



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

1. Call to Order of the JULY 10, 2024 BOARD MEETING – 12:00PM

Members Present: Vera Woodson, Harold Van Arnem, Jim Knight, Brian Rosen, Cole Devitt, Aaron Hallyburton.

Members Absent: None.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Marusca Gatto, BJ Sklar, Victoria DeSilvio, Danielle Morien, Alexandra Cosenza, Devin Dewane, Quentin Morgan.

2. AGENDA APPROVAL

Motion by Jim Knight, seconded by Cole Devitt to approve the agenda as presented.

Motion carries (6 - 0) through roll call:

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes

Jim Knight – Yes

Harold Van Arnem - Yes

Vera Woodson – Yes.

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

City Partners Reports:

- Report by Sgt. Schmidt, Delray Beach Police Department Sergeant.

Public Comment by Mavis Benson (Downtown Merchant and Business Association, Chair):

Ms. Mavis Benson suggests the DDA collaborate with the developers and builders to achieve appealing projects that do not suffocate the downtown area.

Public Comment by Bob Cantwell (Delray Beach, resident):

Mr. Bob Cantwell advocates for the Police Department Volunteer program. The program is recruiting 20 new volunteers that will oversee the downtown area and connect with the dispatch in case of need. The candidates should reach out to Major Barry Tantleff to apply. This program will stretch the Police Department capabilities.

Public Comment by Gino Tarabotto (Delray Beach, Resident):

Mr. Gino Tarabotto shows his interest in bringing an affordable housing project to Delray Beach.

Public Comment by Jeff Schwartz (Delray Beach, Resident):

Mr. Jeff Schwartz announces that he is looking for a venue to host a singer, songwriter, author, music and book event series. The event would include 6 to 10 concerts from November through March with concerts,

350 SE 1st Street, Delray Beach, FL 33483

Tel: 561-243-1077 Fax: 561-243-1079

reading and panel discussion. Jeff Schwartz offers this program on behalf of his website romingthearts.com that supports musicians, authors, and artists.

Public Comment by Ann Stacey-Wright (Delray Beach, resident):

Ms. Ann Stacey-Wright shows her disappointment on the DDA TV commercial not highlighting any business or event in the West Atlantic area.

4. CONSENT AGENDA:

Motion by Jim Knight, seconded by Cole Devitt to approve the consent agenda as presented.

Motion carries (6 - 0) through roll call:

Vera Woodson – Yes

Harold Van Arnhem – Yes

Jim Knight – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

6. Development Services:

6A. 314 NE 3rd Avenue - Level 4 Site Plan Application - Jeffrey A. Costello

Mr. Jeffrey Costello (JC Planning Solutions, LLC, Principal) presents item 314 NE 3rd Avenue - Level 4 Site Plan Application.

Board Member Woodson enquires about the dark colored feature in the façade of the building.

Mr. Benjamin Schreier (Affiniti Architects, Architect & Partner) answers that the feature is a dark stone pillar.

Board Member Woodson enquires about the type of businesses proposed for the mixed-use building and comments that the area has issues with parking.

Mr. Jeffrey Costello answers that apart from being a residential building it will host a real estate office.

Board Secretary Devitt asks if the 1st floor of the building meets the setback regulations.

Mr. Jeffrey Costello confirms it.

Board Secretary Devitt enquires about the waiver requested by the applicant regarding landscaping.

Mr. Jeffrey Costello answers that the project will include landscaping, but they asked for the waiver as it will not be as wide as per the regulations.

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).*

Motion by Jim Knight, seconded by Cole Devitt, to approve the 314 NE 3rd Avenue - Level 4 Site Plan Application and Waivers as presented.

Motion carries (6 - 0) through roll call:

Aaron Hallyburton – Yes

Cole Devitt – Yes

Brian Rosen – Yes
Jim Knight – Yes
Harold Van Arnem - Yes
Vera Woodson – Yes.

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

Motion by Jim Knight, seconded by Cole Devitt, to approve the 314 NE 3rd Avenue - Level 4 Site Plan Application and Waivers as presented.

Motion carries (6 - 0) through roll call:

Vera Woodson – Yes
Harold Van Arnem – Yes
Jim Knight – Yes
Brian Rosen – Yes
Cole Devitt – Yes
Aaron Hallyburton – Yes.

6B. The Maxwell - 306 NE 2nd Street - Level 4 Site Plan Application - Jon Kinsman

Board Member Harold Van Arnem recused himself from this item due to conflict.

Mr. Jon Kinsman (VAP Group, Vice-President) presents item The Maxwell - 306 NE 2nd Street - Level 4 Site Plan Application.

Board Member Jim Knight enquires if the residential units will be up for rent or sale.

Mr. Jon Kinsman answers that they will be for sale.

Board member Jim Knight enquires if there will be a covered parking option.

Ms. Carter Van Voris (VAP Group, Chief Operating Officer) answers that the applicant might apply for covered parking in the future, but not at this time.

Board Member Jim Knight comments that it is a good project for the community.

Board Member Woodson refers to the three retail spaces projected and asks if there are any lease agreements yet and comments that it is important to give access to the retail area patrons as a gate is included on this project.

Ms. Carter Van Voris answers that they do not plan any restaurant use as of now, and that perhaps they will be recruiting a bodega type of retail, seeing that the one bodega business in Delray Beach has recently closed. She also confirms that the gate will be open during the day, just closing during the night.

Ms. Amy Alvarez (City of Delray Beach, Development Services Department, Planning and Zoning Department, Principal Planner) answers that to comply with the LDR's, the gate is required to be open during the commercial hours of operation.

Board Chair Rosen comments that it seems that on some of the sides of the building the sidewalk area has disappeared.

Ms. Carter Van Voris answers that pushing the setbacks did not affect the public walkway area.

Board Chair Rosen asks if the project has gone through the City approval process yet.

Ms. Amy Alvarez answers that the project is still in the technical review process stage.

Board Member Jim Knight asks what is the purpose of the clipped corner feature, if it is regarding the sight visibility triangle.

Ms. Amy Alvarez confirms that the project complies with the sight visibility regulations.

DDA Executive Director Simon mentions the sidewalk area that is covered and asks if it has connection from the public right-of-way.

Ms. Carter Van Voris answers that, in front of the retail area, there is an arcade, and adds that there is access from the public right-of-way.

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).*

Motion by Jim Knight, seconded by Cole Devitt, to approve The Maxwell - 306 NE 2nd Street - Level 4 Site Plan Application and Waivers as presented.

Motion carries (5 - 0) through roll call (Board Member Harold Van Arnem recused himself from this item due to conflict):

Aaron Hallyburton – Yes
Cole Devitt – Yes
Brian Rosen – Yes
Jim Knight – Yes
Vera Woodson – Yes.

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

Motion by Jim Knight, seconded by Cole Devitt, to approve The Maxwell - 306 NE 2nd Street - Level 4 Site Plan Application and Waivers as presented.

Motion carries (5 - 0) through roll call (Board Member Harold Van Arnem recused himself from this item due to conflict):

Vera Woodson – Yes
Jim Knight – Yes
Brian Rosen – Yes
Cole Devitt – Yes
Aaron Hallyburton – Yes.

7. OLD BUSINESS

7A. The DDA Bylaws Amendment - Q. Morgan, DDA Attorney

DDA Attorney Morgan comments that the DDA By-Laws were updated according to the DDA Board suggestions discussed at the previous Board meeting and requests approval for this item by the DDA Board.

Motion by Vera Woodson, seconded by Jim Knight to approve the amended DDA By-Laws as presented.

Motion carries (6 - 0) through roll call:

Aaron Hallyburton – Yes
Cole Devitt – Yes
Brian Rosen – Yes
Jim Knight – Yes
Harold Van Arnem – Yes

Vera Woodson – Yes.

7B. DDA June Financials – L. Simon

DDA Executive Director Simon updates the DDA Board on the DDA and Old School Square (OSS) financial report for the month of June and requests approval from the DDA Board.

Motion by Vera Woodson, seconded by Aaron Hallyburton to approve the DDA June financials as presented.

Motion carries (6 - 0) through roll call:

Vera Woodson – Yes

Harold Van Arnem – Yes

Jim Knight – Yes

Brian Rosen – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

7C. DDA/OSS Program Updates – DDA Team

Ms. Suzanne Boyd gives updates on the #LoveDelray Summer campaign, on the new shower truck ribbon cutting event, on the streetlights' installation on Northwest and Southwest 5th Avenue, on the DDA and OSS website's analytics, social media, and PR data. She also gives updates on the new and closed businesses in the downtown district, on the Palm Beach County Make Music Day initiative and on the previous and upcoming events at OSS.

Ms. BJ Sklar reports on the Visitor Information Center data and initiatives and on the DDA/OSS volunteer management program.

Ms. Marusca Gatto reports on the June Cornell Art Museum data and initiatives and on upcoming initiatives.

DDA Executive Director Simon gives updates on the upcoming Art & Jazz event and gives brief introduction on the Old School Square rebranding process.

Ms. Suzanne Boyd describes the development process behind the rebranding of the Old School Square campus.

DDA Executive Director Simon adds that, at the previous City Commission meeting, it was suggested the City take the lead in the rebranding process.

Discussion ensued.

Board Member Jim Knight recommends a joint workshop between the DDA and the City Commission to discuss the rebranding of the Old School Square campus.

DDA Executive Director Simon answers that she can discuss with the City Manager Department on that.

8. NEW BUSINESS

8A. Placemaking & Activation Grant Application for the SET Coalition

DDA Executive Director Simon comments that the Board just received an updated application regarding the request on the table, and enquires if the Board would prefer to discuss it at the next DDA Board meeting so that they have time to revise the updates.

It is the DDA Board consensus to have the applicant present at the current Board meeting.

Ms. Cynthia Ridley (The Set Neighborhood Alliance, Member) explains that the idea behind the 12 Days of Christmas event series is to gather families in need and help them create memories. She mentions that the event has gathered around 3 to 4000 families in the past 5 years. She also mentions that the Santa's Pajama Block Party (taking place at Libby Wesley Park), included on this series of events, has achieved

greater attendance through the years and that the City recommended, in the future, to close the street (Atlantic Avenue, by Libby Wesley Plaza) for this event.

Mr. Chuck Ridley (West Atlantic Redevelopment Coalition, Chair) invites the DDA to work with The SET community to promote diversity, honor heritage, history, and voice.

Board Member Woodson enquires why do the kids need a raffle ticket to receive the gifts.

Ms. Cynthia Ridley answers that happened last year because there were not enough bikes to be handed out to everyone.

Discussion ensued.

DDA Executive Director Simon notes that the request is for \$4300 and reminds that the DDA Grant Program allows for up to \$2000 per request.

Board Chair Rosen asks if the remainder balance of \$2300 can be funded through another section of the DDA budget.

DDA Executive Director Simon answers that the total amount from the budget reserved for the DDA Grant Program has not been reached yet, and leaves it up to the DDA Board discretion to allow for more than the \$2000 limit to be attributed to the applicant.

DDA Secretary Devitt asks if there is a precedent in providing the applicants more than \$2000.

DDA Executive Director Simon confirms it.

Discussion ensued.

It is the DDA Board Consensus to add the item to the August DDA Board meeting agenda.

8B. Old School Square Venue Rental Fees and Policy Discussion

DDA Executive Director Simon requests feedback from DDA Board regarding the rental fees and policy for the Amphitheatre, Park, Vintage Gym, and Cornell Art Museum at Old School Square.

Board Member Woodson asks if the price list presented allows for room to negotiate, seeing that it is important that the space does not stay empty, as it is an important source of revenue.

DDA Executive Director Simon answers that there is opportunity to work with the renter depending on each individual situation.

Board Chair Rosen comments that whatever discounts are applied to the approved events, they need to be reflected on the financial reports.

Discussion ensued.

The DDA Board consensus is to allow the Old School Square managing team to offer up to 50% discount as they see fit and if the suggested discount to be applied is higher than 50%, the subject needs to come before the DDA Board for approval.

Board Member Woodson comments that the eligibility process needs to allow for equity.

Board Member Knight suggests each case be profoundly analyzed to ensure that the discounts are not applied needlessly.

Board Member Van Arnhem suggests creating a discount that is in accordance with the different seasons (high/low).

Board Member Aaron Hallyburton adds that the discount can also reflect the days of the week (weekend versus weekdays).

DDA Executive Director Simon comments that the Board suggestions will be outlined in a redrafted Rental Fees and Policy to be rediscussed at a future DDA Board meeting. She also reminds the Board that the proposed fees do not account for the administrative part of the approval process.

COMMENTS

A. DDA Executive Director

DDA Executive Director Simon gives updates on the July 19th DDA Planning session. She also mentions that the Discover the Palm Beaches organization is executing a Tourism Master Plan for the next 20 years and comments that they will be invited to present the data in the future.

B. DDA Attorney

Board Member Jim Knight asks, regarding the approval process for the applications for a seat at the DDA Board, if it is possible to identify the property owners that are paying the 1 mil dedicated to the DDA district. He also asks if it is possible to identify that through the lease contracts.

DDA Attorney Morgan answers that the process can be discussed with the City and that a solution would be to add a DDA specific application. He also adds that the DDA statutes do not specify any specific language for the leases to be presented during the application process. He also informs that they cannot control what each property owner writes on their contracts with their lessees.

Discussion ensued.

C. DDA Board Members

Board Member Aaron Hallyburton comments that during the 4th of July event he noticed that some of the vendors were competing with the local businesses and suggests the DDA collaborates with the City Commission to prevent that in the future. He also comments that the Old School Square Center For the Arts organization should collaborate on the Old School Square campus management. He also adds that the Old School Square campus management should not be under the DDA purview.

Board member Van Arnem suggests the Pineapple Grove Arts District Inc, not-for-profit corporation that is in the works to be restructured to become a foundation for Old School Square Campus to be redirected to become a Florida not-for-profit foundation under the DDA umbrella in order to maximize the programs and fundings streams accessible to these kind of corporations, to leverage grant funding to be applied to DDA projects, such as a Florida Mainstreet Program for the West Atlantic section of the DDA District. He also suggests the DDA work on an exit strategy for the DDA's management of the Old School Square campus.

Discussion ensued.

Board Member Woodson suggests the DDA discuss with the Delray Beach Housing Authority on how to help the residents in the DDA district that might be struggling with rent and property payments, as rent and ownership have been increasing in the past years.


Adjournment

The meeting was adjourned at 2:37pm through motion by Vera Woodson seconded by Jim Knight.
All in favor.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE