



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – November 14th, 2022 – 12:00 NOON
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:00 Noon

Members Present: Alan Costilo, Mavis Benson, Dr. John Conde, Vera Woodson, Rocco Mangel (via Zoom) and Mark Denkler.

Members Absent: Frank Frione.

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

Guests: Rami Rotkopf, Jim Constantine, Joe Josemond, Tom Warnke, Jaime Mayo, Jose Gonzalez, Bruce Leish, Ronald Platt, Al Ford, Jeff Oris.

Zoom: Stephanie Immelman, Susana Rodrigues, Sgt. Chris Trapasso, Katherina Paliwoda, Jeff Dash.

2. Approval of Consent Agenda:

Motion by Mark Denkler, seconded by Alan Costilo, to approve the consent agenda (Items A. i. - Oct. 11, 2022, DDA Board Meeting Minutes, A. ii. - Oct. 18, 2022, Special DDA Board Meeting Minutes, B - Finances of Oct. 2022, and C - Safety Ambassador Report, DDA October Report) as presented. Motion carries (5-0). Frank Frione and John Conde were not present.

3. Approval of Regular Agenda – November 14, 2022

Motion by Alan Costilo, seconded by Mark Denkler, to approve the regular agenda postponing the item 7A to the DDA's December Board Meeting Agenda. Motion carries (5-0). Frank Frione and John Conde were not present.

4. Public Comments and Delray Beach Partner Reports (City, CRA, Chamber, etc.) – Comments limited to 2 Minutes

Public Comments by City Partners:

- Report by Stephanie Immelman, Delray Beach Chamber of Commerce, Chief Executive Officer;
- Report by Sgt. Chris Trapasso, Delray Beach Police Department Sergeant;
- Report by Jeff Oris, City of Delray Beach, City Manager Department, City Manager, Executive Leadership Division, Assistant City Manager.

12:05pm – Mr. John Conde arrives to the meeting.

5. DDA Marketing & Activation Presentation – DDA Team

Ms. Suzanne Boyd gives updates on DDA marketing and initiatives regarding Art & Jazz event, Halloween initiatives, Shop Small Ornament Giveaway initiative, holiday festivities activations and initiatives, holiday tourism marketing campaign, social media results, and public relations initiatives.

Ms. Marusca Gatto gives updates on the recently acquired Eventeny Application, on the Downtown Safety Ambassadors program and on downtown economic developments (new/ closed businesses).

6. Development Services: Downtown Delray Beach Site Plan review and approvals:

A. 3 NE 1st Street (Delray Beach Historical Society) – 2022-132 - Certificate of Appropriateness & Class I Site Plan Modification - Winne Edwards & Jaime Mayo

Mr. Jaime Mayo (HNM Architecture, Principal) presents item 3 NE 1st Street (Delray Beach Historical Society) – 2022-132 - Certificate of Appropriateness & Class I Site Plan Modification.

Motion by Mark Denkler seconded by Vera Woodson to approve the 3 NE 1st Street (Delray Beach Historical Society) – 2022-132 - Certificate of Appropriateness & Class I Site Plan Modification as presented. Motion carries (6-0). Frank Frione not present.

B. 600 E Atlantic Avenue (Blue Gallery) - Class I Site Plan Application - Jose Gonzalez

Mr. Jose Gonzalez (Gonzalez Architects, Principal) presents item 600 E Atlantic Avenue (Blue Gallery) - Class I Site Plan Application.

Ms. Mavis Benson questions about the preservation of the art pieces, seeing that they will receive direct sunlight and that this project does not provide the addition of awnings for shade.

Mr. Jose Gonzalez answers that interior shades will be added to protect the art pieces from direct sunlight.

Motion by Vera Woodson, seconded by Alan Costilo to approve the 600 E Atlantic Avenue (Blue Gallery) - Class I Site Plan Application as presented. Motion carries (6-0). Frank Frione not present.

7. OLD Business

A. Pineapple Grove Arts District Update

Ms. Laura Simon notes that at this stage the drafted DDA agreement to be presented to the Pineapple Grove Arts District Board has been sent to the DDA Layer for review.

Mr. John Conde observes that the work of Pineapple Grove Arts District Board is important and needs continuation.

The DDA Board is supportive of the drafted agreement.

C. Old School Square Campus Management Update and Discussion

Mr. Ronald Platt (Attorney-at-Law) gives insight on the drafted temporary use agreement of Cornell Museum ("Interlocal Agreement Between the City of Delray Beach and the Delray Beach Downtown Development Authority", document provided).

Mr. Alan Costilo observes that, regarding item 5f on the agreement, it is important to specify what is the destination of the revenues resulting from the sales at the gift shop.

Mr. Rocco Mangel observes that to avoid overbooking of events (since both the City and the DDA are booking events) it is necessary for the City to request availability to the DDA, in advance.

Mr. Ronald Platt adds that the availability requests should be executed at least 30 days in advance for appropriate booking management.

Ms. Marusca Gatto adds that, in the case events are held at the Cornell Museum it is necessary to select them carefully and to arrange for liability insurance seeing that the museum will be hosting art exhibitions and the art pieces need to be protected.

Mr. Rocco Mangel adds that it is also necessary to hold the City accountable for cancelations of events they booked.

Mr. Alan Costilo adds that those events should also be protected under the City's Liability Insurance Policy. Also, he cautions that despite "All revenues generated by the DDA in connection with this Agreement hereunder shall be deducted from the City's quarterly management fee", according to this agreement, these revenues might not be enough to meet costs.

Mr. Mark Denkler agrees with Mr. Alan Costilo adding that "All revenues generated by the DDA in connection with this Agreement will proceed to the City whereas only \$1,380,000 will be returned to the DDA, no matter how much the costs or revenues will be.

Mr. Ronald Platt suggests reviewing costs and fees quarterly for adjustments.

Ms. Vera Woodson suggests reviewing the performance indicators to perceive the DDA's expectations versus the City Team expectations. She also asks how can the future 501C3 foundation, in the event one is created, can get protected seeing that there is still a previous 501C3 foundation (Old School Square Center for The Arts, Inc.) running.

Mr. Ronald Pratt answers that a request must be done the Secretary of State to terminate the old 501C3 Foundation.

Mr. Rocco Mangel observes that the one-year agreement program does not give enough time to properly prepare, implement and develop this project. I would suggest a two and half term agreement to start with an option of an extension of a 5-year term agreement.

Ms. Vera Woodson replies that it is better to fix the date at a shorter period so reevaluations can be executed, before the agreement is extended.

Mr. Alan Costilo agrees with Rocco Mangel.

Ms. Laura Simon notes that the revenues pursuing from this program should return to this program and not to the City's General Fund. The Interlocal Agreement will be on the December's DDA Board Meeting Agenda. The temporary agreement (now presented) is to allow the DDA to utilize the Cornell Art Museum before January 1st.

Ms. Laura Simons reports on Old School Square updates: Legal and Funding, Cornell Art Museum Activation (to open by December 2nd with a Surfing Florida Exhibition and eventually pop-up opening on November 29th for the City's Tree Lighting event), Public Outreach, Marketing Plan and new Crest Theatre Signage and December's initiatives (presentation provided). Ms. Laura Simons suggests the Board to meet weekly regarding Old School Square initiatives or to meet on-on-one with Ms. Laura to exchange ideas.

Ms. Suzanne Boyd adds that regarding marketing for this program, as of now, Old School Square will be using the DDA's marketing assets and creative and that the DDA is working on the name for this project.

Mr. Alan Costilo notes that the choice of the name is a very important part for the success of this project. He, also, notes that there is a previous trademark name and logo for Old School Square and that one of the possibilities would be to buy these assets from the previous organization.

Ms. Vera Woodson agrees with Mr. Alan Costilo and adds that there are legal pending matters as regards to the lawsuit filed by the Old School Square Center for The Arts, Inc. foundation.

Ms. Laura Simon notes that the City Attorney is reviewing all the information regarding the previous foundation as well as the set up of the new program to follow up on legal procedures.

8. NEW Business

A. DDA Attorney selection process

The Board consensus is for Ms. Laura Simon to decide on the selection for the DDA Attorney position.

9. Non-Agenda items.

There were no non-agenda items.

10. Board Comments

Mr. John Conde asks for a timeline regarding recruitment of staff for the Old School Square project.

Ms. Laura Simon answers that the plan is to recruit four contracted staff teams as soon as the temporary Interlocal Agreement is approved. The teams will include an Event Team, production Team, and Cornell Art Museum Team, plus docents/volunteers. The DDA has to prepare an overview for the positions and then post them publicly. There will be a Request For Proposal for Marketing and Public Relations teams as well.

Ms. Vera Woodson suggest establishing an internship program and to call previous employees for the new project.

11. Adjournment

The meeting was adjourned at 1:55pm through a **Motion** by Mark Denkler, seconded by Mavis Benson. Motion carries (6-0). Frank Frione not present.

Respectfully submitted,
Liliana Fino



Vera Woodson, DDA Secretary

11.14.22

DATE