

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – August 14th, 2023 – 12:00PM
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:08pm

Members Present: Mark Denkler (via zoom), 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), Devin Dewane.

Guests: Virginia Philip, Piya Charanjiva, Janice Rustin, Greg Jones, Andrea Fazzino, Paul Fazzini, Lori J. Durante, Henry Thompson, Sgt. James Schmidt, R. Jones, Judy Mollica, Anthea Gianniotis, Daniel Hartwell, Leif Hartwell, Ron Platt.

Zoom: Mavis Benson, Chris Hall, Stephanie Immelman, Jennifer Buce, Julen Blakenship, Larry and Maggie Barszewski, Amy Alvarez, Lynn Gelin, Jeff Dash, Jay P.W., Rebekah Dasari, Eric Fernandez, Missie Barletto, Anthea Gianniotis, Deborah Dowd.

2. Approval of Consent Agenda:

Motion by Mark Denkler, seconded by Christina Godbout, to approve the consent agenda (Items A.i. – July 10, 2023, DDA Board Meeting Minutes; A.ii. – July 10, 2023 DDA OSS Management Board Meeting Minutes; A.iii. – July 19, 2023 FY23-24 Fiscal Year Planning Workshop Meeting Minutes; B - Finances of July 2023; C – DDA FY22-23 Budget Amendment. Motion carries (7-0).

3. Approval of Regular Agenda – August 14, 2023

Motion by Mark Denkler, seconded by Christina Godbout, to approve the regular agenda as presented. Motion carries (7-0).

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;
- Report by Stephanie Immelman, Delray Beach Chamber of Commerce, Chief Executive Officer;
- Report by Mavis Benson, Downtown Merchant and Businesses Association, Chair.

Public Comments:

Ms. Lori J. Durante (Delray Beach, resident) suggests having more frequent washing pressure services throughout downtown. She also suggests increasing awareness amongst local businesses to incentive them to apply for bids for services needed by the City as well as by the DDA. Ms. Lori J. Durante congratulates the Visitor Information Center team for the great service provided in a very knowledgeable and welcoming manner. Ms. Lori J. Durante, regarding Mr. Richard Burgess appointment for the DDA Board, enquires about the regulations behind the qualification as a taxpayer within the Downtown Development Authority District seeing that, from information acquired from the Florida Business and Profession Regulation Tax the business represented by Mr. Richard Burgess is registered at 475 SE 1st Ave, Delray Beach, FL 33444, and this address is not within the DDA District.

Ms. Vera Woodson suggests Ms. Lori J. Durante present the issue before the City Commission of Delray Beach seeing that the City Commission is the entity in charge of appointing the DDA Board members.

Mr. Paul Fazzino (Beach Keepers Inc., Vice-President) and requests public support for this organization, in order to be able to pursue this project.

Mr. Andrea Fazzino (Beach Keepers Inc., President, and Founder) describes the work of the Beach Keepers team and requests support from the community in the continuation of this project.

Ms. Vera Woodson suggests for the Beach Keepers and the DDA to regroup to work out a solution to help the Beach Keepers recruit sponsorships.

5. DDA Monthly Activity Presentation – DDA Team

Ms. Suzanne Boyd presents updates regarding the set banners project, goals for the DDA and Old School Square on events and activations, July events and activations (July 4th concert, Prince/ss Party at the Square), Summer of #Love Delray Campaign (paid media, economic impact), DDA website analytics, DDA social media initiatives and results, DDA email marketing initiatives and results, Safety Ambassadors July report. Ms. Suzanne Boyd also reports on upcoming events and gives an overview on the city “My Delray Beach App”.

Ms. BJ Sklar gives updates on the July data and initiatives for the Visitor Information Center. She also invites the DDA Board members to be present for a happy hour event at Del Fuego restaurant, on August 29th at 5pm to meet the volunteers that collaborate with the DDA (either on events, at the Visitor Information Center, or at the Cornell Art Museum).

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

Ms. Anthea Gianniotis gives an overview of the role of the DDA in reviewing the City of Delray Beach Development Services items presented before the DDA.

A. 75 SE 4th Avenue – Class I Site Plan Modification - Piya Charanjiva & Virginia Philip

Ms. Virginia Philip (DBA Virginia Philip Wine Spirits & Academy) provides a presentation on the item “75 SE 4th Avenue – Class I Site Plan Modification”.

Mr. Rick Burgess enquires if the business being reviewed is similar in operation to the Wine Room Kitchen & Bar.

Ms. Virginia Philip answers that they will sell wine products but do not have self-service machines.

Ms. Christina Godbout comments that the business in review has a good concept and will be a good addition to the downtown retail scene.

Mr. Brian Rosen comments, regarding the mural presented for the north exterior wall of this building, that murals according to city regulations should not reflect the nature of the businesses present at those locations, but instead just be a representation of art.

Ms. Jennifer Buce (City of Delray Beach, Development Services Department, Planning & Zoning Division, Planner) answers that some of the murals, approved by the city, do represent the nature of the businesses at those locations.

Motion by Mark Denkler seconded by Brian Rosen to approve the 75 SE 4th Avenue – Class I Site Plan Modification request as presented. Motion carries 7 – 0, through board consensus.

B. 307 NE 5th Ave – Delray Town Villas - Class V Site Plan - Gregory Jones

Mr. Gregory Jones (Gregory A. Jones Architecture) provides a presentation on the item “307 NE 5th Ave – Delray Town Villas - Class V Site Plan”.

Mr. Cole Devitt enquires about the reason behind the usage of the driftwood features.

Mr. Gregory Jones answers that the feature helps divide, visually, the façade into three different floors, as per the city team directions.

Mr. Cole Devitt suggests adding a third color to the outside walls color scheme (suggesting a light natural wood color).

Mr. Brian Rosen asks if the front doors of the different units open directly to the street.

Mr. Gregory Jones answers that there is a front porch that divides the property from the public right of way.

Mr. Aaron Hallyburton and Ms. Christina Godbout are favorable to this project.

Motion by Brian Rosen seconded by Aaron Hallyburton to approve the 307 NE 5th Ave – Delray Town Villas - Class V Site Plan request as presented. Motion carries 7 – 0, through board consensus.

7. OLD business

A. DDA Millage Overview – Laura Simon and Janice Rustin

Ms. Janice Rustin (Attorney At Law) gives a short presentation on what is the DDA, the background and history of the organization, Millage rate process, functions of the DDA.

Mr. Brian Rosen enquires regarding the presented Millage Memorandum, dated August 7, 2020 if Lynn Gellin (City of Delray Beach, City Attorney) is agreement of pursuing it in 2023.

Ms. Laura Simon answers that the City Commission agreed to move forward with the presented memo of August 7, 2020.

Ms. Janice Rustin suggests that the Millage rate should not be driving the budget, but the opposite should happen. She also suggests adding to the DDA bylaws to meet at an earlier stage with the City team to discuss the DDA Millage rate and budget.

8. NEW business

A. DDA Officer appointments – L. Simon

Ms. L. Simon gives an overview of the DDA Officer appointments process.

The DDA Board members elect their slate of officers for the Fiscal Year 2023/2024 as follows:

TREASURER

Mr. Cole Devitt nominates **Mark Denkler** for the position of Treasurer. The board votes 7-0, through board consensus.

SECRETARY

Mr. Mark Denkler nominates Christina Godbout for the position of Secretary.

Mr. Aaron Hallyburton nominates Cole Devitt for the position of Secretary. The Board votes 6-1 to nominate **Cole Devitt**, through board consensus.

VICE-CHAIR

Mr. Mark Denkler nominates Brian Rosen for the position of Vice-Chair. Mr. Cole Devitt seconds this nomination.

Mr. Rick Burgess nominates **Christina Godbout** for the position of Vice-Chair. Mr. Aaron Hallyburton seconds this nomination. The board votes 4 – 3 by show of hands.

CHAIR

Mr. Mark Denkler nominates Vera Woodson for the position of Chair. Mr. Cole Devitt seconds this nomination.

Mr. Aaron Hallyburton nominates **Brian Rosen** for the position of Chair. The Board votes 4 – 3 by show of hands.

B. Sunshine Law and Ethics Overview – Janice Rustin

Ms. Janice Rustin provides a presentation on Government in the Sunshine Law, Florida Public Records Act and on the Palm Beach Code of Ethics directives.

Mr. Rick Burgess asks if the DDA Board members can present a motion at the Board Comments section, during the board meetings.

Ms. Laura Simon answers that traditionally a motion needs to be presented as an action item to allow for public comments.

C. Banner Agreement with City and DDA – L. Simon

Ms. Laura Simon gives an overview of the roadway banner agreement between the City and the DDA.

Mr. Rick Burgess asks if the banners are already designed and ready to be installed. He also asks if the banners were executed by a local company.

Ms. Vera Woodson answers that all the details can be discussed for future projects.

2:30pm – Mark Denkler leaves the meeting.

Motion by Brian Rosen seconded by Rick Burgess to approve the Roadway Banner Sign Agreement between the city of Delray Beach and the Downtown Development Authority as presented. Motion carries 7 – 0, through board consensus. Mark Denkler not present.

9. Old School Square Business:

A. OSS Summer Activation Update – DDA Team

Ms. Laura Simon gives an update on the events happening at Old School Square during the Summer.

B. FY23-24 Proposed Plan for Old School Square Review and Discussion – L. Simon

Ms. Laura Simon gives an overview of the fiscal year 2023-2024 Proposed Plan for Old School Square.

Mr. Aaron Hallyburton suggests renewing the grass in the grounds.

Mr. Rick Burgess suggests moving the Greenmarket from the front lawn of the Cornell Art Museum to Atlantic Avenue, west of Swinton Avenue.

Ms. Laura Simon answers that the DDA suggested to the city Team and Community Redevelopment Agency (which oversees the Greenmarket) of moving the Greenmarket to NW 1st Ave, seeing that the trees canopy present on this street provide a pleasant, shaded area.

Motion by Brian Rosen seconded by Cole Devitt to approve the FY23-24 Proposed Plan for Old School Square as presented. Motion carries 7 – 0, through board consensus. Mark Denkler not present.

C. September 7, 2023 City Commission Workshop at 6pm Update – L. Simon

Ms. Laura Simon informs the DDA Board that on September 7, 2023 the City Commission will meet for a Workshop at 6pm, at Arts Warehouse regarding the Old School Square Project.

Mr. Brian Rosen suggests discussing matters of liability, capital, maintenance, and other subjects. He suggests for the DDA to be a steward for this project but in partnership with an organization that can be the head of the project.

Mr. Aaron Hallyburton suggests finding an organization to run the Old School Square project so that the DDA can focus on the DDA mission.

Mr. Jeff Oris (City of Delray Beach, City Manager Department, City Manager, Executive Leadership Division, Assistant City Manager) comments that the city team is only responsible for matters of maintenance of the grounds.

Mr. Rick Burgess is, also, of the opinion that the DDA should focus on the DDA mission and that the Old School Square project represents a huge undertaking.

10. Non-Agenda items.

There were no non-agenda items.

11. Board Comments

Mr. Rick Burgess suggests changing the hours of the DDA Board meetings to a later time, such as 3pm. He also suggests reviewing the contract between the DDA and the current attorney representing the organization.

Discussion ensued.

The DDA board agrees to add this matter as an agenda item to the next DDA Board meeting on September 11th, 2023.

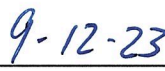
12. Adjournment

The meeting was adjourned at 3:35pm through board consensus.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE