

**MINUTES**  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING**  
**Monday – March 14, 2022 – 12:00 NOON**  
**Downtown Development Authority**  
**350 SE 1<sup>st</sup> Street, Delray Beach, FL**

**1. Call to order/Roll Call – 12:15 PM**

Members Present: Peter Arts, Mavis Benson, John Conde, Alan Costilo, Frank Frione, Mark Denkler.

Members Absent: Rocco Mangel

Staff: Laura Simon, Marusca Gatto, Liliana Fino, BJ Sklar.

Guests: Sara Maxfield, Sgt. Rodney Stevenson, Sgt Hannes Schoeferle, Stephanie Immelman, Off. Anthony Perez.

Zoom/Phone: Jeff Dash, Darrell Hunter, Nick gold, L. Schmitt, Gina Carter, Lori Lucas, Alyson Walzer, Erica Purtill, Vera Woodson, Cary Roman, Darcy Tyson, Tara Lubin

**2. Agenda: Changes & Additions**

**ACTION – Motion to approve the agenda as presented.**

**Motion:** F. Frione 2<sup>nd</sup>: M. Benson. **Motion carried 6-0. (Rocco Mangel not present).**

**3. Approval of Minutes**

**A. February 14, 2022 Board Meeting Minutes**

**ACTION – Motion to approve the February 14, 2022, Board Meeting Minutes as presented.**

**Motion:** M. Benson 2<sup>nd</sup>: J. Conde. **Motion carried 6-0. (Rocco Mangel not present).**

**4. Financial Report**

**A. Financial Report for February 2022**

Checking                **\$11,157.03**

Money Market        **\$963,214.18**

Total Checking       **\$974,371.21**

**Total Revenue       \$1,227,708.00**

(Ad Valorem Taxes & Interest NET \$1,180,176.00)

Net Income for Year:        **\$607,446.00**

**ACTION – Motion to approve the February 2022 Financial Report as presented.**

**Motion:** F. Frione 2<sup>nd</sup>: M. Benson. **Motion carried 6-0. (Rocco Mangel not present).**

JC

**5. Public Comments: In Person Comments limited to 2 minutes (Submitted Via Email by 10am March 14, are read into the record) and Delray Beach Partner Reports (City, CRA, Chamber, etc.) – Comments limited to 2 minutes.**

Sent by email by Jay Jakubowitz (resident), read by Laura Simon:

"Downtown was supposed to be place for residents and business, guess what business has WON. The quality of life for residents has deteriorated beyond living standards. No police on street to control crowds, garbage cans have been removed and are overflowing to accommodate business. We are now squeezed between tables and restaurants which have put tables not in front of businesses but on both sides of street

And leave small space for us to crawl thru like animals trying to escape. Tables have taken over street, does Delray get compensated. Last time crowding happened in Delray firemen and police were stationed at offenders now it is free for all, and the noise cars come blasting down street with radios blasting without an officer in sight. Menin and other developers getting rich, living in their mansions with rest of residents not being able to walk streets of greatest "small town" in America, are they paying their share of taxes I doubt it, I am. All great things that made Delray great place live gone.

Stop putting all street fairs on Ne 4th Ave, I have had two this year so far spread the pain around"  
(Jay Jakubowitz, 185 Ne 4th Ave Delray Beach)

Stephanie Immelmann (Delray Beach Chamber of Commerce, CEO) presents the Delray Beach Chamber of Commerce (DBCC) event "Delray Affair," happening on 8, 9 and 10 of April (document provided). The DBCC will be also showing, at our location, during April, an exhibition, regarding the 60 years of the "Delray Affair" event. With this exhibition, the DBCC is participating on April 1<sup>st</sup> at the DDA event "First Friday Art Walk".

Rodney Stevenson (Delray Beach Police Department, Sergeant) – There were no major issues during the St. Patrick's Day Parade and Festival (on March 12<sup>th</sup>).

Darcy Tyson (City of Delray Beach, Neighborhood and Community Services Department, Clean and Safe Administrator) – The St. Patrick's Day Parade was a great success. During St. Patrick's Day Parade, Sandoway Discovery Center placed a table, showcasing their business, in front of Haystacks, and we want to bring to the public's attention, that this situation is not allowed, unless permitted by the City in exceptional circumstances.

**6. NEW Business**

**A. Trucks on E. Atlantic Ave – City of Delray Beach, Clean & Safe Division**

L. Simon - On Atlantic Avenue, between Swinton Avenue and SE 5<sup>th</sup> Avenue, there is an ordinance in place that forbids the circulation of trucks.

Hannes Schoeferle (Delray Beach Police Department, Traffic Sergeant) - This part of Atlantic Avenue is managed by the City and therefore the ordinance is allowed there. On the contrary, most of the side streets are managed by the FDOT and on those there are limitations such as the use of some signage. One of the reasons why there are, frequently, trucks circulating on this parcel of the Avenue that is forbidden to truck circulation is the fact that, when searching an address on this zone through GPS, the application does not refer the zone as a "No-thru trucks zone." For a while (2/5 years), the Department was issuing warnings and education on this ordinance, but since we are noticing lots of complaints, now, there is a 0% tolerance policy and citations are being issued when an infraction happens.

F. Frione – Is it possible to add to those navigation and traffic applications (Waze, Google Maps...) the information regarding the "no-thru trucks zone"?





JC

Sgt. Schoeferle – Not that I am aware.

M. Benson – Was any information delivered to the businesses (to inform their suppliers) on that area regarding this restriction?

Sgt. Schoeferle – That is not on our Team scope. The only trucks allowed to circulate on this zone are the ones for FEDEX, UPS, USPS, and FPL.

L. Simon – We can add information on this restriction to the street pole banners eventually.

Sgt. Schoeferle – 98% of the citations are first time offenders. It means that, even with the 0% tolerance policy this issue will remain. West of Swinton Avenue, Atlantic Avenue is managed by the FDOT, so no other signage (apart from the ones permitted by the FDOT) is allowed.

F. Frione – Maybe a meeting with the FDOT on this issue will bring a solution to the table.

Sgt. Schoeferle – There is a zone, by Swinton Avenue, where signage (no-thru traffic) is allowed, and a request has been sent on that matter to the City Public Works Department.

#### **B. Downtown Development Authority overview – F. Frione**

F. Frione – It is important to promote the DDA as brand. Probably the merchants are aware on what the DDA does and what its scope, but what about the residents? Also, there are merchants that do not show much involvement when requested to participate on the DDA's events and activities. Should the DDA start to do a door-to-door check-in every month?

M. Benson – When the DDA hosts a restaurateurs meeting, there is, usually, great attendance. This situation does not happen as much with the retailers, but as far as feedback received there are aware of the DDA's scope of work and activities.

J. Conde – Maybe the DDA should elaborate a campaign, once a year, for this purpose.

F. Frione – That is a good idea, sort of a "DDA Month".

A. Costilo – There are some points that still need to be highlighted. Like the fact that the DDA sold its property for the project of the Railroad Parking Lot, or the fact that the DDA is the responsible entity behind the beautiful street holiday lighting.

M. Benson – It is hard to understand how the public cannot seem to recognize the DDA. The DDA logo is all over the events it produces and marketing campaigns.

Sara Maxfield (City of Delray Beach, Economic Development Office Department, Director) – In my opinion, as a member of the public, the DDA Team and Board do an amazing job at promoting the DDA "brand". There will be always people, who will not want to get involved.

A. Costilo – I agree with Sara's opinion. If everything works, no one is interested in knowing who the faces are behind that, but when something does not work everyone tries to find the responsible for such acts.

M. Denkler – I agree with Sara, also.

L. Simon – This year to bring awareness to the public on what is the DDA scope, the DDA has produced a brochure on that matter. During the past two weeks, the brochure, and other informational flyers, were distributed by the DDA Team to the merchants in the Downtown area.

BJ Sklar – As I was distributing these packets (DDA brochure, Event Guide Brochure, and Delray Beach Guidebook) to businesses on the beachside (East of Atlantic Avenue Bridge) I realized that there are plenty new businesses (especially due to the pandemic situation). Plenty times, when trying to connect with the merchants, the manager or owner is not present which makes it difficult to share the information.

F. Frione – It is important to pass the message to the downtown residents, also. The Ambassadors Program is service that is important to them as well.

P. Arts – When I was a member of the Community Redevelopment Agency (CRA) Board I noticed the same issue with bringing awareness on what the CRA do. Some people got involved, but not the majority.

#### **C. DDA Workshop & Town Hall Dates – review and select dates for future workshops – L. Simon**

L. Simon presents item 6C DDA Workshop & Town Hall Dates.



7. OLD Business

**A. Parking – Federspiel Garage, Employee Parking Program – L. Simon & A. Costilo**

L. Simon – The elevator project at Robert Federspiel parking garage is not concluded yet.

Sara Maxfield – The elevator is functional, but it cannot be used yet, since it is waiting for certification from the State of Florida.

L. Simon – Regarding the Employee Parking Program, the details are as follows:

- Program Launch:

- The program will begin April 15 with registration of a test group (Big Time Restaurant Group and Rocco's Taco)
- Launch communications: Meetings, Letter/mailing, Registration Day Downtown

- Parking permit and application

- Parking Permit will be FREE to the employee and a small administrative fee covered by the restaurant of \$100/restaurant
- 50-60 permits per restaurant to be provided
- Permits to be issued at the DDA office and on [DowntownDelraybeach.com/parking](http://DowntownDelraybeach.com/parking)
- Program Participants-Pilot program: Elisabetta's, Rocco's Tacos, City Oyster o Employees to receive a 6-month sticker good only for the garages

- Garage details:

- Open for Employee Parking anywhere in the garage – preferably on the upper floors
- Signage to be provided
- Staff to check vehicles for permits

- Enforcement:

- City Management company to enforce the permits as they enforce the resident permits and non-permitted vehicle

J. Conde – Can the top floors of the parking garages be assigned as employee parking?

L. Simon – Yes.

J. Conde – This pilot program is great.

A. Costilo – Anything done to solve the employee parking matter in downtown Delray Beach is a great start. Although the 6-month timeline seems a prolonged period for a pilot project. How many parking spots were made available for this pilot project? It is my opinion, also, that the fees paid by the merchants (the same for everyone) should be differentiated and reflect the quantity of employee parking spots they need. Furthermore, the pilot program should include more than 3 restaurants.

M. Benson – I agree on a shorter trial period. Regarding the group test, I agree on that, it is a good start.

L. Simon – The trial period is not 6 months, that is the length for the employee parking permit.

**B. DDA Program Status Report – Feb. 2022 – DDA Team**

L. Simon presents updates on the Ambassador Program, DDA placemaking activities, Tourism Master Plan, DDA participation on the International Downtown Association, DDA participation on the Discover the Palm Beaches corporation, economic vitality updates, Visitor Information Center statistics, DDA marketing campaigns and on the DDA events Fashion Week, Savor the Avenue and First Friday Art Walk, and Delray Affair- DBCC event.

J. Conde – Any news on the Wayfinding Signage Project?

Sara Maxfield – The City is waiting for the FDOT to approve the project, and that might take up to one year.





JC

M. Benson – I do not have a fashion boutique, my store (Avalon Gallery) sells art, but I did see foot traffic in result of the Fashion Week event, that is why these events are so important to the City and to the merchants.

**8. Non-Agenda Items**

There were no non-agenda items.

**9. Board Comments**

F. Frione – I just want to note that some of the DDA Board members term expires in June and new members need to be appointed.

L. Simon – The business Studio 404 closed their doors due to challenges, and Bull Bar business is closing soon (owners are retiring).

M. Benson -The Downtown Merchant and Business Association (DMBA) met on March 2<sup>nd</sup>, and one of the ideas brought to the table was the creation of a downtown loyalty program, so that residents have a new incentive to shop and dine in the downtown area. On April 5th will be the next DMBA meeting, at 9am at the Delray Beach Market. It would be fruitful to have more merchants attending these meetings. The Spady Museum hosted on February 18th an amazing event: the Black History Youth Art Awareness Festival. Regarding the Atlantic Crossing project, the fact that the sidewalk is closed on Atlantic Avenue, during construction of this project, does not help the businesses in the area.

A. Costilo – In my opinion the rise on gas prices will prevent some visitors from coming downtown. My business, on the week preceding the St. Patrick's Day Parade (held on March 12<sup>th</sup>) Big Al Steak's did not receive as many guests as in previous years.

L. Simon – Regarding the Old School Square subject (which has been closed for a while), the Cornell Art Museum is going to be managed by the Boca Raton Museum of Art. The St. Patrick's event parade was a great event.

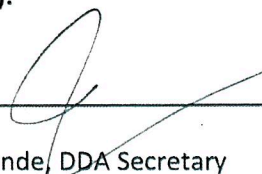
**11. Adjournment**

**Motion:** M. Benson 2<sup>nd</sup>; J. Conde

**Motion carried 6-0. (Rocco Mangel not present).**

**Meeting adjourned at 2:20PM.**

Respectfully submitted,  
Liliana Fino

  
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John Conde, DDA Secretary

4.29.2022  
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DATE

