meeting with the introduction of who we are and what we do: taxing authority, clear mission and clear manner to carry out our stated mission, ability to fund our efforts, statutory functions: prepare and analyze economic conditions, what and how things are progressing, traffic, parking, structural and long range plans for improving downtown facilities, able to make recommendations to the City. Concerned that the City Commission is unaware of the DDA's role and statute.

**Discussion Ensued:**

**DDA Board** - What is the expectation? What aren't we doing? Why would projects come before us (ex: Silverball Museum Mural) when those recommendations aren't made. The DDA is in a new time; we've put internal policies and procedures in place, started Team Delray, etc. We want to be the leaders, as long as it's a two way street, we will be successful. City Commissioners stopped coming to the DDA meeting, it is the best way that we see and we have a lot of measurable outcomes to show what we're doing is working and paying off. Whether it's marketing or public safety; we have collected a lot of data over the last year. We brought in Mr. Gibbs and since the day of that meeting we have been putting a plan together to support our constituents downtown where in the past we have had a cluster study. One of the visions is that we can partner with other organizations: OED-retail, residential, office, what's coming online, using real data, we think we communicate what we do to our constituents but we'd like to make even better. Need to fix the disharmony between DDA and City Commission. We are all here to make our taxpaying citizens lives better by stimulating, enhancing and sustaining our district.

**City Commission:**

**Mayor-** Its best to get your voice heard. **ADVOCACY** is a very powerful way to create relevancy for your organization and constituents. The DDA should be shaping policy; be active in the conversation and be a part of the policy that shapes the Downtown; the old ways don't serve the city as well as they used to. You're coming to the commission because you feel it is important. Many and much of the communicative problems that we're all dealing with is because everybody's busy; it's incumbent on you being there with that information. How does that impact **TELL WHY** we need to do what we do. [Pedicap discussion];

It's incumbent on your organization to engage the commission on what needs to be engaged. It's your responsibility to explain what you don't understand for example the cluster study, what's happening with it?  
**Shirley:** Likes having a City Commissioner act as liaison with the DDA and others. She was promptly "appointed by the Mayor" (her words) to serve as DDA liaison and noted later in the meeting that she plans to attend board meetings regularly.

**Mayor:** What is your policy about in lieu parking for restaurants? When we see Tommy Bahama come in...there are strategies that can be adopted. Maybe it's certain nationals. I would look to you to be advocating what that policy is. That would be much more important. What kind of downtown do you want as a board? There is no downtown policy to guide the commission or how to recraft LDR's to be more proactive. We have a downtown that allows anything to come in.

**DDA:** This has been an ongoing discussion with the DDA and P&Z team over the past year; research is being completed and will be working with Gibbs consulting on shaping this policy (in regards to chain stores). The DDA should review business tax receipt applications before it is signed to review the use and ensure it is compatible. Currently concerned as office uses are in places that are zoned primary retail.

**DDA Board:** A year and a half ago, from the dais, you berated us from the manner of which we handled our financing and our staff. We took a serious look. We changed our staff, we improved our finances and I think we have moved forward. We are battling the city agencies, instead of setting the plan. We're only a year and a half old. This is where we are, this is our chance to bring it all together.

**Mayor:** I think there is a huge amount of respect for what you do and what you are. And here's the difference. If you guys were to come up with directions for certain areas of the downtown and the commission approves, it de-politicizes the decision. Advocacy is such a powerful way to do that.

**Commissioner Katz:** I must have big blinders on because with this board I don't see it. When we had our budget meeting last year it was the smoothest we had during that budget cycle. In my opinion you expanded it, you did your strategic plan and that you included us in this process. To me (with the ambassadors) it was this board and your leader that made that happen. Personally overall you're doing a great job.

### 3. Presentation of the Downtown Safety Ambassador program and discussion

**DDA:** presented the overview, history of why the program started, role of the ambassadors and results; no formal ask at this time – suggest to move forward based on survey results

#### Discussion:

#### City Commission:

**Mayor:** You should be commended. What is the ask?

**DDA Board:** To move forward with a full time program/year round at approximately \$290,000

**Commissioner Katz:** Thinks the DDA should cover most of the Ambassador expense and reduce marketing costs accordingly.

**City Manager De Jesus:** Police say they're still getting about the same number of calls for service, except now many of them are coming from the Ambassadors. *(In the Chief's opinion this is not necessarily an improvement—the Fire Chief reportedly said about the same. DDA and Chiefs to meet to review the program and next steps and present formally at the June 20<sup>th</sup> City Commission meeting)*

### 4. Downtown Parking Discussion

**DDA:** If meters are going in, I want it done right. I see it as a new tax as a taxpayer, If we're going to do it we have to do it right.

**Mayor:** We have become an amenity for other areas and as you say you don't want another tax, I want the people to pay and the funds to be put into an enterprise fund so it gets used back into the Downtown



community. I think it's an open canvas and I would be categorically relying on retailers like you Mark, you know the rhythm and it's all part of the occasion. What is the convenience factor that people value most, this is a huge consideration.

**DDA:** Linear parking enforcement: we haven't seen what we're going to be doing, where are they going to be, how is that being messaged... we remembered your speech about enforcement, we're now hiring a private enforcement company that will be incentivized. Where are the parking structures the in lieu funds were supposed to pay for? There is a need for additional parking. The DDA is advocating to shape this policy and have a Downtown Parking policy that works for everyone.

**Mayor:** Four years ago the structures were not full. Why are we talking about meters when the structures aren't full or fuller. There's a lot of moving parts to this and I appreciate the willingness to be a part of the solution. Just in terms of Al and Mark you guys have come a long way. There is no board that has authorship of this policy, there is not a person out there that is the parking czar that's going to write it.

**Vice Mayor Chard:** The DDA should be weighing in on the mobility issue but there has been no input from the DDA. We're about to have incredible traffic problems with 5 or 6 major construction projects—we need to work with the developers. I just found out that the DDA has not been involved in the comp plan steering committee meetings either. You have reinvented yourself in the last 18 months, nobody gets anywhere without critical analysis.

## 5. Organization and Outreach

Discussion Ensued: Review and possibly amend the bylaws with respect to meetings notices. Executive Director to attend the City's weekly upper level department managers' meeting; Deputy Vice Mayor Johnson will begin attending DDA board meetings as the Commission's liaison.

Never pass up an opportunity to remind the community that "taxpayers", in the case of the DDA, are solely and exclusively the property owners, business owners, and residents in the DDA district. No other person or entity in the city is taxed in support of the DDA.

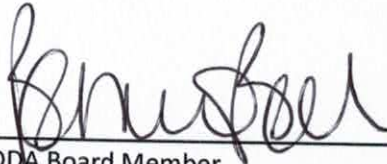
Create a schedule of planned appearances before the Commission. Use the appearances to review, highlight, update, and offer something unique by way of new information. The objective is to become widely regarded as a partner and a resource.

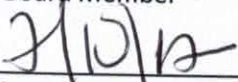
Be prepared to attend commission meetings, even if the board has not clearly adopted a formal position, whenever an item is on the commission agenda that applies to or affects the DDA district.

A follow-up joint workshop with the CRA board is in order.

## 6. Meeting Adjourned

Respectfully submitted,  
Lauren Lyall

  
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DDA Board Member

  
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DATE

