



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, January 13, 2025 –12:00pm – 3:00pm
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the JANUARY 13, 2025 BOARD MEETING – 12:04PM

Members Present: Alan Costilo, Vera Woodson, Jim Knight, Brian Rosen, Cole Devitt, Harold Van Arnem.

Members Absent: Aaron Hallyburton.

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

1. AGENDA APPROVAL – Additions or Deletions

Motion by Vera Woodson, seconded by Brian Rosen to approve the January 13, 2025 Board meeting Agenda as presented.

Motion carries (6 - 0). All in favor (Aaron Hallyburton not present).

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

City Partners Reports:

- Report by Sgt. Schmidt, City of Delray Beach, Police Department, Sergeant.
- Report by Stephanie Immelman, Delray Beach Chamber of Commerce, Chief Executive Officer.

Public Comment By Daniel Rose (Delray Beach, Resident):

Mr. Daniel Rose comments that some of the activities being held at the Subculture Coffee business have been impacting negatively on the surrounding businesses and tenants. He mentions that often the Subculture Coffee customers park unlawfully outside the property of the Subculture Coffee business area, including in neighboring private properties. He mentions that he had noticed some of the Subculture Coffee customers, during one their events, allegedly minors consuming drugs and alcohol, on his own property, and that the business is at times operating in overcapacity. He said he filled out a cyberstalking and defamation report to the authorities, regarding some social media posts from Subculture Coffee management regarding himself. He requests the DDA Board take in consideration this issue.

Public Comment by Albert Richwagen (Richwagen’s Bike & Sport, Owner)

Mr. Albert Richwagen comments that there have been issues regarding permitted hybrid licensed restaurant/night club businesses for long. He mentions that at times the noise is excessive. He mentions that at times he can hear the music coming out from Tin Roof, from his house. He mentions, also, that he has received threatening text messages from Subculture Coffee management. He proceeds to mention that the previous Saturday, he found spots of vomiting on his property. He mentions that he noticed, as well, Subculture Coffee customers hanging out at his property. He adds the duplex tenants behind the Subculture Coffee business reported to him their discontent. He proceeds by mentioning that he received information that there have been 39 police calls since Subculture Coffee business opened, and 7 of those were made by his own customers regarding car accidents due to Subculture Coffee customers backing up their cars.

3. NEW BUSINESS

A. Veterans Park historic designation application discussion – P. Patton

Mr. Price Patton (Delray Beach Preservation Trust, President) gives an overview in regard to the application for Veteran’s Park historic designation.

Board Chair Costilo asks what benefit does it bring to the park to enter the register of historic places.

Mr. Price Patton answers that it preserves it for the future, remaining as an open space. He adds that the designation would also allow to apply for grants attributed to historic properties only, which would allow for collection of funds for improvements needed at the site.

Board member Van Arnhem asks if the budgeted improvements costs are high.

Mr. Price Patton confirms it. He adds that it would be about \$1,000,000 to improve the grounds. He suggests the improvements be made sooner rather than later to avoid extra costs. He adds that at some point, on the table, it was discussed to privatize part of the park and maximize the green area. These changes would reduce the recreation area and eventually eliminate the shuffleboard and lawn bowling courts to produce parking areas.

Mr. Jeff Oris adds that these changes, previously proposed, were already rejected by the City Commission and that the Commission should consider the historic designation.

DDA Executive Director Simon comments that Veterans Park is the only recreation space apart from the Community Center (on NW 1st Ave).

Board Treasurer Knight mentions that the place is a major asset to the City, has history, and it has been serving the community for a long time and agrees with the park application for historic designation. He also agrees that the space needs improvement, and that the recreational uses should be maintained.

Board Member Woodson asks if there is a bond to make it operable and keep the recreational features for the use of the community,

Mr. Jeff Oris answers that there are not any new bonds that he is aware of.

Board Member Woodson comments that she is concerned that once the park is registered as historic, that will make it harder to get donations and suggests requesting sponsorships for improvements first and asks if the Coco Market will be back at the park again after the construction conclusion at the Atlantic Crossing Development.

Mr. Jeff Oris answers that the Coco Market left because the space became too small to host it, due to the market expansion. He also comments that the historic designation does not interfere with the uses of the park, which will remain the same.

Board Member Woodson asks if there can be sponsorships if the park does not enter the registry of historic places.

Mr. Jeff Oris answers that if the park maintains its current use there is no impediment.

Board Member Woodson suggests highlighting more prominently the park during the holidays.

Board Vice-Chair Rosen comments that he is forward to preserving the park, but adds that there are also other ways to preserve it, without the park entering the registry of historic places. He also asks if the shuffleboard and lawn bowling need to stay within that use.

Mr. Price Patton answers that the recreational use should stay and that the application for the historic designation mentions recreational uses, but not specifically lawn bowling or shuffleboard courts and mentions that sometime in the past the park hosted an 18-hole miniature golf course (1929).

Board Member Van Arnhem asks if the recreation center building has impact windows and, if not, can they be added if the historic designation goes forward.

Mr. Price Patton answers that the building does not have impact windows, but they can be added even if the historic designation is approved.

Board Secretary Devitt comments that he agrees in moving forward with the application of Veterans Park for the registry of historic places but agrees with Board Member Rosen that if the lawn bowling and the shuffleboard courts are not used, they should be changed for something more fitting with the current needs of the community.

Board Chair Costilo also agrees with the application of Veterans Park for the registry of historic places if it is necessary to preserve the space.

Motion by Vera Woodson, seconded by Jim Knight to support the submission of the application to the city of Delray Beach by the Delray Beach Preservation Trust, in regard to Veterans Park historic designation as presented.

Motion carries (6 - 0) through roll call (Aaron Hallyburton not present):

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Harold Van Arnhem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

B. Downtown Parking Space Management App – M. Barletto and J. Oris, ACM

Ms. Missie Barletto (City of Delray Beach, Public Works Department, Director) gives an overview of the Downtown Parking Space Management App and its capabilities.

Board Vice-Chair Rosen suggests the DDA collaborate in resharing the video on how to use the parking application.

Board Secretary Devitt asks if the application synchronizes with the vehicles system.

Ms. Missie Barletto answers that if the user has downloaded the Parking Mobile app it should sync.

Board member Woodson asks if the grace period (20 minutes) is tracked by the app.

Ms. Missie Barletto answers that the user needs to register their license plate on the app in order to receive the 20 min grace period. They cannot just park without registering their license plate first.

Board Treasurer Jim Knight asks, then, if the application at the Old School Square garage reflects the real time occupancy, in sync with the parking sensors recently added to the entrances of the parking lots.

Ms. Missie Barletto answers that the sensors located at the parking garages are older than the ones recently added to the public surface parking lots and, therefore, they do not have the same capabilities. She adds that it is possible to track the occupancy numbers (and that the data can be downloaded) but not in real time. A staff member needs to count on site the number of vacant spots if needed at a given specific time.

Board Treasurer Knight asks how often is the data downloaded.

Ms. Missie Barletto answers that the data is downloaded monthly.

Board Chair Costilo answers that the Parking Department has a daunting job and that they have been doing a great job. He also comments that he hopes for the expansion of the Gladiola parking lot.

Board member Woodson agrees with Board Chair Costilo and congratulates the Parking Department on the great job they have been doing.

C. Restaurant Use Change Discussion – L. Simon

DDA Executive Director Simon mentions that as it was discussed at the previous DDA board meeting and from the feedback from the merchant's meeting and from the December 10, 2024 City Commission Meeting, the goal of the City is to work collaboratively with the DDA and its district constituents.

Board Chair Costilo mentions that during the December 10th, City Commission meeting presentation it was mentioned the importance of “maintaining the look and charm of the downtown area”. He comments that Delray Beach is a family town, and that part of the downtown charm is the change between the day and night and the social part resulting from that. He adds that any changes in rules and regulations that would slow down that progression will not be beneficial for the businesses in the downtown district.

Board Treasurer Knight asks if the business Subculture Coffee is under any violations.

Mr. Jeff Oris answers that there are no outstanding violations regarding Subculture Coffee.

Board Treasurer Knight refers to the complaints mentioned during the current Board meeting Public Comments section and comments that the issue needs to be addressed as it seems to be causing issues for the businesses and tenants in the surrounding area. He suggests altering the regulations to rise the distance allowed between each entertainment business.

Board Member Van Arnem comments that he has noticed, in person, the issues with parking happening in the surrounding area to Subculture Coffee.

Board Vice-Chair Rosen suggests discussing the issues arising around Subculture Coffee as an agenda item at the next board meeting.

Mr. Jeff Oris answers that the City is looking into the matter right now and therefore, the City team cannot discuss it any further yet.

Board Member Woodson suggests first checking if the rules and regulations in place are being followed, according to the licensing uses the businesses were approved for.

Board Vice-Chair Rosen is in agreement with Board member Woodson. He also comments that the code needs to be clear so anyone can understand it. He adds that other issues need to be addressed as they can severely impact the businesses: the requirement for full food service the entire time the restaurant is open, the Live Music and DJ performances regulations and others.

1:13pm – Harold Van Arnem leaves the room.

DDA Board Chair Costilo suggests the DDA meet with its constituents to discuss the changes to provide feedback to the City.

Board Vice-Chair Rosen mentions that the changes proposed by the City will result in an overall reduction in occupancy, which will impact negatively on the businesses and therefore this matter should be discussed also.

Mr. Jeff Oris comments that City wants to collaborate with the DDA on these issues.

1:16pm – Harold Van Arnem returns.

Board Member Woodson asks if these rules will be applied only to the restaurants within the entertainment district.

Board Vice-Chair Rosen answers that these changes would apply for all restaurants within the city limits.

Board Member Woodson worries that the new changes would allow restaurants in residential areas to apply for change of use and that factor will not be beneficial for the residents in that area.

DDA Executive Director Simon reminds that all restaurants, even outside the entertainment district, are allowed to provide entertainment, just that different rules apply.

Board Member Woodson refers as an example that if the new changes are approved it would allow for a coffee shop in a residential area to apply its change of use to become a club.

Board Vice-Chair Rosen suggests the creation of a nightlife time type of committee to work on these issues together.

Board Treasurer Knight agrees with Board Member Rosen, mentioning that the full food service required

through the entire time is not conducive to the customers' expectations as nightlife type of business means more drink consumption rather than food.

Board Chair Costilo adds that the noise regulations should also be discussed.

4. OLD BUSINESS

A. DDA/OSS Program Updates – DDA Team

1:29pm – Alan Costilo leaves the room.

Ms. Suzanne Boyd reports on the activation of the 300 and 400 blocks on Atlantic Avenue for the 100ft Tree Lighting event and on the Downtown Delray Window Holiday Décor Contest.

1:31pm – Alan Costilo returns.

Ms. Suzanne Boyd continues reporting on the First Friday Art Walk event, Santa's Pajama Block Party marketing initiatives, on upcoming DDA events (Art & Jazz On The Avenue for February and March)> She also reports on the public relations initiatives, website data, email marketing and social media data and economic development updates for the DDA.

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

Ms. Marusca Gatto presents the DDA Board with the list of the artwork transferred from the Pineapple Grove Arts District organization to the DDA that has been identified for preservation/maintenance. She continues with report on the December Cornell Art Museum data and initiatives, and on upcoming initiatives and exhibitions for 2025 - "Icons of Art in February", Multicultural Art Youth artwork exhibition "Mirror, Mirror" and "Reflections" in March.

Ms. Suzanne Boyd reports on the previous month's events at OSS, on email marketing data, social media data, public relations initiatives and website data. She also reports on the OSS rebranding project and on upcoming events at OSS.

B. December 9, 2024 Meeting Minutes- L. Simon

Motion by Cole Devitt, seconded by Jim Knight to approve the December 9, 2024 Board Meeting Minutes as presented.

Motion carries (6 - 0). All in favor (Aaron Hallyburton not present).

C. November 2024 Financial – L. Simon

DDA Executive Director Simon gives an overview of the November 2024 Financial report.

Motion by Jim Knight, seconded by Cole Devitt to approve the November 2024 Financial Report as presented.

Motion carries (6 - 0). All in favor (Aaron Hallyburton not present).

D. Annual Performance Review & merit increase for DDA Exec. Director – A. Costilo

Board Vice-Chair Rosen comments that the DDA team has been doing a great job.

Board Treasurer Knight states that he is in favor of the 4,4% merit increase and adds that the DDA Executive Director Simon has been doing a good job in collaboration with the City and the DDA constituents.

DDA Board Member Woodson mentions that as far as improvements she suggests coordinating the budgeting in relation to public interest for grant money requests to make sure they are in good standing. She adds that the DDA team is very flexible and that the DDA Executive Director Simon has been providing good guidance for the DDA for the City and for the DDA constituents.

DDA Board Member Van Arnem comments that he is positively impressed with the DDA Executive Director Simon leadership and that she is a hard worker.

DDA Board Secretary Devitt mentions that the DDA team has been doing a great job and that he is in support of the 4,4% merit increase.

DDA Board Chair Costilo comments that the 4,4% merit increase is low, seeing that the inflation is high and that the DDA Executive Director Laura Simon has been managing two organizations: the DDA and Old School Square and that she should be awarded for that. He mentions that the \$10.000 retroactive compensation from work done in previous years regarding OSS should be awarded. But that also retroactive to October 1st, 2024 she should be receiving monthly payments on her salary regarding the management of OSS.

DDA Board Member Woodson suggests adding it to the salaries' budget. She also suggests asking for professional advice from other nonprofit organizations to make sure that her salary is competitive.

Motion by Vera Woodson, seconded by Jim Knight to compensate the DDA Executive Director Simon with \$10.000 retroactive of due compensation, to reflect her overall compensation package and on top of that adding the 4,4% merit increase to reflect her current position of management both for the DDA and Old School Square. In addition to researching the market to ensure she is compensated accurately.

DDA Vice-Chair Rosen comments that he agrees with the merit increase and with the retroactive compensation but adverts that, before any changes, the OSS budget needs to be reviewed to allow for these changes.

DDA Board treasurer Knight suggests retroactive compensation be taken from the DDA budget instead.

2:27pm – Harold Van Arnem leaves the room.

Board member Woodson enquires if the compensation is for one or two years of work.

Board Chair Costilo comments that in his opinion the \$20.000 would be a fair compensation for the two years of work of the DDA Executive Director Simon towards the management of Old School Square and adds that she has been taken on a tremendous number of responsibilities since the addition of the Old School Square management.

Motion removed.

Motion by Vera Woodson, seconded by Jim Knight to compensate the DDA Executive Director Simon with \$20.000 retroactive of due compensation, in regard to her management of Old School Square and on top of that adding the 4,4% merit increase. In addition, based on market research, to adjust her salary to ensure she is compensated accurately.

Motion carries (6 - 0). All in favor (Aaron Hallyburton not present).

Jim Knight – Yes

Vera Woodson – Yes

Harold Van Arnem – Yes
Brian Rosen – Yes
Alan Costilo – Yes
Cole Devitt – Yes.

2:30pm – Harold Van Arnem returns.

DDA Board treasurer Knight asks if the \$20,000 are reflective of the two years of her management for Old School Square.

DDA Chair Costilo answers that it reflects her commitment from the beginning of the project up to October 1st, 2024.

COMMENTS

– **DDA Board Members**

Board Treasurer Knight comments that the South boat ramp in Delray Beach is not receiving as much utilization as the north ramp, and suggests the city reviews the matter, as they are a highly waterfront property.

2:36pm – Alan Costilo leaves the room.

Regarding the cancellation of big events in downtown Delray Beach (such as the cancellation of the New Year's Eve event) so that the businesses and visitors can be notified. He also suggests creating an art project program to add new artwork throughout downtown Delray Beach, such as the wrapping of the utility boxes. He adds that he would like to sponsor such types of projects.

2:38pm – Alan Costilo returns.

Board member Woodson congratulates the DDA team for the collaboration in the marketing campaign for the 12 days of Christmas initiative. She follows suggesting the addition of ADA compliant ramps on the south side of the beach, for access from Anchor Park to the beach.

Board Vice-Chair Rosen suggests the DDA look into grants available that would allow for the preservation and maintenance of the Old School Square Site. He also suggests creating a nightlife time type of commission to discuss issues of relevance to the businesses.

DDA Secretary Devitt suggests advocating for the use of window coverings on empty store fronts. He also suggests the DDA contract a big-name act to perform at the OSS Amphitheatre.

Board Chair Costilo mentions that in regard to the 501 C3 foundation for OSS, the foundation Board is preparing a sponsorship recruitment program. He mentions that the New Year's Eve event and the July 4th Event are of major importance to the Delray Beach Community, visitors and businesses and should be continued. He suggests the DDA collaboration with the city on these events, in case the City's budget falls short, so that the cancellation of these events does not impact negatively the businesses in the downtown area.

Board member Woodson agrees with Board Secretary Devitt on the importance of the use of window coverings on empty store fronts, and mentions specifically the West Atlantic area, as it is the main route to downtown Delray Beach and suggests covering the former Amazon Hub window storefront.

ADJOURNMENT

The meeting was adjourned at 2:48pm through motion by Vera Woodson seconded by Jim Knight. **Motion carries** (6 - 0). All in favor (Aaron Hallyburton not present).

Respectfully submitted,
Liliana Fino

Cole Devitt, DDA Secretary

DATE