

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – June 10th, 2024 – 12:00 NOON
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

1. Call to Order of the JUNE 10, 2024 BOARD MEETING – 12:01PM

Members Present: Vera Woodson, Christina Godbout, Brian Rosen, Cole Devitt, Aaron Hallyburton.

Members Absent: Mark Denkler.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Marusca Gatto, Quentin Morgan.

2. AGENDA APPROVAL

Board Chair Brian Rosen suggests having 27Productions organization present during the item “8C: Old School Square FY24-25 Funding update and discussion”.

Motion by Cole Devitt, seconded by Christina Godbout to approve the agenda adding a presentation by 27Productions under item “8C: Old School Square FY24-25 Funding update and discussion”.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Vera Woodson – Yes

Christina Godbout – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

3. Public Comments & Partner Reports – limited to 2 Minutes

City Partners Reports:

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

Public Comment by Judy Mollica, Patty Jones, Francis Bourque and Cynthia Ridley (Old School Square Center For the Arts - OSSCFA):

Ms. Judy Mollica (OSSCFA, Treasurer), Ms. Patty Jones (OSSCFA, Chair), Ms. Francis Bourque (OSSCFA, Founder and Chairman Emeritus) and Ms. Cynthia Ridley (OSSCFA, Board Member) speak in support of the members of the Old School Square Center For the Arts organization.

Public Comment by Lori J. Durante (Delray Beach, resident):

Ms. Lori J. Durante suggests Board Chair Brian Rosen disclose any prior connections with 27Productions company and with Mr. Blake Ian Goldsmith.

Public Comment by Mavis Benson:

Ms. Mavis Benson mentions that the DDA Town Hall was a success. She also mentions that the downtown merchants are noticing a significant decrease in foot traffic and volume of sales and advocates for discounts on the parking rates, to create incentives to shop downtown. She also suggests a discussion to educate the downtown merchants on the regulations for use of A-frames. She comments that the programming at the Cornell Art Museum and Old School Square campus are invaluable to the community, advocating for community collaboration.

4. CONSENT AGENDA:

Motion by Cole Devitt, seconded by Aaron Hallyburton to approve the consent agenda moving item “4B. DDA May 2024 Financials” to position “7A.A”.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Aaron Hallyburton – Yes

Cole Devitt – Yes

Christina Godbout – Yes

Vera Woodson – Yes

Brian Rosen – Yes.

6. Development Services:

6A. In-Lieu of Parking Fee LDR Amendment

Rebekah Dasari (City of Delray Beach, Development Services Department, Planning & Zoning Division, Longe Range Planning, Principal Planner) presents item “6A. In-Lieu of Parking Fee LDR Amendment”.

Board Chair Rosen asks if the number of parking spaces required for establishment of new developments/businesses has changed with this new amendment.

Ms. Rebekah Dasari answers that the cost of the *in-lieu* parking fee changes, but not the rates of parking spaces per square foot.

Board Chair Rosen reminds the DDA Board that in the West Atlantic area it is allowed for businesses to convert uses without requiring additional parking spots unless it is the establishment of a new development/business or there is addition to the square footage of an existing business.

Ms. Rebekah Dasari explains that the required parking rate is at 12 spaces per 1000 square feet in the Atlantic Avenue Parking District (along Atlantic Avenue from Swinton Avenue east to A1A) and at 6 spaces per 1000 square feet in the remainder downtown area.

Board Member Woodson enquires if and when a property is sold the *in-lieu* permit stays with the building. Ms. Rebekah Dasari confirms it.

Board Secretary Devitt asks if the approximately \$50,000.00 estimated revenue from *in-lieu* fees will be enough to fund a new parking garage.

Ms. Rebekah Dasari answers that in accordance with the latest parking and curbside management studies, there is enough parking in downtown Delray Beach. She explains that the need for more parking is set at 85% capacity. She mentions that, regarding the current parking situation, there is a need to manage and communicate better to the public the different parking options.

Board Vice-Chair Godbout refers to the proposed language for ordinance no. 14-24 “elimination of public parking fee” and asks for clarification.

Ms. Rebekah Dasari answers that the *in-lieu* parking fee referred was a privately initiated request and that it was never implemented, therefore it was eliminated on the proposed amendment. She adds that the

request was for a property in a non-CBD area and therefore does not serve the parking needs of the developers of that area.

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 Christina Godbout, seconded by Cole Devitt, to approve the In-Lieu of Parking Fee LDR Amendment as presented.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Vera Woodson – Yes

Christina Godbout – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

6B. Sundry Village Blocks 61 & 62 - Level 3 Site Plan and Certificate of Appropriateness

Mr. Mike Covelli (Covelli Design Associates, ASLA / AICP) presents item 6B. Sundry Village Blocks 61 & 62 - Level 3 Site Plan and Certificate of Appropriateness.

Board Secretary Devitt refers to the outdoor space on the north side of the building that, on the previous plan, was classified for tenant use and enquires what is the use for that space according to the newly presented plan.

Mr. Mike Covelli answers that the space will be classified as an outdoor dining area.

Board Member Woodson refers to the restaurant building with a basement and asks where on the project will that building be located.

Mr. Mike Covelli answers that the space will be an event space that has been classified as a restaurant.

Board Member Woodson enquires about the two swimming pools on the project.

Mr. Mike Covelli answers that apart from the bigger pool, there is a smaller one behind a double unit, which will feature a private pool. He mentions that the lower unit might be used as a bride and groom suite.

Board Member Woodson enquires if the barn-like structure mentioned during the presentation will replace the event tent also mentioned.

Mr. Mike Covelli answers that the tent drafted on the project will not be a permanent structure, it is just an option for outdoor events.

Board Member Woodson asks what type of events will the structure host.

Mr. Mike Covelli answers that the structure can host varied events, corporate or not. He adds that the space will have operable partition walls and can be divided as needed.

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2. *That the proposed request encourages economic development and promotes the Downtown as a prosperous Downtown Area.*

Motion by Vera Woodson, seconded by Cole Devitt, to approve the Sundry Village Blocks 61 & 62 - Level 3 Site Plan and Certificate of Appropriateness as presented.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Aaron Hallyburton – Yes
Cole Devitt – Yes
Brian Rosen – Yes
Christina Godbout – Yes
Vera Woodson – Yes.

7. OLD BUSINESS

7A.A. DDA May 2024 Financials (item moved from position 4B).

Board Chair Rosen mentions, regarding the Old School Square budget, that the Cornell Art Museum Activations section of the budget is 121% over and that he is concerned, because there is still a quarter of the fiscal year ahead. He adds that the Administrative and Facility Expenses section of the OSS budget is at 90%. Regarding the DDA budget “Economic Vitality and Downtown Development - Visitor Information Center” section, he suggests re-allocating the staff salaries under this section, moving it to the “Expenditures Office/Administrative - DDA Payroll” section, so that the budget allocated for business development be used in other ways.

DDA Executive Director Simon answers that there will be no more expenses regarding street lighting.

Board Chair Rosen suggests creating a separate agenda item for the DDA Financial Monthly Report to allow for more in-depth discussion.

Board Member Woodson suggests the DDA Board members have one-on-one discussions with the DDA Executive Director on that matter, to make the monthly board meeting discussions more effective.

DDA Executive Director Simon answers that, the year before, the DDA Financial Monthly reports were a single independent item on the Agenda, but the item became part of the consent agenda as per the previous board suggestion. She adds that the agenda can be readjusted in the future as now suggested.

Motion by Vera Woodson, seconded by Christina Godbout, to approve the DDA May 2024 Financials as presented.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Vera Woodson – Yes
Christina Godbout – Yes
Brian Rosen – Yes
Cole Devitt – Yes
Aaron Hallyburton – Yes.

7A. DDA By-Laws Updated – Quentin Morgan

DDA Attorney Morgan requests feedback from the DDA Board for additions or changes to the DDA By-Laws.

Board Chair Rosen suggests drafting language on the by-laws that when a DDA Board member is representing the DDA at any public appearances, the DDA Board member should speak in accordance with

the whole board agreement. He also enquires the DDA Attorney if it is considered conflict of interest when a DDA Board Member is doing business with the DDA while having a seat at the DDA Board. DDA Attorney Morgan answers that he will investigate and get back to him later.

Discussion ensued.

Board Secretary Devitt asks if the By-laws language *At least four of the members shall be owners of realty within the Downtown area, a lessee thereof required by the lease to pay taxes thereon, or a director, officer, or managing agent of an owner or of a lessee thereof so required to pay taxes thereon* is a standard is a procedure.

DDA Attorney Morgan answers that the qualified DDA Board members will have to show proof of the lease or ownership of the property located within the DDA District.

7B. DDA/OSS Program Updates – DDA Team

Ms. Suzanne Boyd gives updates on the DDA strategies for enhancement of the downtown experience, reports on the Mother's Day Orchid Giveaway initiative, on the Delray Beach Blue Flag designation Award, on the Delray Beach "Best Beach in Florida" award by USA Today, on the #LoveDelray summer campaign, on the resident engagement strategy, West Atlantic area updates, DDA and OSS websites analytics, DDA and OSS social media reports, economic development updates and events and activations at Old School Square.

- Placer.ai and Gingko review

DDA Executive Director Simon gives updates on the Placer.ai app use.

Board Chair Rosen mentions that Placer.ai is a great resource tool, that amongst other important information leads to understanding the customer's journey in downtown Delray Beach.

DDA Executive Director Simon proceeds with updates on the Gingko app.

8. NEW BUSINESS

8A. DDA FY24-25 Tentative One Mil Tax Levy – L. Simon

DDA Executive Director Simon requests feedback from the DDA Board to set the DDA Levy.

Motion by Vera Woodson, seconded by Christina Godbout, to set the DDA FY24-25 Tax Levy at One Mil. Motion carries (5 - 0) through roll call (Mark Denkler not present):

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes

Christina Godbout – Yes

Vera Woodson – Yes.

8B: DDA Boad Application Process – Quentin Morgan

DDA Attorney Morgan reviews the application process for the DDA Board.

DDA Secretary Devitt asks if this item will be on the agenda at the next City Commission meeting.

DDA Attorney Morgan confirms that it will be on the agenda at the June 18th City Commission meeting.

8C: Old School Square FY24-25 Funding update and discussion – L. Simon

DDA Executive Director Simon reports that the City decided to reduce the funding for the Old School Square Management and Activations from \$1,000,000.00 to \$800,000 and that from now on the City

requires the profits from this project to be divided 90/10, with 90% of the profits to be reinvested back on the Old School Square project and 10% to be delivered to the City.

Board Chair Rosen comments that it is not in the DDA purview to be a revenue generator company and that there are other entities that are geared towards driving revenue growth. He adds that the DDA needs to clarify with the City the terms of the profit sharing if either they are net revenue generator or net profit to avoid imbalances within the Old School Square budget. He mentions that it is important to collaborate with the City on a unified plan.

Board Secretary Devitt mentions that it is essential that every revenue reverts to Old School Square. He also suggests researching whether any of the funds available from the Delray Beach Community Redevelopment Agency can be used for improvements at the Old School Square grounds.

Board Member Hallyburton mentions that the Old School Square project should not be under DDA management.

DDA Executive Director Simon mentions that there were a few entities interested in running the Crest Theatre building (the Boca Raton Museum of Art, the Old School Square Center For the Arts organization and 27Productions Inc) and invites 27Productions Inc. to present before the DDA Board.

Mr. Blake Ian Goldsmith (27Productions Inc.) explains that the goal of 27Productions Inc. is to collaborate on the OSS project, and that they are open to collaborating with other organizations. He also mentions that 27Productions Inc., apart from having an interest in managing the Crest Theatre, would like to collaborate with the management of the Amphitheatre.

Board Vice-Chair Godbout enquires about the open bid process for management of the Crest Theatre building.

Board Chair Rosen comments that there were 5 or 6 applications total, and that the City selected three of those, but that meantime the Boca Raton Museum of Art and Old School Square Center For the Arts organization decided to drop their applications leaving 27Productions Inc. as the only bidder.

Board Member Godbout asks if the \$80,000.00 funding from the City includes the management by the DDA of the Crest Theatre building.

DDA Executive Director Simon answers the \$80,000.00 was set before the bid process.

Discussion ensued.

Board Member Godbout asks if 27Productions Inc., will lease or rent the space.

Mr. Blake Ian Goldsmith answers that those details have not been discussed yet.

Discussion ensued.

Mr. Blake Ian Goldsmith comments that 27Productions Inc. is not asking for funding from the City to manage the Crest Theatre building.

Board Secretary Devitt enquires about the origins of the funding for this project.

Mr. Blake Ian Goldsmith answers that the majority of funding will come from private investors either through revenue sharing or partnerships.

Discussion ensued.

Board Vice-Chair Godbout enquires 27Productions Inc. about planning for programming of the Crest Theatre.

Mr. Blake Ian Goldsmith answers that 27Productions intends to partner with "AEG Presents" global promoter and producer. He also mentions that the company has not prepared any productions for the Amphitheatre yet, seeing that those require more planning time, but that perhaps 6 or 9 months would give the 27Productions Inc. team time to set those up.

DDA Attorney Morgan asks when the next meeting between the City Manager and 27Productions Inc. will take place.

Mr. Blake Ian Goldsmith answers that the meeting will be set up shortly.

Board Chair Rosen enquires what are the upcoming plans for 27Productions Inc. regarding programming for the classrooms.

Mr. Blake Ian Goldsmith answers that the first step will be to buy art materials and furniture for the classrooms. He also mentions that there is no set plan yet, as the 27Productions Inc. application was geared to performing arts (dance, theater, music).

Discussion ensued.

DDA Executive Director Simon reminds that the building also comprises a rental facility, that would be under the supervision of 27Productions Inc, if chosen.

Mr. Blake Ian Goldsmith answers that one of the 27Productions Inc. partners specializes in event planning. Board Member Hallyburton asks what kind of events 27Productions Inc. can bring to the Amphitheatre stage and if 27Productions Inc. is open to keep some of the current events and activations happening now at Old School Square such as the Coco Market.

Mr. Blake Ian Goldsmith answers that they would like to bring to the stage stand-up comedy shows, rock bands, plays and others, but that the company is open to community events also, such as the Coco Market. He adds that 27Productions Inc. plans to produce 5 shows a month at the Amphitheatre.

Board Member Hallyburton suggests 27Productions Inc. collaborate with the Old School Square Center For the Arts as they have the knowledge as they previously managed the grounds.

Discussion ensued.

Motion by Christina Godbout, seconded by Cole Devitt, to give authority to the DDA Executive Director to discuss with the City Manager and 27Productions Inc., on behalf of the DDA Board, the management of the Crest Theatre in consistency with the DDA Board discussion at the June 10 DDA Board meeting.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Vera Woodson – Yes

Christina Godbout – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

COMMENTS

A. DDA Exec. Director

a. Summer Parking Rate

DDA Executive Director Simon suggests that in accordance with previous comments at previous DDA Board meetings, the DDA Board open the discussion with the City on reducing the parking rates during low season.

DDA Secretary Cole Devitt agrees with the suggestion.

Board Member Woodson comments that during some meetings of the previous DDA Board, it was suggested that the parking rates change seasonally, so that every year when high season ends the parking rates get reduced, to promote economic vitality.

Motion by Vera Woodson, seconded by Aaron Hallyburton, to give authority to the DDA Executive Director to discuss with the City team regarding the DDA Board request for analyzing the proposal of creating seasonal parking rates.

Motion carries (5 - 0) through roll call (Mark Denkler not present):

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes

Christina Godbout – Yes

Vera Woodson – Yes.

C. DDA Board Members

Board Member Godbout comments that she would like to see conveyed the feedback from businesses and residents voiced at the DDA Town Hall session. She also questions about the deployment plan for the #LoveDelray summer campaign.

Ms. Suzanne Boyd answers that the DDA Town Hall Session will be posted on-line sometime in the future. DDA Executive Director Simon answers that for the #LoveDelray summer campaign printed collateral will be distributed as well as commercials in July and other paid advertising.

Board Member Woodson shows appreciation for all the public speaking during the public comments.

Board Chair Rosen comments that he often participates in the SET Elder's table meetings and that he always learns something meaningful.


Adjournment

The meeting was adjourned at 2:59pm through Board consensus.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE