



MINUTES

SPECIAL MEETING DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING Tuesday – October 18th, 2022 – 5:00 PM Downtown Development Authority 350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 5:00 pm

Members Present: Mavis Benson, Dr. John Conde, Vera Woodson, Frank Frione, Rocco Mangel and Mark Denkler.

Members Absent: Alan Costilo.

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

Guests: Robert Cantwell, Ron Platt, Pierre Rochemont, Paul Daurio, Judy Mollica, Tom Warnke, Christina Morrison, Richard Rochemont.

2. Approval of Agenda – Tuesday October 18th, 2022

Motion by Mark Denkler, seconded by Frank Frione, to approve the agenda as presented. Motion carried through a roll call (6-0). Alan Costilo and John Conde were not present.

3. DDA Board Planning Discussion

Mrs. Laura Simon presents the DDA Business Plan for Old School Square Campus (Goals, DDA and City partners Proposed roles, Funding Estimates for 2022-2023 and ideas for implementation for Phase 1 and 2 – document provided).

5:04 pm – John Conde Arrives

Discussion points :

- Rocco Mangel :
 - Include Marketing and Rebranding as a top priority in the budget;
 - Review the Estimate Funding Totals (the \$750,000 amount is insufficient, \$125,000/month is a more appropriate estimate);
 - Use a grand opening/ epic event as a vehicle to help communicating to the public the reopening of the Old School Square campus and to motivate the public to come for future events (preferably taking place in November);
 - Recruit an Event Management Company such as the one that run Boat Shows (on short contracts of 30 days) to help manage the operations on the full campus;
 - The takeover by the DDA of this project should take place on January 1st, 2023 (instead of November 1st, 2022) for the DDA to have time to thoughtfully plan and review all the details involving this project together with the City Team and the Community Redevelopment Agency (CRA);
 - A percentage of the revenues obtained from the initiatives taking place at the campus should benefit a charitable organization or noble cause.

- Mark Denkler:
 - Understand the financial/accounting implications:
 - Create a separate checking account for the School Square project for purposes of financial transparency;
 - Add the Old School Square discussion and updates, as an item to the regular monthly DDA Board Meeting Agenda;
 - Understand the specifics surrounding the takeover of this project by the DDA:
 - What is the mission of the DDA on this project according to its own goals and in collaboration with the City Team and the CRA;
 - How will this project be financed;
 - How long will this project agreement last for.

- Frank Frione:
 - Ensure that takeover of this project by the DDA will not detract in any way from the projects and mission the DDA has currently or future planned;
 - Understand this project as a long-term commitment: Preparation, Planning, Execution cannot be rushed (suggestion of a 5-year length project plan).

- John Conde:
 - Recruit a Talent Manager to run this project.

- Vera Woodson:
 - Understand the role of the DDA, as an important vehicle of communication for events in town and, therefore, an important agent in promoting (Via media, website...) the future initiatives happening on the campus;
 - Understand the partner's roles on this agreement;
 - Prepare a Staffing Plan;
 - Prepare a strategic 3-month plan to present to the City partners;
 - The DDA should take the lead in request what's needed from the partners in order for the DDA to take over this project.

- Mavis Benson:
 - The DDA is the most credited organization in town to takeover this project;
 - Phase this project in order to activate the different structures of the campus as needed and possible.

5:59pm – Mr. Frank Frione leaves the meeting.

4. Board Comments

There were no Board comments.

6:13pm – Mr. Rocco Mangel leaves the meeting.

11. Adjournment

The meeting was adjourned at 6:14pm through a Motion by Mark Denkler, seconded by Vera Woodson. Motion carries (4-0). Rocco Mangel, Frank Frione, and Alan Costilo were absent.

Respectfully submitted,
Liliana Fino

Vera Woodson, DDA Secretary

DATE

