



MINUTES

**SPECIAL WORKSHOP MEETING
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
THURSDAY, MARCH 16, 2023 - 12:30PM
DDA Conference Room at the DDA office
350 SE 1st Street, Delray Beach, FL 33483**

1. Call to order/Roll Call – 12:37 pm

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

Members Absent: None.

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

Guests: Julen Blankenship, Tom Warnke, Jim Constantine, Henry Thompson, James Johnston.

3. DDA Board and Staff Planning Discussion

Ms. Laura Simon gives an introduction on the DDA Business Plan for Old School Square Campus (Goals/Objectives, Funding Estimates for 2022-2023, initiatives and activations already implemented - December 2022 – until now - and planning initiatives for April 2023 – September 2023, and October 2023 – September 2024 – document provided).

12:52 pm – Mr. John Conde arrives.

12:54 pm – Mr. Mark Denkler arrives.

Discussion points:

- Frank Frione:
 - Headliners are an important starting point to bring visitors to Old School Square campus and to motivate the public to come for future events;
 - The creation of a Committee/Board is important to help run the operations.
- Rocco Mangel:
 - Any activations at the Old School Square campus need to be in accordance with the limitations of this space;

- It is important to hire an Event Management Company that is aware of all the implications of recruiting entertainers (such as non-compete clauses, costs involved...) and, also, to be knowledgeable about the different business operations the campus involves (the Fieldhouse venue, the outdoor Pavilion and grounds, the Cornell Art Museum, the Crest Theatre, and the Art School);
 - A liability contract needs to be drawn to allow for business protection;
 - The creation of a staple event (taking place once per year, during the high season) can be an anchor and help build a landmark image for the Old School Square campus;
 - An Advisory Board might be preferable to a Committee, seeing that it does not require a quorum to be present;
 - It is important to involve the local community in the initiatives and activations (recruitment of local artist, entertainers...);
 - As the budget for this project is low, it is important to create a business plan and to enlist sponsorships and donations;
 - To have a list of preferred vendors may help bring costs down.
- Vera Woodson:
 - Recruitment of upcoming artists and entertainers may help reduce costs versus recruitment of headliners;
 - The DDA should take the lead in defining the type of events to be implemented on the campus, instead of searching for headliners, to allow for lesser time spent in performer's recruitment;
 - Initiatives and activations at the Old School Square campus need to be in accordance with different types of public (low season – locals, versus high season – visitors).
- Mavis Benson:
 - If creating a Committee or Advisory Board, that needs to happen in the short term, so the running operation of the campus doesn't get delayed.
- Mark Denkler:
 - To be legally able to request for donations and engage fundraising, the Old School Square project needs to create a 501(c)3 type of foundation.
- Laura Simon:
 - Initiatives and activations at the Old School Square campus need to be scheduled in coordination with other events happening locally;
 - To kickstart the summer season an event might be created (around Memorial Day weekend) to stimulate the public to come for future events happening during the low season (June – September 2023);

- The addition of a Committee or Advisory Board adds one more step in running the operations of the campus, delaying the process;
 - Free events happening on the Old School Square Grounds should not be fenced, to become more inviting to the public;
 - For the Fiscal Year 2022/2023, 2 team members will be hired for the Old School Square project, to help run, book and program in conjunction with the DDA;
 - The upcoming initiatives and activations taking place at the Old School Square campus should be general admission and free, to help attract public;
 - A permanent set-up facility (with an integrated kitchen) would facilitate local restaurant businesses to participate as vendors;
 - Fundraising events are an important vehicle for collecting needed sums of funds, such as for the purpose of restoration projects on the campus.
- Suzanne Boyd:
 - Apart from creating events and activations during high season, it is important to create those events during low season, as it is the time of the year the downtown businesses more struggle with less customers visiting the area;
 - DDA Board involvement is extremely important for the success of the project.
 - Marusca Gatto:
 - As an idea for future events/ activations, a Mural Festival with center on the Old School Square campus, but spreading throughout the downtown area, is an opportunity to kickstart the summer season, attract public and get the community involved.

At the end of this meeting the DDA Board agreed on the research and development of a plan for the creation of a 501c3 foundation to integrate the Old School Square project.

Also, the DDA Board agreed to meet monthly, after the regular DDA monthly Board meetings, for Special Workshops regarding the running operations of the campus.

2:27 pm – Mr. Rocco Mangel leaves the meeting.

Board Comments:

There were no Board comments.

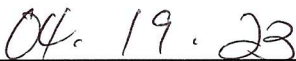
Adjournment:

The meeting was adjourned at 2:34pm through a Motion by Mark Denkler, seconded by John Conde. Motion carries (4-0). Rocco Mangel was absent.

Respectfully submitted,
Liliana Fino



Vera Woodson, DDA Secretary



DATE