



**MINUTES**  
**FY2022/23 GOAL SETTING MEETING**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Tuesday, May 10 – 11:30am –3:00pm**  
**DDA Conference Room at the DDA office**  
**350 SE 1<sup>st</sup> Street, Delray Beach, FL 33483**

Call to order/Roll Call – 11:41 PM

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

Members Absent: None.

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

Guests: Bruce Leish.

Agenda: Changes & Additions

**ACTION – Motion to amend the agenda with the addition of the item “Opal Grand (2022-167) - 10 N Ocean Blvd - Class I Site Plan Modification”**

**Motion: F. Frione 2<sup>nd</sup>: A. Costilo. Motion carried 7-0.**

Opal Grand (2022-167) - 10 N Ocean Blvd - Class I Site Plan Modification

L. Simon presents item Opal Grand (2022-167) - 10 N Ocean Blvd - Class I Site Plan Modification (document provided). Please note that the entrance/exit to the garage is still at Andrews Avenue.

*It is the DDA Board consensus to approve the Opal Grand (2022-167) - 10 N Ocean Blvd - Class I Site Plan Modification.*

DDA Presentation by Laura Simon

## FY2022/23 Goal Setting Meeting Discussion

### A. Review of DDA Area of Focus and Mission

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### B. Board Discussion:

- a. DDA Weaknesses:
  - Improve the DDA organization brand marketing strategy:
    - Bring more visibility to the DDA brand (highlighting logos and name branding),
    - Name brand every marketing asset,
    - Have one-on-one meetings with the property and business owners/ managers,
    - Rebrand the organization and its mission,
    - Highlight the organization mission and/or description on the website welcome page, possibly in one of the banners,
    - Update the mission statement to include the word “advocate”, as it is the organization main goal,
    - Organize multiple (2 or 3) Town Hall session meetings per year, inviting the business owners, managers and property owners.
- b. DDA Strengths:
  - The DDA Team pivots between events in a seamless way,
  - Active and effective cooperation with the different City partners, stakeholders, and decision makers, and subsequent message communication to the businesses’ constituents in the downtown area.
- c. DDA Priorities to Continue:
  - Safety Ambassador Program & Addressing Quality of Life Issues:
    - Elaborate a report with the Ambassadors’ activities and achievements to be delivered to the businesses’ constituents.
  - Placemaking efforts & beautification of Downtown:
    - Increase communication to the businesses’ constituents of their assignments regarding this matter,
    - Continuously advocate on this matter with the City partners,
    - Increase code enforcement in regards to cleanliness,
    - Elaborate a new Clean & Safe plan together with the City partners (the Clean & Safe plan, elaborated long ago, is not set for the increasing number of visitors the City is overseeing currently),
    - Partner with the City and the businesses to increase frequency and footprint of the pressure spraying service.
  - Downtown Development Guidance – construction management
    - Create architectural guidelines on what the landscape of the Downtown should look like.
  - Business retention and development:



- JC
- Advocate on the importance of developing the West Atlantic area to improve economic vitality of the area and as a way to balance the overall economic scene of Delray Beach.
  - Downtown Activation to drive economic vitality – Events and Activations (ideas for OSS Park activation, Art & Jazz, Savor the Avenue):
    - Ideas for OSS Park Activations):
      - Advocate for a new and updated RFP for OSS Park,
      - Make OSS Park available to be utilized for concessions and pop-ups,
      - Televised events (Formula 1, Kentucky Derby, Big Concerts, the Lighting of the Christmas Tree, NFL games),
      - Create family activities (e.g. picnics with movie screenings).
    - Change the format of the Fashion Week initiative. The main goal is to spotlight and drive revenue to the retailers and not as much to the event itself. The cost of the event, as per the last edition, was \$80,000.

d. New top priorities:

- Pineapple Grove Arts District and Neighborhood branding & Old School Square Grounds – beautification and activation
  - The creation of a 501 c3 foundation would generate the opportunity to raise donations and grants that can be invested back in the downtown area, and even outside the DDA District, since it operates separately the DDA organization. It can be utilized to improve the cleanliness of the town, to activate the Old School Square Park and others.
- Advocate the importance of Tourism Marketing to the City partners as a way of bringing visitors to Delray Beach. The City's approach on the Tourism Master Plan is more related to keep the town clean and not as much in marketing the town.

e. Public Comments:

Public comment by Bruce Leish (Delray Beach resident, representing the Meridian Delray Condominium Association Inc., located at 335 SE 6<sup>th</sup> Ave. in Delray Beach):

- Improve and develop the SOFA (South Of Atlantic) district:
  - Promote housing development (there was an old plan that fell through),
  - Improve the SOFA district branding and awareness (through banners),
  - Discuss on possible uses for the long time empty vacant lots, and allow for temporary uses of that lots (e.g. soccer fields),
  - Add traffic signage warning approach of a commercial area (high speed vehicle traffic issues along Federal Highway),
  - Promote pedestrian flow between Atlantic Avenue and side streets (will improve economic vitality and help filling the existent vacant storefronts) (e.g. create signage on Atlantic Avenue directing traffic to the different parking lots on the SOFA district).



J C

Adjourn:

Meeting was adjourned at 3:01 through motion by Mavis Benson, seconded by Alan Costilo.

Respectfully submitted,  
Liliana Fino

  
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John Conde, DDA Secretary

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DATE

6.27.22

