



**MINUTES**  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING**  
**OLD SCHOOL SQUARE MANAGEMENT**  
**Monday – July 10<sup>th</sup>, 2023 – 2:00PM**  
**Downtown Development Authority**  
**350 SE 1<sup>st</sup> Street, Delray Beach, FL**

**1. Call to order/Roll Call – 2:59pm**

Members Present: Mark Denkler, Vera Woodson, Christina Godbout, Brian Rosen, Richard Burgess, Cole Devitt, Aaron Hallyburton.

Members Absent: None.

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

Guests: Gregg Weiss, Nicholas Coppola, Pati Maguire, Jim Chard, Deborah Dowd, Christina Morrisson, Patty Jones, Lucille Acocella, Rita Rana, Lori J. Durante, Janet Meeks, Frances Bourque, Scott Porten, Paul Zacks, Ron Platt, Daniel Hartwell, Max Zengage.

Zoom: Maureen Olm, Mavis Benson, Laura Mitchell, Edward Glatz, Stephanie Immelman, Donna, Nan Krushinski, Danielle Pearson, Lynn Gelin, Ingrid Lee, Jay Oberfield, Gina Carter, Julen Blakenship, Missie Barletto.

**2. Approval of Regular Agenda – July 10, 2023**

**Motion** by Vera Woodson, seconded by Thomas Hallyburton, to approve the regular agenda with the removal of item 4B - Old School Square Rebranding Presentation – L&S Agency (to be presented at the July 19<sup>th</sup>, 2023 DDA Fiscal Year 2023-24 Goal Setting meeting. Motion carries (7-0).

**3. Approval of June 12, 2023 Minutes**

**Motion** by Vera Woodson, seconded by Thomas Hallyburton to approve the June 12, 2023 Minutes as presented. Motion carries (7-0).

**4. OLD Business**

**A. OSS Summer Activation Update – DDA Team**

Ms. Laura Simon gives updates on the Old School Square activations (past - Concours d'Elegance, All America Fest in All America City with Bon Jovi Tribute Band, Bahamian 50th Independence Fest and upcoming - Sunset Concert Series, upcoming exhibitions at the Cornell Art Museum, LAPS - Giant Hourglass Installation, upcoming Delray Walls Mural Fest (28 and 29 of July), upcoming Prince/ess Party at Old School Square, upcoming OLLI at FAU Lecture Series at Gym

Ms. Marusca Gatto gives updates on the year-to-date activities and initiatives for the Cornell Art Museum and updates on the upcoming exhibitions.

Ms. Suzanne Boyd gives a report on the Old School Square branding initiatives (Old School Square website analytics, social media initiatives and results, public relations initiatives and results, media coverage placements and results, and placements on local and state publications.

Ms. Vera Woodson congratulates the DDA Team on the herculean job the Team has been doing taking care of the DDA projects and of the Old School Square projects.

**C. Discussion with OSSCFTA Board review of future intent and involvement at OSS – M. Denkler**

Ms. Laura Simon gives an overview regarding the transition of the DDA into managing the Old School Square project.

The Old School Square Center for the Arts foundation members are invited to be part of the discussion.

Ms. Patty Jones (Old School Square Center for the Arts, Chair) introduces the Old School Square Center for the Arts members present at the meeting. She observes that the Old School Square Center for the Arts looks forward to partnering with the DDA and the City of Delray Beach to collaborate in future activities and initiatives for the Old School Square project.

Mr. Mark Denkler observes that it is important to collaborate with the Old School Square Center for the Arts as they have the institutional knowledge of managing the Old School Square site for 32 years and, therefore brings value to the table.

Mr. Paul Zacks (Old School Square Center for the Arts, Board member) observes that it will be easier to come into an agreement after the Crest Theatre building works are finished. He also adds that the Old School Square Center for the Arts looks forward to partnering with the DDA and the City of Delray Beach in future collaborations.

Ms. Vera Woodson suggests collaboration for restarting art classes or lectures at the vintage gym while the Crest Theatre building awaits maintenance works completion (a Creative Arts School was located on the second floor of the Crest Theatre building).

Mr. Brian Rosen observes that the institutional knowledge of Old School Square Center for the Arts is a valuable asset into planning for the Old School Square project in many matters such as budget, volunteer's management, programming, understanding the facilities and their needs.

Ms. Pati Maguire (Old School Square Center for the Arts, Secretary) sees the collaboration between the Old School Square Center for the Arts and the DDA similar to the agreement that the DDA has currently with United We Rock, Event Productions.

**Public Comments:**

Mr. Daniel Hartwell (United We Rock - Event Productions, President) gives an overview on the collaboration between United We Rock, Event Productions and the DDA.

Ms. Lori J. Durante (Delray Beach, resident – through public comment) observes that it is important to involve all the community in the Old School Square project and diversify programming.

Mr. Mark Denkler explains that any institution in town can approach the DDA and present their suggestions and ideas for Old School Square activities and initiatives.

Mr. Max Zengage (Delray Beach Concours D'Elegance, Founder) enquires about the approval process to present events and initiatives for the Old School Square project.

Ms. Laura Simon explains that any event/ initiative to take place at Old School Square needs to come first before the DDA Team (to review, based on budget, calendar availability and significance for the Old School Square project and the city of Delray Beach) and then the DDA will share the information with the City Team, which will then be presented for approval at the Special Events Technical Advisory Committee meetings for review.

Mr. Richard Burgess suggests the Old School Square Center for the Arts foundation to review the most successful events done in the past at Old School Square and collaborate with the DDA to take these events as a base to present ideas to the City Team.

Mr. Thomas Hallyburton sees the experience and knowledge of the Old School Square Center for the Arts foundation as an important asset that should be taken in consideration for the future planning of the Old School Square project.

Ms. Rita Rana (Delray Beach, resident) shows her concerns regarding the occurrences happened in the past regarding the Old School Square Center for the Arts foundation being a drawback to the success of the Old School Square project in case of the foundation involvement.

Mr. Ron Platt (Delray Beach, resident) suggests that the Old School Square Center for the Arts foundation and the DDA can collaborate on projects similar to the upcoming OLLI at FAU Lecture Series.

Mr. Jim Chard (Old School Square Center for the Arts, treasurer) suggests the creation of different committees, according to the different needs of the Old School Square site. He also suggests transitioning the Old School Square project to a type of non-profit organization to be able to recruit donors, apply for grants and others, instead of sourcing their budgeting from taxes or public funds. And he also informs that observes that to recruit donors is a process that takes time.

Ms. Frances Bourque (Old School Square Center for the Arts, Founder and Chairman Emeritus) observes that the Old School Square project is a great endeavor and reminds that before the Old School Square Center for the Arts foundation took over the management of Old School Square 35 years ago, the site was empty, not activated. The Old School Square project is a community effort that brings the community together and represents the heart center of downtown Delray Beach.

Ms. Laura Simon invites the Old School Square Center for the Arts foundation to be present at the DDA Fiscal Year 2023-24 Goal Detting meeting happening on July 19<sup>th</sup>, to be part of the conversation.

## **5. NEW Business**

### **A. August 8 presentation at City Commission meeting**

Ms. Laura Simon informs that on August 8<sup>th</sup> the DDA will be presenting the Fiscal Year 2023-24 plans for the DDA (including Old School Square management planning) to the City Commission.

## **6. Board Comments**

Mr. Brian Rosen observes the importance of creating a non-profit foundation to acquire funds for the Old School Square project, as a way to develop a sustainable project.

Mr. Cole Devitt observes that the knowledge gained through the years by the Old School Square Center for the Arts foundation on managing the Old School Square site is a valuable asset in the future collaboration and planning for the Old School Square project.

Ms. Vera Woodson adds that it is important to involve all the community in the Old School Square project. She also credits the success of the reopening of the Cornell Art Museum to the knowledge and work of Marusca Gatto and team.

## **7. Adjournment**

The meeting was adjourned at 4:17PM through motion by Brian Rosen seconded by Thomas Hallyburton. Motion carries (7-0).

Respectfully submitted,  
Liliana Fino

  
Vera Woodson, DDA Vice-Chair

08-14-23  
DATE