



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD SPECIAL MEETING
Tuesday – May 23, 2017 – 8:30 AM
Northern Trust Bank, 2nd Floor, 777 East Atlantic Avenue

1. Call to order/Roll Call – 8:30 AM

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

Absent: Ryan Boylston

Staff: Laura Simon, Lauren Lyall, Alexandra Farnsworth

Guests: Tom Fleming, Jim Chard, Karen Gardner-Young

2. Agenda: Changes & Additions

ACTION – Motion to approve the agenda

Motion: P. Arts; 2nd: B. Beer

Motion carried unanimously.

3. Urban Retail Strategy—Request to Waive Procurement Policy

- This request came from Alan Costilo to waive the procurement policy in order to secure Bob Gibbs quickly and expedite the Urban Retail Strategy study
- Based on a directive from Peter Commission on Ethics said all was well
- Currently working with OED, working on types of services

F. Frione What is the relationship with John Milage? How did he come into this?

L. Simon Based on last year, the request to reach out to legal assistance

F. Frione Did we use him last year?

L. Simon Yes. He looked at our bylaws, our statute, and making sure that we are following the proper protocol with the sunshine law. He is not on a retainer; he is donating his services at this time. We have talked about bringing him in to understand the statute.

F. Frione So he would be taking the place of Max Lohman?

L. Simon Yes.

M. Denkler Does he do the work for Fort Lauderdale?

L. Simon He does. He works for the DDA.

F. Frione I actually know him.

L. Simon He was highly recommended by Ft. Lauderdale and as they are trying to expand their boundaries. At that time we had talked about annexing in some land like Caffe Luna Rosa and Bostons that should be a part of the district. He is a land use attorney and very familiar with DDA's as an organization.

P. Arts As we look back at our cluster study, can we use any of that information to move along this process?

L. Simon This won't be as extreme as the cluster study. His time frame is generally 3-4 months so it is not as in depth as the cluster study as that inventoried all of the uses and took a few years. He is familiar with the cluster study and use some of it, it is 2004. It's really more of a retail and business analysis. He definitely will inventory and all the things that will help that and also identifying the customer demographics.

P. Arts I felt that Gibb's presentation was well received by all that were there, how is the rest of the downtown retail community going to accept this kind of written proposal. He seems like he was making recommendations from everything from your windows to how long people walked by your door. Is that the kind of outcome we get from him?

L. Simon There is an opportunity to do that or we can work with local partners. To the point of how are the retailers, Mavis our DMBA chair went around and we also had our merchant meeting... its very well received and they are looking forward to the support.

P. Arts His budget is about a 15% swing has he narrowed down a budget and expanded the scope of work?

L. Simon That's where we take his scope of work and make it ours. It would really depend on what we decide on from his menu of services. Similar to if we went out for an RFP.

P. Arts I think we should look at having him come in and have him focus and to add benefits to the features, if you could include that in his scope. It looks like everything you get from level 2 you get from level 3.

L. Simon We will also have to work closely with Planning & Zoning on the parking, streetscape and signage especially with these comprehensive plan changes. His recommendation was level 3.

Jim Chard We have a number of buildings with second stories, is Gibbs going to look at that?

L. Simon A percentage of our vacancy and why and that is why the customizable piece is good. That is where Joan has been very helpful to bring the commercial side of it.

P. Arts Have we thought about any hoteliers to help?

L. Simon Is that a part of his plan? I can work on that.

Jim Chard Is it solely Atlantic Ave?

L. Simon No it will be the entire DDA district.

Discussion ensued concerning DDA boundaries

M. Denkler I was not at the last meeting, why are we waiving the procurement policy?

L. Simon We have a downtown expert as opposed to a retail strategist; it really came as a directive from Big Al. This was in our budget for this year.

F. Frione I do want to make a comment about the date, it says June 2016.

L. Simon That was sent to us in April. As we prepare our scope of services the cost may change.

F. Frione So we're just waiving the procurement policy?

L. Simon Yes.

ACTION – Motion to waive the procurement policy and hire Gibbs Planning Group to conduct an Urban Retail Study for Downtown Delray Beach

Motion: B. Beer; 2nd: M. Denkler

Motion carried unanimously

4. Board Comments

- **No Board Comments**

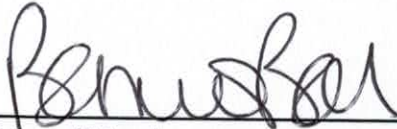
5. ACTION – Motion to adjourn the meeting

Motion: B. Beer; 2nd: M. Denkler

Motion carried unanimously

Meeting adjourned at 8:53 am

Respectfully submitted,
Lauren Lyall



DDA Board Member



DATE