



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – February 13th, 2023 – 12:00PM
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:06pm

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

Members Absent: Rocco Mangel.

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

Guests: Sgt. Schmidt, Sara Maxfield, Jeff Oris, Jennifer Buce, Gina Carter, Anthea Gianniotis, Bryan Halpern, Henry Thompson, James Batson, Tom Warnke, Robert Cantwell, Hudson.

Zoom: Eric Fernandez, Judy, Missie Barletto, Dan de Oliveira, Stephanie Immelman, Gina Carter, Max Zengage, Rondell Nairn, Marlene McBride, Christian Prakas, Diane Pohanka, Lynn Gelin, Gus Doyle, Amy Alvarez, Rebecca Dasari, David Sliney.

12:07pm - John Conde arrives.

2. Approval of Consent Agenda:

Motion by Alan Costilo, seconded by Vera Woodson, to approve the consent agenda (Items A. – Jan. 13, 2023 Regular DDA Board Meeting Minutes, B - Finances of Jan. 2023, and C - Safety Ambassador Report, DDA January Report) adding Mark Denkler as absent to the Jan.13, 2023 Regular DDA Board Minutes. Motion carries (6-0). Rocco Mangel not present.

3. Approval of Regular Agenda – February 13, 2023

Motion by Frank Frione, seconded by Alan Costilo, to approve the regular agenda. Motion carries (6-0). Rocco Mangel not present.

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

City Partners Reports:

- Report by Henry Thompson, City of Delray Beach, Clean and Safe Department, Administrator;
- Report by Sgt. Schmidt, Delray Beach Police Department, Sergeant.

Public Comments:

Mr. Bryan Halpern (Atlantic Community High School) reports that the school is searching for sponsorships from the community (no specific amount) for some of the school programs (such as wrestling, football, chess, and others).

Mr. Max Zengage reports on the Delray Concours Foundation (501C3 foundation) activities and requests sponsorship from the DDA.

Ms. Laura Simon answers that the DDA will follow up with the necessary documents to apply for the DDA Art and Activation Grant.

5. DDA Marketing & Activation Presentation – DDA Team

Ms. Suzanne Boyd gives updates on the DDA initiatives (Art & Jazz event, Savor The Avenue event, social media results, website analytics, email marketing initiatives and results, DDA's public relations initiatives and on downtown economic development updates) and Old School Square initiatives (Old School Square #LoveDelray Fashion Experience event, OhanaPalooza event, marketing public relations initiatives).

Ms. Marusca Gatto gives updates on the Cornell Art Museum initiatives (#LoveDelray Fashion Experience Runway Show welcome and shopping receptions to be taken place at the museum on March 2nd and 3rd, First Friday Art Walk initiatives and museum visitors stats and on the Safety Ambassadors Program.

Ms. B.J. Sklar gives updates on the Visitor Information Center activities and stats.

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

A. Signage Code regarding Neon lights to update the code - A. Gianniotis

Ms. Anthea Gianniotis (City of Delray Beach, Development Services Department, Building, Planning & Zoning Division, Director, AICP) explains that concerning the City's Signage Code regarding Neon lights, under the current regulations, no business is allowed to have lighted window signs on their storefront and that whatever signage is allowed, currently, is not regulated regarding wording or artistic matters. The City of Delray Beach is requesting the DDA Board input on the current code to have it updated.

Mr. Alan Costilo observes that in many cities like Coconut Creek, Palm Beach Gardens, the only lighted signed allowed on storefronts is the "Open" one. He is of the opinion that lighted signs should be allowed. Lighted signs can help attracting customers to the business. Mr. Alan Costilo also observes that despite lighted signs should represent the uniqueness of each business, their design should not distract the vehicular traffic. He adds that on the "Delray Beach Shopability Analysis", by Gibbs Planning Group, Inc, on 20 April 2018, it was highlighted that storefronts should represent the uniqueness and individuality of each business in a coherent overall look for the City.

Ms. Vera Woodson suggests that the regular "Open" lighted sign (if the storefronts decide to use one) could be substituted by some more artistic design, related to the City of Delray Beach (the name of the City, or a beach related design).

The DDA Board will follow up with suggestions on this matter.

7. NEW Business

A. FY21-22 Final Budget Approval – M. Denkler

Mr. Mark Denkler presents item FY21-22 Final Budget on review for DDA's Board approval.

Motion by Frank Frione seconded by John Conde to approve the FY21-22 Final Budget Approval as presented. Motion carries (6-0). Rocco Mangel not present.

B. Funding Agreement between CRA/DDA for Art and Jazz May 24, 2023 – L. Simon

Motion by Vera Woodson seconded by John Conde to approve the Funding Agreement between CRA/DDA for Art and Jazz May 24, 2023 as presented. Motion carries (6-0). Rocco Mangel not present.

8. OLD Business

A. ILA – City & DDA Old School Square Campus Agreement - L. Simon

Ms. Laura Simon present item ILA – City & DDA Old School Square Campus Agreement.

Ensued discussion on different items listed on the presented Agreement.

Mr. Frank Frione observes that there should be an Exhibit listing the “City sponsored events”, referenced on the 4F item (document provided).

Mr. Alan Costilo and Vera Woodson agree with Mr. Frank Frione.

Mr. Alan Costilo observes that there should be cost contingency measures in place in case the operation costs go over the approved budget. He also states that the operation regarding the Old School Square Campus encompasses different businesses (the Fieldhouse, the outdoor Pavilion and grounds, the Cornell Art Museum, the Crest Theatre, and the Art School) and, therefore, the agreement should be based on a business plan to prevent issues in the long run.

Motion by Frank Frione seconded by John Conde to empower Laura Simon (DDA Executive Director) and Mavis Benson (DDA Board Chair) to finalize and approve the ILA – City & DDA Old School Square Campus Agreement as presented. Motion carries with 5 votes in favor and 1 against, through roll call vote (Rocco Mangel not present):

- Alan Costilo – Yes
- Frank Frione – Yes
- Mavis Benson – Yes
- Vera Woodson – No
- John Conde – Yes
- Mark Denkler – Yes

B. Review of recommendations provided by City Commission at Jan. 10th meeting – M. Benson

i. Traffic on E. Atlantic Ave and Eliminating Left Turns and Update on Curbside Management Plan

ii. Special Event Atlantic Avenue road closure changes concerning the Federals

iii. Reducing hotel development and increase office development

Ms. Laura Simon presents item “Review of recommendations provided by City Commission at Jan. 10th meeting”. It is asked from the DDA Board to provide recommendations to the City regarding these matters.

Mr. Alan Costilo does not recommend restricting road closures as events bring a positive economic impact into town and to the businesses that are located in the immediate footprint of these events. Regarding educating hotel development he observes that to have an accurate opinion the DDA Board needs a report on occupancy rates through the years as more hotels are being brought to town to perceive if occupancy rates have decreased on the pervious existent hotels.

Mr. Frank Frione agrees with Mr. Alan Costilo and adds that it is also important to gather data regarding occupancy rates at Airbnb accommodations and similar other types of accommodation.

Mr. Mark Denkler observes that in the past year there are only a few big events that required the closing of Federal Highway, and, therefore, they do not represent a big change on the traffic pattern throughout the year. He also agrees on the fact that these events are an important source of revenue for the businesses located in Downtown Delray Beach.

C. Workshops and Planning Sessions – M. Benson

The DDA Board agrees on the following schedule for the below planning meetings and workshops:

- i. Old School Square Planning Workshop - Thursday, March 16, 2023 - from 12pm to 2pm
- ii. Goal Setting Meeting – Monday, April 17, 2023 - from 9am – 3pm
- iii. Budget Workshop 1 – Monday, May 8, 2023 - following the board meeting from 2pm - 4pm
- iv. Budget Workshop 2 – Monday, July 10, 2023 - following the board meeting from 2pm – 4pm
- v. Town Hall – Wednesday, May 17, 2023 – from 5:30pm to 7:30pm

2:28 pm – Mr. John Conde leaves the meeting.

9. Non-Agenda items.

There were no non-agenda items.

10. Board Comments

There were no Board comments.

2:38 pm – Mr. Frank Frione leaves the meeting.

2:28 pm – Ms. Vera Woodson leaves the meeting.

11. Adjournment

The meeting was adjourned at 2:43pm though motion by Alan Costilo seconded by Mark Denkler. Motion carries (3-0). Rocco Mangel, John Conde, Frank Frione and Vera Woodson not present.

Respectfully submitted,
Liliana Fino



Vera Woodson, DDA Secretary

03.16.23

DATE