



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

**1. Call to order/Roll Call – 12:05 Noon**

Members Present: Mavis Benson, Dr. John Conde, Vera Woodson, Frank Frione and Mark Denkler (via Zoom).

Members Absent: Alan Costilo and Rocco Mangel.

Staff: Laura Simon, Suzanne Boyd, Liliana Fino, BJ Sklar, Danielle Morien (via Zoom).

Guests: Jered Guzman, Michael Covelli, Cole Devitt, Tom Warnke, Bruce Leish, Jared Hochman, Todd Benson, Brian Rosen, Sergio Rojas, Robert Cantwell, Sara Maxfield, Janice Rustin.

Zoom: Katherina Paliwoda, Jeff Dash, Charlene Farrington.

**2. Approval of Consent Agenda:**

**Motion** by Frank Frione, seconded by Vera Woodson, to approve the consent agenda (Items A. i. - Nov. 14, 2022, Regular DDA Board Meeting Minutes, B - Finances of Nov. 2022, and C - Safety Ambassador Report, DDA November Report) as presented. Motion carries (5-0). Alan Costilo and Rocco Mangel not present.

**3. Approval of Regular Agenda – December 12, 2022**

**Motion** by Vera Woodson, seconded by John Conde, to approve the regular agenda postponing the item 7A (DDA Draft FY 21-22 Audit Review) to the DDA's January 2023 Board Meeting Agenda. Motion carries (5-0). Alan Costilo and Rocco Mangel not present.

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

Public Comments and City Partners reports:

- Brian Rosen (The OG x Taquiza, Owner) presents updates on the grand opening of The OG x Taquiza.

**5. DDA Marketing & Activation Presentation – DDA Team**

Ms. Suzanne Boyd gives updates on the DDA marketing and initiatives regarding the website new look, holiday lights installation, Shop Small Ornament Giveaway initiative, Yuletide Street Festival, First Friday Art Walk event, social media results, tourism marketing campaign results, website analytics, e-mail marketing results, public relations initiatives, Downtown Safety Ambassadors program, and downtown economic developments (new/ closed businesses).

Ms. B.J. Sklar gives updates on the Visitor Information Center (VIC) activities.

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

**A. OK&M - 502 E Atlantic Ave. - Class I Site Plan Application - Jered Guzman**

Mr. Jered Guzman (Costa By OK&M, Owner) presents item OK&M - 502 E Atlantic Ave. - Class I Site Plan Application.

Mr. Frank Frione asks if the water used to irrigate the plants on the Living Wall system ends up on the sidewalk.

Mr. Sergio Rojas (Green Harmony) answers that this Living Wall System does not require any drainage system and that the water does not drip into the sidewalks.

Mr. Frank Frione asks how is the Living Wall attached to the building.

Mr. Sergio Rojas answers that the Living Wall is just attached to the building wall on specific points, creating a gap of 2 inches between the building wall and the Living Wall. It is supported by an aluminum structure that just needs to be unscrewed in order to be detached from the building wall.

**Motion** by Vera Woodson seconded by John Conde to approve the OK&M - 502 E Atlantic Ave. - Class I Site Plan Application as presented. Motion carries (5-0). Alan Costilo and Rocco Mangel not present.

**B. Sundy House – 2023-015 - 106 S. Swinton Avenue - Certificate of Appropriateness Class I Site Plan Modification - Mike Covelli**

Mr. Michael Covelli (Covelli Design Associates, President) presents item Sundy House – 2023-015 - 106 S. Swinton Avenue - Certificate of Appropriateness Class I Site Plan Modification.

Mr. John Conde enquires about the status of the spaces for lease.

Mr. Todd Benson (Pebb Capital, Principal) answers that about 80% of the spaces available are leased already.

Mr. John Conde enquires about the uses dedicated to the historical homes included in this project.

Mr. Todd Benson answers that they would be hosting fast casual food and beverage concepts (such as concepts selling tacos or burgers).

Mr. John Conde enquires about spaces available for retail uses.

Mr. Todd Benson answers that they will be assigned, tentatively, along Atlantic Avenue.

Mr. Mike Covelli adds that the project is giving special attention to parking, to have it available, onsite. for the patrons.

Mr. Todd Benson notes that as far as architectural features the development is including some historical features to the new buildings to make the project coherent. Also, some of the old historical buildings are being brought back to their original look.

**Motion** by Vera Woodson seconded by John Conde to approve the Sundy House – 2023-015 - 106 S. Swinton Avenue - Certificate of Appropriateness Class I Site Plan Modification as presented. Motion carries (5-0). Alan Costilo and Rocco Mangel not present.

## **7. NEW Business**

### **B. Art and Activation Grant Request for Spady Cultural Heritage Museum**

Ms. Charlene Farrington (Spady Cultural Heritage Museum, Executive Director) presents item Art and Activation Grant Request for Spady Cultural Heritage Museum. The Black History Youth Art Awareness Festival, an opportunity for Palm Beach County of all ages to highlight their artistic and business talent in honor of Black History Month, will take place on February 17<sup>th</sup>, 2023 from 4 pm to 10 pm and Spady Cultural Heritage Museum is requesting an amount of \$2,000 to be granted for this project.

Ms. Vera Woodson observes that this request refers cost coverage on Website Management \$500, MC \$300, Sound equipment and management \$1000 and Site Management \$200. However, only activation costs (such as MC and Sound equipment and management, and others that fit in this category) can be covered, according to the guidelines of this grant. Therefore, this application needs to be redrafted to fit within the grant's guidelines.

**Motion** by John Conde seconded by Vera Woodson to approve the Art and Activation Grant Request for Spady Cultural Heritage Museum with the caveat that this amount is used toward the event activation costs, such as MC and Sound equipment and management, and others that fit in this category. Motion carries (5-0). Alan Costilo and Rocco Mangel not present.

## **8. OLD Business**

### **A. Old School Square Campus Management Update – L. Simon**

Ms. L. Simon presents item Old School Square Campus Management Update.

Ms. Suzanne Boyd presents the marketing plan for the Old School Square Campus.

Ms. Janice Rustin (Lewis, Longman & Walker, P.A.) presents legal insights on the Interlocal Agreement Between the city of Delray Beach and the Delray Beach Downtown Development Authority. The term of this agreement should change to make it consistent with the DDA fiscal year. Therefore, the first term should end in September 2024, with option of extending it five years.

Mr. Frank Frione observes that the terms should be longer. The first starting at 5 years with option of extending it for further five years, as it is a very important project that needs time to get properly developed.

Ms. Janice Rustin answers that legally, two terms of 5 years are more adequate. Ms. Janice Rustin also adds that performance standards should be set and drafted into the agreement, so that when the project is being reviewed it can be perceived if the project goals were met. It can include values such as number of events/ activities expected to be executed during the project term.

Mr. John Conde asks how many staff members will be hired for this project.

Ms. Laura Simon answers that, as of now, four team members will be hired.

Ms. Sara Maxfield (City of Delray Beach, Office of Economic Development Department, Director) adds that a revenue sharing agreement should be set between the city of Delray Beach and the DDA. She also adds that, ideally, in the long, this project should become self-sustainable.

Mr. Frank Frione observes that it is difficult to set a revenue sharing agreement seeing that there is no data to preview costs. He adds that, instead of the revenues being placed into the City's general funds, they should be used to finance the project, to offset costs with staff, organize future activations, and offset ongoing event costs.

Ms. Vera Woodson agrees with Mr. Frank Frione.

Ms. Laura Simon adds that it is important to keep in mind the costs of new hired staff as the project develops.

**9. Non-Agenda items.**

There were no non-agenda items.

**10. Board Comments**


There were no board comments.

**11. Adjournment**

The meeting was adjourned at 2:19pm by board consensus. Motion carries (5-0). Alan Costilo and Rocco Mangel not present.

Respectfully submitted,  
Liliana Fino

  
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Vera Woodson, DDA Secretary

  
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DATE