

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Tuesday, October 15, 2024 –12:00pm – 3:00pm
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the OCTOBER 15, 2024 BOARD MEETING – 12:01PM

Members Present: Alan Costilo, Vera Woodson, Jim Knight, Brian Rosen, Cole Devitt, Aaron Hallyburton.

Members Absent: Harold Van Arnem.

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

AGENDA APPROVAL

Approval of the October 15, 2024 Board meeting Agenda as presented. **All in favor.**

PUBLIC COMMENTS & PARTNERS REPORTS – limited to 2 Minutes

There were no public comments.

PRESENTATIONS

1A. Palm Beach County Commission on Ethics presentation – Rhonda Giger, General Counsel

Ms. Rhonda Giger (Palm beach County Commission On Ethics, General Counsel) explains the purpose of the Palm Beach County code of ethics. She also educates the DDA Board in regard to prohibited conduct regulations (misuse of public office or employment, corrupt misuse of official position, disclosure of voting conflicts and contractual relationships) and in regard to the gift law.

1B. Discover The Palm Beaches Tourism Master Plan – Milton Segarra, President, DTPB
- Presentation and Board Discussion

Mr. Sergio Piedra (The Palm Beaches, Senior Director) presents the Palm Beaches organization.
Mr. Gustav Weibull (The Palm Beaches, Vice-President) presents tourism data on hotel and alternative lodging performance, and visitor spending by sector and trends in demand. He also reports on the process of the organization in tracking the performance of their marketing and sales initiatives and upcoming initiatives.

NEW BUSINESS

2A: DowntownDelrayBeach.com Website Development Company - Geocentric

Ms. Suzanne Boyd reports on the Request For proposal process and result for the downtowndelraybeach.com website.

Board Member Woodson comments that the new website will facilitate and promote efficiency in resources.

350 SE 1st Street, Delray Beach, FL 33483
Tel: 561-243-1077 Fax: 561-243-1079

Board Vice-Chair Rosen comments that he finds interest in the Geocentric proposal.
Board Secretary Devitt asks what things can the new website assist with in terms of business development.
Ms. Suzanne Boyd answers that it can continuously collect business data such as new and old businesses and will automatically update the website with those changes.
Board Member Woodson asks if the DDA should reconsider the use of the Placer.AI application.
Ms. Suzanne Boyd answers that Placer.AI application is a tool that the DDA should keep using as it has more detailed data than the website-related application.
Board Chair Costilo inquires, being the website proprietary software, what happens if the company goes out of business, or their servers fail.
Ms. Suzanne Boyd answers that the Geocentric is the host, but that the DDA still owns the website.

Motion by Vera Woodson, seconded by Jim Knight to approve the RFP by geocentric for DowntownDelrayBeach.com Website Development as presented.

Motion carries (5 - 0) through roll call (Aaron Hallyburton and Harold Van Arnem not present):

Cole Devitt – Yes
Alan Costilo – Yes
Brian Rosen – Yes
Vera Woodson – Yes
Jim Knight – Yes.

2B: Placemaking Art and Activation Grant Request – The Annual Bed Races

Motion by Vera Woodson, seconded by Jim Knight to approve the Placemaking Art and Activation Grant Request – The Annual Bed Races as presented.

Motion carries (5 - 0) through roll call (Aaron Hallyburton and Harold Van Arnem not present):

Jim Knight – Yes
Vera Woodson – Yes
Brian Rosen – Yes
Alan Costilo – Yes
Cole Devitt – Yes.

2C: Art Sculpture Donation from Howard Alan Events – L. Simon

DDA Executive Director Laura Simon presents the Art Sculpture Donation offer by Howard Allan Events.
Board Chair Costilo comments that it is preferable to have the city's name to be more prominent and asks what the agreement for the maintenance of the art piece is.

DDA Executive Director Laura Simon answers that the agreement is still being prepared.

Board Member Woodson comments that she would prefer to see the city's name rather than the #LoveDelray, because the #LoveDelray refers to a campaign and campaigns get obsolete.

Board Secretary Devitt suggests placing the #LoveDelray on a plaque at the bottom and the city's name on the art piece.

Board Vice-President Rosen mentions the art assets transferred from the Pineapple Grove Arts District Organization to the DDA and requests the DDA Board be presented with the budget and plan of maintenance of those assets and asks for an inventory list of all art pieces located within the DDA district.

Board Secretary Devitt asks what happens if a liability case arises.

DDA Counsel Morgan answers that the DDA is drafting an agreement with all the details.

Board Treasurer Jim Knight suggests touring the art pieces in the downtown area to perceive their preservation status, so that when the high season comes the art pieces are already repaired if needed.

Ms. Marusca Gatto comments that the art pieces under the management of the DDA are only the ones passed on by the Pineapple Grove Arts District organization.
Board Chair Costilo suggests discussing at the upcoming board meeting on the status and maintenance process of the art assets located within the DDA district.

OLD BUSINESS

3A. September 16, 2024 Board Meeting Minutes

Motion by Cole Devitt, seconded by Jim Knight to approve the September 16, 2024 Board Meeting Minutes as presented.

Motion carries (5 - 0) through roll call (Aaron Hallyburton and Harold Van Arnem not present):

Jim Knight – Yes

Vera Woodson – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes.

3B. Downtown Parking *In-Lieu* Discussion and Recommendation

DDA Executive Director Laura Simon comments that the purpose of this item being on discussion is to provide recommendations from the board in regard the City's proposal for downtown parking *in-lieu* program changes.

Board Chair Costilo comments that in 50 years' worth of *in-lieu* parking fees, those funds were not assigned to solve parking matters, which was the initial idea behind the creation of the *in-lieu* parking fee. Board Treasurer Jim Knight reports concerns on rising the *in-lieu* parking fees when the funds are not reverted to solve parking issues. He also states that having areas downtown that are not developed yet, raising those fees is not advisable. He comments that overall, in his opinion, there is no shortage of parking. He suggests having free parking for the employees at the parking garages to liberate the surface lots for customers. He comments that it is not the time to adopt such a drastic increase, and therefore he recommends leaving the parking fees as they are.

DDA Executive Director Laura Simon comments that the *in-lieu* parking program was created to incentivize revitalization of old structures rather than building new ones.

Board Vice-Chair Rosen comments that the *in-lieu* parking fees rise makes sense for a business development that has a big square footage, but not for small parcels. He recommends keeping the 1 to 1 ratio when creating parking.

Board Member Woodson comments that it is important to communicate to the public all the available options for parking. She also voices concerns about applying the *in-lieu* parking fees to the West Atlantic area that is not developed yet.

Board Chair Costilo suggests applying the funds from the *in-lieu* parking fees to resolve parking matters such as the expansion of the Gladiola parking lot.

Board Secretary Devitt comments that the existing parking problem, in his opinion, refers to the high-end parking, as the garages are never full.

Board Vice-Chair Rosen comments that, ideally, parking should be free at the garages, and the surface parking lots should be paid.

Discussion ensued with DDA Executive Director Simon reading a paragraph referring the purpose of the in-lieu fees program and she mentions that the in-lieu parking program was meant to be an incentive not a money maker. It is an incentive for revitalization and rehabilitation of existent buildings.

Board Vice-Chair Rosen recommends, according to the changes provided by the City to amend the parking in-lieu program, to reduce the in-lieu parking fees rate, and to review as per the size of the lots and required LDR setbacks, to reconsider the minimum ceiling at what the buildings are required to provide off-street parking, as the 65 feet in width does not seem enough. He also recommends keeping the credits at 1 to 1.

Discussion ensued regarding the changes to the in-lieu parking program and the consequences of rising the in-lieu parking fees.

Motion by Jim Knight, seconded by Cole Devitt, based on the proposal by the City of Delray Beach to amend the parking in-lieu program to recommend the below:

- The funds resulted from the in-lieu parking program should be invested in construction of new parking facilities, mentioning the need for construction of the Gladiola parking lot;
- The in-lieu parking fee rate should be kept as is.

Motion carries (5 - 0) through roll call (Aaron Hallyburton and Harold Van Arnhem not present):

Cole Devitt – Yes
Alan Costilo – Yes
Brian Rosen – Yes
Vera Woodson – Yes
Jim Knight – Yes.

Discussion ensued on the DDA Board suggestions to be presented to the city concerning the “LDR Text Amendment, In-Lieu of Parking Fee” which led to the motion below.

Motion by Brian Rosen, seconded by Jim Knight, based on the proposal by the City of Delray Beach to amend the parking in-lieu program to further recommend the below:

- To provide relief to smaller properties from parking requirements, in accordance with the LDR’s setbacks and further regulations;
- To keep the ratio at 1/1 for new developments in on-street parking requirements.

Motion carries (5 - 0) through roll call (Aaron Hallyburton and Harold Van Arnhem not present):

Cole Devitt – Yes
Alan Costilo – Yes
Brian Rosen – Yes
Vera Woodson – Yes
Jim Knight – Yes.

3C: DDA/OSS Program Updates – DDA Team

DDA Executive Director Simon gives updates on the aftermath of Hurricane Milton.

Ms. Suzanne Boyd gives a report on the Restaurant Month initiative results, economic development reports, social media data for Old School Square (OSS) and DDA, email marketing initiatives for DDA and OSS, public relations initiatives for OSS and DDA, upcoming events in downtown Delray Beach and upcoming events at OSS.

DDA Executive Director Simon updates the DDA Board on the replacement of decorative lighting on the West Atlantic Avenue area and downtown Delray Beach holiday lighting program.

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


COMMENTS

Board Vice-Chair Rosen suggests requesting from the City's Code Enforcement team a list of notices and violations delivered to downtown businesses and a follow-up report.


Adjournment

The meeting was adjourned at 3:00pm through motion by Jim Knight seconded by Vera Woodson. All in favor.

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE