



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday – September 16th, 2024 – 12:00 NOON
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

1. Call to Order of the SEPTEMBER 16, 2024 BOARD MEETING – 12:03PM

Members Present: Alan Costilo, 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, Quentin Morgan.

2. AGENDA APPROVAL

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

Motion carries (7 - 0). All in favor.

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

City Partners Reports:

- Report by Ofc. Green, Delray Beach Police Department, Officer.

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

Ms. Mavis Benson congratulates the DDA for winning the Achievement Award from the International Downtown Association for its management of Old School Square, and for the great success of the Jimmy Buffet Tribute celebration. She honors Mr. Roy Simon for his legacy within the Delray Beach Downtown Development Authority organization and the city of Delray Beach. She also updates the DDA Board on the upcoming Downtown Merchant and Business Association meeting to be held on Wednesday, September 18th at 9am via Zoom Communications.

Public Comment by Daphney Antoine (Sisters Cities of Delray beach, Chair):

Ms. Daphney Antoine presents the proposed signage showcasing the Delray Beach Sisters Cities of Delray Beach initiative. She also invites the DDA Board to participate in the upcoming event at Arts Warehouse “Building Bridges”, on October 22nd, 2024, that will honor the 4 cities Delray Beach is partnering with.

4. CONSENT AGENDA:

Motion by Vera Woodson, seconded by Jim Knight, to approve the consent agenda (Items 4A. August 12, 2024 Board Meeting Minutes; 4B. FY 23/24 August Financials; 4C. For Informational Purposes Only: i. Safety Ambassador August Report & ii. DDA/OSS Program and Activation Calendar and Report) as presented.

Motion carries (7 - 0) through roll call:

Aaron Halliburton – Yes

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Harold Van Arnem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

- **REGULAR AGENDA**

- **Development Services:**

- 6A. Fifth Avenue Townhomes - Level 2 Site Plan Application with associated internal adjustment for pool setback, landscape waiver, and request to utilize Masonry Modern Architectural Style - Thomas F Carney, Jr. & Carney Stanton P.L.**

Mr. Carlos Linares (Randall Stofft Architects, Senior Project Manager) presents item Fifth Avenue Townhomes - Level 2 Site Plan Application with associated internal adjustment for pool setback, landscape waiver, and request to utilize Masonry Modern Architectural Style.

Mr. Ibrahim Rafik (City of Delray Beach, Development Services, Principal Planner) gives updates on the status of the application and further details on the application.

Board Chair Costilo asks if there is a reason behind the code requirement for the 5-foot setback for the pool.

Mr. Ibrahim Rafik answers that the 10-foot recommended pool setback is only a question of privacy, that there is no safety reason involved. The applicant is requesting to reduce this setback which will be reviewed by the City team.

Board Chair Costilo asks if the reduction of the pool setback, requested by the applicant, is only regarding landscape (grass area).

Mr. Ibrahim Rafik confirms it.

Board Treasurer Knight comments that it was a good call to give an opportunity for the tenants to have two parking spaces for the residential units rather than having the landscape area. He also comments that the reduction of the pool setback is not a unique occurrence, as many residences have pools placed against walls.

Board Member Woodson asks, as the pools schematics mirror each other in the different residential units, if both pools drain on the same side.

Mr. Ibrahim Rafik answers that the units mirror each other and adds that the residences' drainage and the pools' drainage are independent.

Board Chair Costilo asks if each unit has an independent pool drainage.

Mr. Ibrahim Rafik confirms it.

Board Secretary Devitt asks if the City has suggested to the applicant any changes regarding their proposal.

Mr. Ibrahim Rafik answers that they have suggested some alternate designs but adds that the City has precedent in previously approving projects with internal adjustments.

Discussion ensued.

Board Secretary Devitt enquires about the recommendations given by the City to the applicant in regard to their proposal.

Mr. Ibrahim Rafik answers that it was recommended to alter some of the side elevations to add horizontal elements, to incorporate some of the front architectural features throughout the rest of the building, and to change the building's entrance design to be more incorporated with the pedestrian walkway.

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 Brian Rosen, seconded by Jim Knight to approve the Fifth Avenue Townhomes - Level 2 Site Plan Application with associated internal adjustment for pool setback, landscape waiver, and request to utilize Masonry Modern Architectural Style as presented.

Motion carries (7 - 0) through roll call:

Jim Knight – Yes

Vera Woodson – Yes

Harold Van Arnem – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

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

Motion by Brian Rosen, seconded by Jim Knight to approve the Fifth Avenue Townhomes - Level 2 Site Plan Application with associated internal adjustment for pool setback, landscape waiver, and request to utilize Masonry Modern Architectural Style as presented.

Motion carries (7 - 0) through roll call:

Aaron Halliburton – Yes

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Harold Van Arnem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

- **NEW BUSINESS**

7A. Muscle On The Beach OSS Rental Fees – Waiver Request – G. Waldon & J. Barrette

Board Chair Costilo agrees with waiving the rental fees for this event.

Board Member Woodson asks if there is any impact on the landscape, and if there is a return on investment in the area.

DDA Executive Director Simon answers that the \$3000 fee is for daily use of the space, and rental fees, and there are also costs regarding the special event permit fees and City services. She mentions that this event has a minimal impact on the landscape, seeing that it is a short time event. She adds that the short time event, nevertheless, brings positive impact to the businesses in the vicinity.

Discussion ensued.

Board Secretary Devitt asks how the funds are raised.

Mr. George Waldon (Muscle On The Beach Car Show, Co-Producer) answers that there is a required fee from the exhibitors of \$125. He adds that the organization also solicits the local businesses for raffle items and adds that the event also has a few national sponsors.

Ms. Danica Sanborn (Sandoway Discovery Center, Executive Director) comments on the positive impact the funds have on the Sandoway Discovery Center Programming and initiatives.

Discussion ensued.

Mr. George Waldon adds that the team working at the show are volunteers.

Board Member Woodson comments that if the Board decides in favor of this waiver, it might set a precedent for approval of future similar waivers.

DDA Counsel Morgan comments that each application is based on its own merits, so there is no danger of setting a precedent.

Discussion ensued.

Board Vice-Chair Costilo comments that he is in favor of waiving the rental fees for this applicant based on the merits of this event: the proceeds for this event support a local non-profit organization (Sandoway Discovery Center), it is a low impact event, in the past this event has raised great funds for the beneficiary, and rental fees were waived before.

Discussion ensued.

Motion by Brian Rosen, seconded by Jim Knight to approve the Muscle On The Beach OSS Rental Fees Waiver Request as presented, seeing that the proceeds from this event generate a positive economic impact on the beneficiary, the event promotes economic development in the downtown area, the event has low impact on the DDA resources, the rental fees were waived before for this event and the beneficiary of this event is a local non-profit.

Motion carries (6 - 1) through roll call:

Jim Knight – Yes

Vera Woodson – Yes

Harold Van Arnem – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – **No.**

7B. Coco Market Rental Fees – Waiver Request – Corey Heyman

Ms. Corey Heyman (Coco Market, Founder) presents item Coco Market Rental Fees – Waiver Request.

Board Chair Costilo comments that the Coco Market is a great event that collaborates with the DDA in activating the campus.

Board Secretary Devitt enquires about the vendor fees.

Ms. Corey Heyman answers that the vendor fees are \$200, except for the non-profit organizations that can participate free of charge.

Board Member Woodson comments that the Coco Market is a great event that has a positive impact on the City of Delray Beach reputation as a city that promotes wellness. She adds that, compared to the event approved during the previous item, the Coco Market, due to its positive impact, should be granted the requested reduction in rental fees.

Board Secretary Devitt reminds that the reduction in rental fees needs to be multiplied by the 12 events it produces per year, versus the one event that was showcased on the previous agenda item.

Board Chair Rosen comments that the DDA has been waving the fees for this event for a year now. He is supportive of this event that has positive impact on the community and mentions that Coco Market still pays for some of the costs with the \$650 fee and adds that this event promotes continuous activation of the campus.

Board Member Woodson comments that this event brings an economic impact of over \$80,000 to downtown Delray Beach versus \$28,000 cost, which is the total amount being absorbed by the DDA if this request is approved.

Board Chair Costilo comments that in the spirit of the mission statement of the DDA, this is an event that promotes economic vitality and improves the cultural climate of the community.

Discussion ensued.

Board Member Van Arnem asks about how much the Coco Market profit is.

Ms. Corey Heyman answers that it is not a big margin.

Board Member Van Arnem suggests perhaps, in the future, a part of the profits could revert to the DDA.

Discussion ensued.

Board Vice-Chair Rosen asks if the Coco Market has other collaborations with the DDA.

DDA Executive Director Simon answers that the DDA collaborated with the Coco Market for the Delray Walls Mural Fest, and that the vendor fees were split 50/50 for that event.

Discussion ensued.

Board Treasurer Knight comments that wellness events are of the most importance to help reduce opioid issues.

Board Member Hallyburton asks the reason behind the \$650 rental fee.

DDA Executive Director Simon answers that the \$650 rental fee covers the day-of expenses regarding the OSS staff.

Motion by Jim Knight, seconded by Cole Devitt to approve the Coco Market Rental Fees Request at the rate of \$650 for each time the event takes place.

Motion carries (7 - 0) through roll call:

Jim Knight – Yes

Vera Woodson – Yes

Harold Van Arnem – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

7C. Placemaking & Activation Grant Application for the SET Coalition – Cynthia Ridley

Ms. Cynthia Ridley (The SET Neighborhood Alliance, Member) presents The Set Neighborhood Alliance Grant Application.

Board Chair Costilo asks what is the relationship between The Set Neighborhood Alliance and the West Atlantic Redevelopment Coalition (WARC).

Ms. Cynthia Ridley answers that there is a great collaboration between the two institutions and adds that The Set Neighborhood Alliance is not a 501c3, but WARC is, and therefore they have multiple collaborations.

Board Member Woodson asks to whom the check should be directed to.

Discussion ensued.

Executive Director Simon answers that the check should be directed to the applicants of the grant that in this case is The Set Neighborhood Alliance.

DDA Counsel Morgan confirms it.

Board Member Woodson enquires about the origin of the requested amount of \$2600.

Ms. Cynthia Ridley answers that the City's Special Event Manager (Allie Behrman) presented the amount of \$2600.

Board Vice-Chair Rosen suggests approval for up to \$3600 in case the number changes.

Board Chair Costilo does not recommend approval of a request with an open amount.

Motion by Vera Woodson, seconded by Aaron Hallyburton to approve the Placemaking & Activation Grant Application for the SET Coalition at the requested amount of \$2,600.

Motion carries (7 - 0) through roll call:

Aaron Halliburton – Yes

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Harold Van Arnem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

7D. DDA/City ILA Amendment No. 3. For Review, Discussion and Approval

Board Chair Costilo comments that facing the reduction of the funds provided by the City for the management of the Old School Square (OSS) campus, the DDA will need to reduce the services in accordance, to be able to stay within budget and adds that if there is a new Amendment it should state these facts.

Board Vice-Chair Rosen comments that last year's programming at OSS was great and adds that he would like the programming to continue in the upcoming year. He also adds that income can be generated through various sources, one of them being ticketed events.

Discussion ensued.

Board Chair Costilo asks Mr. Morgan if it is possible to add to the agreement, recitals that include the previously discussed suggestions and send it back to the City for review.

DDA Board Lawer Morgan confirms it.

Discussion ensued.

Board Chair Costilo comments that it is within the DDA's mission to provide excellence of service to the OSS campus which is the heart of downtown Delray Beach. He reminds that the City requested the DDA's collaboration on managing the OSS campus and the DDA accepted it. He suggests, on the agreement, adding to the "whereas" clauses multiple recitals that convey what funds the DDA requested and the range of services the DDA proposed for that amount, and, also, the reduction the DDA will need to execute in the services provided according to the reduction in funds incoming from the City.

Board Vice-Chair Rosen comments that, as of now, due to the reduction in funds, the DDA proposed to cut the concert series in half, and that half of the series will be constituted by ticketed events.

DDA Secretary Devitt asks if the Community Redevelopment Agency funds available can cover some costs for the maintenance of the OSS grounds.

DDA Executive Director Simon answers that those funds are not to be used for the upkeep of the campus, but just for indoor maintenance.

Discussion ensued.

1:47pm - Harold Van Arnem leaves the meeting.

Board Vice-Chair Rosen adds that the park can be rented out for events.

1:50pm - Harold Van Arnem arrives at the meeting.

1:50pm - Aaron Hallyburton leaves the meeting.

Discussion ensued.

1:53pm - Aaron Hallyburton arrives at the meeting.

Board Treasurer Knight suggests, if it is the DDA team will to move forward with managing the OSS campus, messaging out that the DDA will keep providing excellence of service even with the reduction in funds.

Board Chair Costilo suggests including in the agreement language that expresses the DDA requests and the City offers.

Board Vice-Chair Rosen suggests adding a cover letter with the DDA board suggestions, rather than adding them to the agreement.

Discussion ensued.

DDA Executive Director Simon informs the DDA Board that on October 28th, 2024 there will be a workshop with the City Commission for discussion on the rebranding of the Old School Square campus.

Motion by Vera Woodson, seconded by Jim Knight to approve the DDA/City ILA Amendment No. 3 with additional whereas clauses that include the following language:

- The DDA proposed a budget for the management of Old School Square of \$1,500,000 budget for the fiscal year of 2024-2025 whereas the City approved a budget of \$800,000 for the fiscal year of 2024-2025;
- Therefore, the level of service provided by the DDA to the management of OSS will be lessened in accordance with the funding shortfall.

Motion carries (5 - 2) through roll call:

Jim Knight – Yes

Vera Woodson – Yes

Harold Van Arnem – Yes

Brian Rosen – No

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – No.

• **OLD BUSINESS**

8A. DDA FY24-25 Budget Review and Approval

DDA Executive Director Simon presents the DDA fiscal year 2024-2025 Budget forecast.

Board Member Van Arnem suggests discussing all these expenses and to make adjustments as needed.

Board Chair Costilo suggests, also, to re-evaluate some of the DDA's programs.

Board Member Woodson asks what events are planned for the upcoming fiscal year.

DDA Executive Director Simon answers that the DDA is planning for Art and Jazz on the Avenue (4 times), Savor The Avenue, Restaurant Month, First Friday Art Walk, Mother's Day Orchid Giveaway.

Board Member Woodson suggests bringing back the Frog Alley Caribbean Festival in addition to the Art and Jazz on the Avenue event to activate the West Atlantic area more often.

Discussion ensued.

Board Chair Costilo suggests creating events at the Community Redevelopment Agency empty lots to activate the West Atlantic area. He also suggests adding the West Atlantic area discussion as an item to the upcoming DDA Board meeting.

DDA Executive Director Simon presents the OSS plan for the fiscal year 2024/2025 and fiscal year 2024/2025 OSS budget.

Board Member Van Arnem comments that he attended the last two concerts at OSS campus, and they were very good. He also mentions he attended the opening of the “Nature’s Palette” exhibition at the Cornell Art Museum and congratulates the Cornell Art Museum Team for the great event.

Board Vice-Chair Rosen comments that the DDA has been doing an excellent job, and that they show passion for what they do for the Delray Beach Downtown area.

Board Secretary Devitt agrees that the DDA team does a great job in everything they do.

Board Chair Costilo comments that the merits the DDA team puts into its various activities proved with the recently received Achievement Award from the International Downtown Association for its management of Old School Square.

Motion by Jim Knight, seconded by Aaron Hallyburton to approve the DDA FY24-25 Budget.

Motion carries (7 - 0) through roll call:

Aaron Halliburton – Yes

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Harold Van Arnem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

8B. DDA/OSS Program Updates – DDA Team

DDA Executive Director Simon reports on the DDA’s participation at the International Downtown Association conference week.

Ms. Suzanne Boyd reports on the Restaurant Month campaign, the new Downtown Delray Beach Shopping and Dining Guide, DDA and OSS paid digital advertising data, DDA and OSS website analytics, DDA & OSS social media data, e-mail marketing data for DDA and OSS and public relations initiatives and results for DDA and OSS, on economic development updates and DDA upcoming events. She also reports on the August events data at OSS campus as well as upcoming events at the campus.

Ms. BJ Sklar reports on the Visitor Information Center data and initiatives.

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

- **COMMENTS**

9A. DDA Exec Director

DDA Executive Director Simon informs the Board on October 28th, 2024, Workshop with the City Commission.

9B. DDA Attorney

DDA Counsel Morgan reminds the DDA Board of some of the rules of Sunshine Law.

9C. DDA Board Members

Board Treasurer Knight suggests the DDA informs the property owners and merchants of the new rules on *in-lieu* parking.

Board Member Woodson congratulates the DDA team on the recently received and well-deserved award.

Board Vice-Chair Rosen suggests choosing the medium or bigger size for the Sisters Cities of Delray Beach recognition signage and suggests the DDA collaborate with this program.

Board Member Hallyburton congratulates the DDA on the award received. He also reports that by Kilwin's store there is an ongoing smell of urine that needs to be addressed, and also the gum on the sidewalks issue needs to be addressed. He suggests the DDA have a meeting with the City team to discuss some of the approved business' uses allowed within the downtown area.

Board Chair Costilo suggests the Board consider having a workshop meeting every 2 weeks on city issues and other pressing matters that are left out of the regular monthly Board meetings. He also suggests adding to the future agenda the *in-lieu* parking discussion and discussion on development and activations in the West Atlantic area.

Adjournment

The meeting was adjourned at 3:42pm through motion by Vera Woodson seconded by Jim Knight. All in favor.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary

10-17-24

DATE