



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – December 11th, 2023 – 12:00 NOON
Downtown Development Authority
350 SE 1st Street, Delray Beach, FL

1. Call to order/Roll Call – 12:03 Noon

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

Members Absent: Cole Devitt.

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

Guests: Roger Cope, Mike Covelli, Jared Hochman, Mavis Benson, Bob Cantwell, Henry Thompson, Max Zengage, Alexius Burns, Price Patton, Daniel Rose, Montre Bennett, Carlos Gambarini, Christina Morrison, Sgt. Guillaume, Jeffrey Oris, C. Ron Allen, Irene Revelas, Corey Heyman, Daniel Hartwell.

Zoom: G. Carter, Jeff Dash, Seth Mitchell, Lee Cohen, Lori J. Durante, Missie Barletto, Joe Rodriguez, Mavis Benson, Kim Thomas, Anthea Gianniotis, Lynn Gelin.

2. Approval of Consent Agenda:

Motion by Mark Denkler, seconded by Vera Woodson, to approve the consent agenda (Items Ai. – Nov. 13th, 2023 Board Meeting Minutes; B - Finances of Nov. 2023) as presented. Motion carries (6-0) through roll call (Cole Devitt not present):

Christina Godbout – Yes

Aaron Hallyburton – Yes

Vera Woodson – Yes

Brian Rosen – Yes

Mark Denkler – Yes

Rick Burgess – Yes.

3. Approval of Regular Agenda – December 11, 2023

Motion by Mark Denkler, seconded by Vera Woodson, to approve the agenda as presented. Motion carries (6-0) through roll call (Cole Devitt not present).

Rick Burgess – Yes.

Mark Denkler – Yes

Brian Rosen – Yes

Vera Woodson – Yes

Aaron Hallyburton – Yes

Christina Godbout – Yes

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

City Partners Reports:

- Report by Stephanie Immelman, Delray Beach Chamber of Commerce, Chief Executive Officer;
- Report by Henry Thompson, City of Delray Beach, Clean and Safe Department, Administrator;
- Report by Sgt. Guillaume, Delray Beach Police Department Sergeant.

Public Comments:

Public Comment by Daniel Rose (Delray Beach, Resident)

Mr. Daniel Rose comments that the Delray Beach Green Market is being misruned. He explains that one their vendors, Dezy's Second Chance Animal Rescue has been a vendor at the Green Market for 16 years and for this season they were not invited back. Mr. Daniel Rose comments that her opportunity has been given to other vendors that are not fitted, in his opinion, for the Green Market. He adds that the Beatles On The Beach vendor has a VIP spot at the market whereas Mr. Daniel Rose does not see that privilege being given to any other vendor. He also mentions that, for years, vendors were able to pay the vendor fees in cash and that is not allowed any longer. He also presents a picture (added to this meeting records) that represents an empty space that Dezy's Second Chance Animal Rescue could be in.

Public Comment by Mavis Benson (Downtown Merchant and Business Association, Chair and, also, representing Avalon Gallery):

Ms. Mavis Benson emphasizes the importance of reviewing the City of Delray Beach Parking & Curbside Management Master Plan input from the Parking Management Advisory Board and the input of the Downtown Development Authority and City of Delray Beach Planning and Zoning Department the matters regarding employee parking and wayfinding are considered top priority, and many options were provided on this plan. She suggests these options be implemented one at a time to perceive which of them works and to evaluate the impact of each one. She adds that for the 19 years her business (Avalon Gallery) has existed in downtown Delray Beach there has been a shift in the business scene. Regarding the proposed changes for some of the free parking lots to become metered parking lots, she suggests starting with changing the rules at the Railroad parking lot turning it into a metered lot with regulations similar to the public metered parking garages existing in Downtown Delray Beach – with paid parking only starting after 5 PM and with a flat fee.

Public Comment by Christina Morrison (Delray Beach, resident):

Ms. Christina Morrison reports that she has seen multiple times pedestrians crossing Atlantic Avenue at the bottom of the Atlantic Avenue bridge in a very dangerous area. She suggests adding some warning signs or marks on the pavement to prevent that from happening.

Public Comment by Alexius Burns (Roots Cultural Festival, Inc, President):

Mr. Alexius Burns appeals to the support of the DDA Board regarding the application of the entity application to a DDA Art & Activation Grant Request being presented later at this meeting.

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

A. West Atlantic Sub-District Parking Exemption – LDR Amendment – Rebekah Dasari

Ms. Vera suggests postponing this item to the January 2024 DDA Board Meeting as no City Staff was able to present.

Motion by Vera Woodson seconded by Aaron Hallyburton to postpone the item **West Atlantic Sub-District Parking Exemption – LDR Amendment** to the January 2024 DDA Board Meeting. All in favor. Motion carries (6-0). Cole Devitt not present.

B. Sundry Village – Certificate of Approp. Level 3 Site Plan Modification - J. Costello/G. Eliopoulos

Mr. Mike Covelli (Covelli Design Associates, ASLA / AICP) presents the item Sundry Village – Certificate of Appropriateness - Level 3 Site Plan Modification. He explains that the parking garage on building block 61 is to support the office uses of this project. Nevertheless, they plan to have this garage open to the public as a public/private municipal parking garage during the evening and weekend times (subject to City approval).

Ms. Vera Woodson comments that there is a loss of 16 parking spots regarding the previous project presented and more businesses have been added to the new project plan. She questions where the employees/patrons of the added businesses will be parking if there is a loss of parking spaces.

Mr. Mike Covelli answers that there is another parking lot under one of the other buildings (in block 70) on the project. He adds that this application did not require any in-lieu parking as the developer knows that if there are not sufficient parking spots, patrons will less likely be visiting the business.

Ms. Vera Woodson asks if the on-street parking spaces will be managed by the city.

Mr. Mike Covelli confirms it.

Ms. Vera Woodson enquires about the pricing for the use of the garage when working in a public parking lot.

Mr. Mike Covelli answers that there is no set value yet but that the value will be competitive.

Ms. Vera Woodson suggests regarding the revision on building B (on block 61) outdoor space, to keep it as previously planned (with a paved walkway) instead of only a grassy area, as grass may get muddy on Florida wet rainy season.

Mr. Rick Burgess welcomes the opportunity of a new public parking garage in downtown Delray Beach and suggests adding signage to the entrance of the parking garage (when used as a public parking garage) to inform patrons when the garage is at full capacity.

The City request is for the DDA to review this item according to the below:

Pursuant to Land Development Regulations Article 8.2, the Downtown Development Authority (DDA) for the City of Delray Beach recommends as follows:

- 1. That the proposed request implements the Downtown development plans (Downtown Master Plan, Pineapple Grove Master Plan, West Atlantic Master Plan, and the Shopability Analysis).*
- 2. That the proposed request encourages economic development and promotes the Downtown as a prosperous Downtown Area.*

Motion by Mark Denkler seconded by Vera Woodson to approve the Sundry Village – Certificate of Appropriateness - Level 3 Site Plan Modification as presented.

Motion carries (6-0) through roll call (Cole Devitt not present):

Christina Godbout – Yes

Aaron Hallyburton – Yes

Vera Woodson – Yes

Brian Rosen – Yes

Mark Denkler – Yes

Rick Burgess – Yes.

6. New Business

A. Delray Concourse D'Elegance - DDA Art & Activation Grant Request - Max Zengage

Mr. Max Zengage (Delray Beach Concours D'Elegance, Founder) presents the item Delray Concourse D'Elegance - DDA Art & Activation Grant Request.

Mr. Mark Denkler reminds the board that the Grant Rules aim to activate underutilized parts of downtown in detriment to busiest parts of downtown Delray Beach (Atlantic Avenue from Swinton Avenue to Federal Highway) and this request is taking place on the busiest part of downtown.

Ms. Laura Simons adds that the board can also look at it in terms of the use of a certain area in downtown on low season to the detriment of the high season.

Ms. Vera Woodson suggests the DDA waive the fees for usage of the Old School Square Park for this event instead of supporting this grant, so this value can be given to other applications that come through.

Mr. Rick Burgess enquires about the registration fee per vehicle.

Mr. Max Zengage answers that the fee is \$200.

Mr. Rick Burgess comments that he is also a car fan and that in conversations with friends on the field none of them was reached to participate on this event and suggests for the event management to contact local car dealers and to up the price of the registration fees.

Mr. Max Zengage answers that he has reached out to Ed Morse and others. He also comments that the management of this event includes an advisory board that comprises 25 people.

Mr. Rick Burgess is not in accordance with providing this grant to the applicant.

Ms. Vera Woodson enquires that raising the registration fees would substitute the request for the grant.

Mr. Max Zengage answers that the registration fee value as been widely discussed with the advisory board for this event for the past 3 years.

Mr. Brian Rosen comments that Mr. Max Zengage works in kind for this project and adds that this event promotes economic vitality in downtown Delray Beach and that his events help activate underutilized parts of downtown.

Ms. Vera Woodson enquires about how many events this organization is requesting grants for this upcoming year.

Mr. Max Zengage answers that they only will be requesting grants for the Delray Beach Concours D'Elegance and for the Downtown Bed Races.

Ms. Christina Godbout enquires if the DDA can waive the fees for usage of the Old School Square Park for this event.

Ms. Laura Simon confirms it.

Ms. Vera Woodson asks about the value of those fees.

Mr. Max Zengage answers that is of the amount of \$1500.

Ms. Vera Woodson suggests reducing the grant request amount of \$2000 to \$1500 to cover these fees.

Motion by Vera Woodson seconded by Christina Godbout to approve the Delray Concourse D'Elegance - DDA Art & Activation Grant Request reducing the amount from \$2000 to \$1500 and with the caveat that other options are discussed in the future as to fund this project (if taking place at Old School Square Park). Motion carries (6-1) through roll call (Cole Devitt not present):

Christina Godbout – Yes
Aaron Hallyburton – Yes
Vera Woodson – Yes
Brian Rosen – Yes
Mark Denkler – Yes
Rick Burgess – No.

B. Roots Cultural Festival, Inc – DDA Art & Activation Grant Request FY23/24 – Alexis Burns

Mr. Alexis Burns (Roots Cultural Festival, Inc, President) presents item Roots Cultural Festival, Inc – DDA Art & Activation Grant Request FY23/24. He informs the DDA board that the event being present (parade) will take place from NW 1st Avenue (from the Community Center) moving then West on Atlantic Avenue, and then North to NW 10th Avenue, ending at Pompey Park. The organization is requesting the grant to assist in funding the costs for the barricades on Atlantic Avenue.

Mr. Mark Denkler enquires what other costs are involved for this event.

Mr. Alexis Burns answers that there are costs regarding Police and Fire departments and street closures fees.

Ms. Vera Woodson enquires about how much is the City waiving regarding services provided by the City for this event.

Mr. Alexis Burns answers that they benefit from discounted fees because the organization is a nonprofit.

Mr. Jeff Oris answers that the last budget was about \$20,000 and that the City does a 50% discount on services provided by the City. The biggest cost is on barricades, about \$14,000 that cannot be discounted as they are a “hard cost” (discounts are on for “soft costs”).

Mr. Mark Denkler enquires about how many people attended last year’s event.

Mr. Alexis Burns answers that there were 35 people in the parade and a couple of 100 attending.

Discussion ensued regarding the amount given to this grant if the event does not take place.

Ms. Vera Woodson suggests approving this request contingent on splitting the \$2000 in two equal parts with \$1000 to be provided after the next DDA Board Meeting and the remainder \$1000 after the event takes place.

Motion by Vera Woodson seconded by Aaron Hallyburton to approve the Roots Cultural Festival, Inc – DDA Art & Activation Grant Request FY23/24 on amount of \$2000 with the caveat that half of the amount – \$1000 is provided after the upcoming DDA Board meeting and the remainder \$1000 be provide after the event takes place.

Motion carries (6-0) through roll call (Cole Devitt not present):

Rick Burgess – Yes
Mark Denkler – Yes
Brian Rosen – Yes
Vera Woodson – Yes
Aaron Hallyburton – Yes
Christina Godbout – Yes.

C. Dada Of Delray Beach – DDA Art & Activation Grant Request FY23/24 – Carlos Gambarini

Mr. Carlos Gambarini (DADA, General Manager) presents item DADA Of Delray Beach – DDA Art & Activation Grant Request FY23/24.

Ms. Vera Woodson suggests rethinking this event with a set up that does not require street closures. She suggests discussing with the Space Of Mind team (located across DADA) on a possible partnership for use of their parking lot to avoid any road closures.

Mr. Carlos Gambarini comments this there is a possibility that they might explore but reminds the DDA Board that the road closures for this event have already been approved through Special Events Technical Advisory Committee (SETAC).

Mr. Mark Denkler enquires about the street closure footprint.

Mr. Carlos Gambarini answers that the request was to close the road from the alleyway to Swinton, but that the City approved from NW 1st Avenue to Swinton Avenue to prevent bottleneck traffic.

Mr. Rick Burgess suggests the use of the City's parking lot for the event.

Mr. Carlos Gambarini answers that the aim of this event is to showcase the house, and the location suggested would be too far from DADA's building (the event celebrates 100 years of the Tarrimore house, in which DADA is located and DADA's 24 years at this location).

Mr. Brian Rosen enquires about the budget for this event.

Mr. Carlos Gambarini answers that he is not certain, as they might use some materials from previous events, but he predicts an around \$12,000 budget.

Ms. Vera Woodson asks the budget to detail the budget.

Mr. Carlos Gambarini answers that \$1500 is just for the street closure costs and that he can provide the DDA Board with a detailed budget at the upcoming DDA Board meeting.

Mr. Mark Denkler asks if any percentage of the revenues will be donated.

Mr. Carlos Gambarini answers that the charities for this event are the Delray Beach Historical Society and Hospitality Helping Hands.

Mr. Aaron Hallyburton asks if this is an event that requires RSVP or if it is open to the public.

Mr. Carlos Gambarini answers that it is a free community event. He also asks what details the DDA Board needs for him to present at the upcoming DDA Board meeting.

Mr. Mark Denkler answers that they would like data on budget, expected attendance, partnerships for this event and activities to be held during the event.

It is the DDA Board consensus to table this item for the upcoming DDA Board Meeting.

D. Coco Market, Co – DDA Art & Activation Grant Request FY23/24 – Corey Heyman

Ms. Corey Heyman (Cocoyogi, Inc, President) presents item Coco Market, Co – DDA Art & Activation Grant Request FY23/24. She explains that the grant amount will be used to buy umbrellas as the Old School Square Park does not provide many shaded areas. She adds that shaded areas will be used for activities such as yoga activities and other. She adds that the umbrellas needed are the 9 feet circular umbrellas.

Mr. Mark Denkler asks how many vendors in average per event are they.

Ms. Corey Heyman answers that there are from 50 to 70 vendors per event.

Mr. Mark Denkler asks how many attendees the event has on average.

Ms. Corey Heyman answers that the revenue is between 3000 to 4000 during high season.

Mr. Rick Burgess suggests raising the price of the vendor fees.

Ms. Corey Heyman answers that part of the event's mission is to support small vendors, and these vendors cannot afford higher fees.

Mr. Brian Rosen suggests the DDA buy the umbrellas and store them at Old School Square and rent them as needed.

Ms. Vera Woodson comments that it will require staff to supervise this task. She also comments that the Coco Market has become a signature event in downtown Delray Beach and adds that other cities have asked Ms. Corey Heyman to host this market.

Ms. Vera Woodson suggests approving the grant as presented.

Mr. Mark Denkler suggests approving the grant in half of the amount requested, \$1000.

Motion by Vera Woodson seconded by Christina Godbout to approve the Coco Market, Co – DDA Art & Activation Grant Request FY23/24 as presented. Motion fails (2-4) through roll call (Cole Devitt not present):

Christina Godbout – Yes

Aaron Hallyburton – No

Vera Woodson – Yes

Brian Rosen – No

Mark Denkler – No

Rick Burgess – No.

Motion by Vera Woodson seconded by Christina Godbout to approve the Coco Market, Co – DDA Art & Activation Grant Request FY23/24 reducing the amount requested to a total of \$1000. Motion carries (5-1) through roll call (Cole Devitt not present):

Rick Burgess – No

Mark Denkler – Yes

Brian Rosen – Yes

Vera Woodson – Yes

Aaron Hallyburton – Yes

Christina Godbout – Yes.

E. KOP Mentoring Network - DDA Placemaking Art and Activation Grant Application – C. Ron Alan

Mr. C. Ron Allen presenting item KOP Mentoring Network - DDA Placemaking Art and Activation Grant Application.

Mr. Mark Denkler enquires what does the \$15,000 in revenue coming from the sponsorships refer to.

Mr. C. Ron Allen answers that this amount refers to in kind work.

Mr. Rick Burgess asks if the revenue amount is guaranteed.

Mr. C. Ron Allen answers that it is based on last year's event.

Mr. Mark Denkler comments that having the party and the speaker's program in one place only does not bring economic vitality to the Delray Beach downtown area. The impact will be only for the venue that is hosting this event (Throw Social).

Mr. Rick Burgess asks how many drinks are included in the agreement with Throw Social.

Mr. C. Ron Allen answers that the agreement includes one drink per person and that the amount will be charged to KOP Mentoring Network.

Mr. Brian Rosen asks if Throw Social can provide a certain amount in kind.

Mr. Rick Burgess comments that this event will benefit Throw Social in the long run as it showcases their business to the participants of this event, who might become customers of Throw Social in the future.

Mr. Mark Denkler suggests having the event in another part of the town that is less activated.

Mr. C. Ron Allen asks if the DDA Board has any suggestions for alternative venues.

Mr. Mark Denkler suggests using Libby Wesley Park or Old School Square Park.

Mr. Rick Burgess suggests choosing one of the hotels in downtown, as this event takes place during low season.

Ms. Christina Godbout suggests using something in the West Atlantic Avenue area, such as the Spady Cultural Heritage Museum.

Mr. Rick Burgess suggests looking at the availability of Old School Square Park for the date of the event. He suggests also, if the event will, nevertheless take place at Throw Social to request collaboration from the venue to donate a certain amount of drink tickets.

Mr. C. Ron Allen answers that he will revisit the event plan and return with a different option at a future meeting.

It is the DDA Board consensus to table this event for the future DDA Board Meeting.

Ms. Laura Simon explains to the DDA Board that if the event will take place at Old School Square (OSS) Park that will add rental fees to the budget for this event and, she explains that the approval of this event at OSS Park will have to go through SETAC sanction.

7. OLD Business

A. Preservation Trust NPS African American Civil Rights Grant Application and Filing Process update- Price Patton

Mr. Price Patton presents item Preservation Trust NPS African American Civil Rights Grant Application and Filing Process update.

Ms. Vera Woodson enquires if there will be a new proposal to be presented to the DDA Board at a future meeting.

Mr. Price Patton suggests the collaboration of the DDA and Spady Cultural Heritage Museum to proceed with this project.

Ms. Vera Woodson comments that this is the second attempt to this project as when it was presented to the DDA Board the first time, there was a filing issue.

Ms. Irene Revelas answers that it was a decision of the Delray Beach Preservation Trust (DBPT) and that a breakdown of the issues can be found in the report shared with the DDA.

Mr. Brian Rosen answers that if this project had been filed to XXX, he would support the project.

Ms. Irene Revelas answers that the original project pertains to an exhibition to take place at the Cornell Art Museum and its grounds, but because there is no certainty as per the DDA to be running the Old School Square facilities at that future point in time, the Delray Beach Preservation Trust decided to create a new project around a heritage trail in Delray Beach, instead of the previously proposed exhibition project.

It is the DDA Board Consensus to terminate the current agreement and review the new project.

B. Surface Lot Parking Program Update – L. Simon

Mr. Brian Rosen informs the DDA Board that he met with City Staff Anthea Gianniotis and Missie Barletto, to report on the merchant's feedback and get more insight regarding this matter from the City team. Mr. Brian Rosen suggests the City to use the Gladiola parking lot, in addition to the upper floor of the Old School Square Parking Garage for the downtown Delray Beach Employee Parking Program. He also suggests for the City to look at alternative transportation options.

Ms. Vera Woodson suggests adding information on parking in downtown Delray Beach to the DDA Weekend Round Up newsletter so visitors can study it previously to coming downtown.

Mr. Rick Burgess comments that there were only a few of the merchants that dislike the City's decision to turn the free Railroad parking lot into a paid metered parking lot.

Ms. Vera Woodson comments that, as of now, at the beginning of the day the Railroad free parking lot is not at full capacity.

Mr. Brian Rosen comments that the Railroad parking lot should just become a paid parking location after 3PM.

Mr. Aaron Hillyburton comments that as per City data, the Old School Square Parking garage is barely at any date at future capacity. He also adds, regarding as to employees not feeling safe during evening hours when returning to their vehicles, that also visitors are exposed to the same circumstances.

Ms. Vera Woodson comments that the DDA has gathered enough feedback from the DDA Board and downtown merchants regarding this item to give suggestions to the City Commission so they can review and decide on this matter.

Mr. Mark Denkler comments that there is a need for the implementation of signage regarding parking options, so visitors know where to park in advance, previously to entering downtown.

M. Vera also suggests changes to some of the existent signage as the No-Tru trucks signage is hardly visible as it is very small.

C. DDA Shop Small Recap & Project Updates – S. Boyd

Ms. Suzanne Boyd reports on the Shop Small initiatives, the 100-foot Tree Lighting and Yuletide Street Festival activation, the downtown window décor contest, the Coco Goff banners and signs, DDA website analytics, DDA social media, public relations for Old School Square and email marketing report for Old School Square and DDA. She also informs the DDA Board about upcoming events (Dirty Dancing Show and Beatles On The Beach event festival, and the Artikal Sound System concert.

Ms. BJ Sklar gives a report on the Visitor Information Center activities.

Ms. Laura Simon gives information on economic development updates.

8. Old School Square Business:

Ms. Laura Simon reports on the November events at Old School Square.

Ms. Marusca Gatto gives updates on the activities at the Cornell Art Museum regarding new exhibitions, attendance data and donations data.

9. Board Comments

Mr. Rick Burgess comments that a friend of his was impressed at the great number of activities and events Delray Beach presents to its visitors.


Mr. Brian Rosen suggests the DDA Board have a representative at the Downtown Merchants and Business Association monthly meetings and at the Parking Management Advisory Board meetings.

No DDA Staff comments were provided.

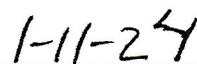
10. Adjournment

The meeting was adjourned at 3:24PM through board consensus.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE