



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

**Call to Order of the NOVEMBER 12, 2024 BOARD MEETING – 12:03PM**

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

Members Absent: Aaron Hallyburton.

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

**AGENDA APPROVAL**

Approval of the November 12, 2024 Board meeting Agenda as presented. Motion by Jim Knight, seconded by Vera Woodson. **All in favor.**

**PUBLIC COMMENTS & PARTNERS REPORTS – limited to 2 Minutes**

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

Ms. Daphney Antoine gives updates on the Sisters Cities of Delray Beach foundation and requests feedback from the DDA board on the size for the sign to be placed at the Visitor Information Center regarding the partnership between Delray Beach and the Sister Cities organization Board Vice Chair Rosen comments that 11 inches by 17 inches is not a big sign, but would be his recommendation.

DDA Executive Director Simon comments that 11x17 inches is the size the DDA recommends due to the limited available space on the walls at the Visitor Information Center.

Public Comment by Theodore Hoskinson, Maria Aduato, Mae Rose Aduato, Tom Markert and Stephen Dickstein

Theodore Hoskinson (Roots & Wings, Founder/ President), Maria Aduato, Mae Rose Aduato, Tom Markert (City of Delray Beach, City Commission, Commissioner) and Stephen Dickstein (Best of Delray Beach - Best of Ventures Inc.) speak in support of the Beatles On The Beach event and highlight the positive economic development impact it brings to Delray Beach as well as the positive exposure of Delray Beach's name throughout the state and country and the positive impact with the profits reverting to nonprofit organizations.

Public Comment by Kae Jonsons (Delray Beach Public Library, Director)

Ms. Kae Jonsons speaks in support of The Beatles On The Beach event and the request that will be presented at the Board Meeting. She mentions that it is a dear theme around the Delray Beach residents and visitors of the event, and that the event organization and the Delray Beach Public Library collaborate to complement the programming for this event.

Public Comment by Stephanie Immelman (Delray Beach Chamber of Commerce, Chief Executive Officer)

Ms. Stephanie Immelman gives updates on the Delray Beach Chamber of Commerce programming and on the 2025 Delray Affair edition planning to include 400 and 500 block, request that is for approval at the upcoming Special Events Technical Advisory Commission meeting.

She also speaks in support of The Beatles On The Beach event.

**2A. Delray Beach Concours Grant Request - Max Zengage**

Board Member Woodson comments that the team behind the Delray Beach Concours D'Elegance event does a very good job promoting this event, and she also comments how great is the team and the event itself. Nevertheless, she mentions that this event takes place East of Swinton and the goal for these grants is to activate the West Atlantic area. She asks Max Zengage how he envisions the future of this event as every year this grant request comes before the DDA.

Mr. Max Zengage answers that he sees the relationship between the Delray Beach Concours foundation and the DDA growing as a partnership, which does not need to be exactly monetary. He also mentions that it is on the works to produce a Delray Beach street painting festival in Artist Alley.

Board Vice-Chair Rosen asks if the beneficiary organizations of this event are local and how much the profit is from this event.

Mr. Max Zengage answers that the event's beneficiary organizations are local and that there is no profit for Delray Beach Concours Foundation for this event.

Board Vice-Chair Rosen asks how much the extra expenses are caused by the new changes by the City to the Special Events Policy.

M. Max Zengage answers that up to \$10,000 are now non-waivable and therefore the event management will need to add these costs to the initial budget.

Board Treasurer Knight suggests creating or relocating events to the West Atlantic area in order to activate this area.

Board Chair Costilo mentions the DDA Grants are meant to be a tool to promote activations in the West Atlantic area, but that the Delray Beach Concours D'Elegance event promotes Delray Beach across the state and country, and it is a great event. He also comments that if the goal is to keep the event growing, then the venue should be taken into consideration and perhaps to change its location to the West Atlantic area. Nevertheless, Board Chair Costilo approves of this grant because it brings economic development to downtown Delray Beach.

**Motion** by Vera Woodson, seconded by Jim Knight to approve the Delray Beach Concours Grant Request as presented.

**Motion carries** (6 - 0) through roll call (Aaron Hallyburton not present):

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Harold Van Arnem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

**2B. Delray Beach Concours OSS Fees Waiver Request - Max Zengage**

Board Chair Costilo recommends charging a full day of rental fees (referring to the day of the actual event - \$3000 for non-profits) and the rental fees for the setup days, which are \$750/day times tree (the days of setup for this event), so that the Old School Square costs with this event can be covered.

Board Vice Chair Rosen does not agree with charging the full fees seeing that the organization of this event does not make profit on this event, instead they give it back to the community.

Mr. Max Zengage comments that there is low impact on the DDA staff for this event. Board Member Woodson comments that the recent changes done by the City to the Special Events Policy added to the event's budget total costs. She also mentions the positive economic impact the 100,000 visitors to this event bring to downtown Delray Beach. She asks how much the deficit is created by the changes made by the City to the Special Events Policy.

Mr. Max Zengage answers that the extra costs go up to \$10,000 but the Delray Beach Concours Foundation is just asking for \$5,000, being \$2,000 the grant request and \$3000 the waiver request.

Board Member Woodson requests the opinion from DDA Executive Director on this request.

DDA Executive Director Simon mentions that, regarding event staff, there will be a supervisor, from the Old School Square staff, on-site from Friday through Monday (pre, day of and post event) and mentions that the venue rental fees, offset the costs with staff and other expenses.

Board Chair Costilo comments that this event is one of those which have the most positive economic impact brings to downtown.

Board Member Woodson reminds that the staff that comes for the set up and break down adds to the positive economic impact as they will also use downtown services and recommends approving the waiver requested.

Board Secretary Devitt comments that a special discounted fee is already set for non-profits, so perhaps the DDA should reconsider removing completely the fees charged to the non-profits.

Board Vice-chair Rosen agrees with Board Secretary Devitt if the profit from those events reverts in full back to the community.

Board Member Van Arnem also agrees with Board Secretary Devitt.

DDA Council Morgan reminds that the City's change in policies is solely the City's responsibility and averts that continuing changing policies within the DDA's agreements is not a good plan.

Board Treasurer Knight and DDA Council Morgan reminds that the City's change in policies is solely the City's responsibility and cautions that continuing changing policies within the DDA is not a good plan.

Board Member Woodson reminds that last year the organization paid \$1500 in fees for the same event and recommends the same to happen for the 2025 event.

Board Vice-chair Rosen comments that for every dollar the DDA will charge the foundation, that amount will not revert for the event non-profit beneficiary.

**Motion** by Brian Rosen, seconded by Jim Knight to approve the Delray Beach Concours OSS Fees Waiver Request for the total amount requested of \$3000.

**Motion** fails (3 - 3) through roll call (Aaron Hallyburton not present):

Jim Knight – Yes

Vera Woodson – **No**

Harold Van Arnem – Yes

Brian Rosen – Yes

Alan Costilo – **No**

Cole Devitt – **No**.

**Motion** by Vera Woodson, seconded Cole Devitt to cap the rental fees associated with the Delray Beach Concours event at the total amount of \$1500.

**Motion** fails (5 - 1) through roll call (Aaron Hallyburton not present):

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – **No**

Harold Van Arnem - Yes

Vera Woodson – Yes

Jim Knight – Yes.

### **2C. Partnership Request – Beatles On The Beach - Daniel Hartwell**

Board Vice-Chair Rosen comments that if the Old School Square management is co-producing an event and the event management gets to cover the event costs, he recommends defining a breaking point at which a revenue share agreement should be in place.

Board Chair Costilo refers to the concession revenues and asks if the Old School Square management takes any profits.

DDA Executive Director Simon confirms it.

Board Member Woodson asks for more details on the “Required Police, Fire, and city services for the two-day event (request to be waived by the city)” mentioned on the partnership agreement as for the DDA’s role on this matter.

DDA Executive Director Simon gives an explanation as to the costs regarding Police, Fire & Cleaning Departments services provided by the City for this event.

Mr. Daniel Hartwell mentions the positive economic impact of the event in downtown Delray Beach and mentions that the only profit is on ticket sales, seeing that the concession profits go to Old School Square management. He also mentions that there is no privately paid parking for this event and, therefore, there are no profits to be retrieved from parking fees unlike in other events settings.

Board Vice-Chair Rosen suggests Beatles On The Beach event management provide a budget for the DDA Board to review and make a decision.

Board Member Arnem agrees that a budget is needed to make a reflected decision.

Mr. Daniel Hartwell answers that there can’t be a detailed budget until he can put the acts applications proposal out to the public, and that he cannot do that before the partnership agreement is in place.

DDA Council Morgan asks where the \$130,000 cost estimate Mr. Hartwell mentions in the partnership proposal comes from.

Mr. Daniel Hartwell answers that these costs refer to the minimum amount of costs according to the expenses with the performing artists acts.

Board Member Arnem refers, like other Board Members, that there should be a revenue share agreement in place, and for that a budget is needed to define the break point.

Board Member Woodson mentions that there are questions open regarding this event, such as profitability and those need answered even if not for transparency.

DDA Executive Director Simon answers that, last year, the Old School Square management oversaw the concession and \$13,000 was the percentage received by the Old School Square management from the total concession revenue amount, which is between 30% to 40% as per the contract between the Old School Square management and the professional concession companies producing events at OSS. She also mentions the Old School Square management got \$2 per ticket sold, which made around \$5,000 in revenue. She also comments that according to the agreement being proposed the percentage of ticket revenue will rise to \$4 per ticket sold.

DDA Board Chair Costilo requests the cost report for the last year's Beatles On The Beach event so that the DDA and OSS management costs and reconvene on the partnership proposal.

*Discussion ensued with DDA Board members Rosen, Woodson and Costilo on event's cost estimation breakdown and DDA's total costs with the event for this partnership.*

DDA Board Member Woodson suggests the agreement to include language capping the DDA's total expenses with this event at the maximum of \$40,000.

DDA Executive Director Simon comments that the intent of the DDA with this event producer or any other private producer is to breakdown even and suggests, perhaps, increasing the DDA's revenue by increasing the percentage on DDA's revenue per ticket, which is as per the presented partnership agreement at \$4 per ticket sold.

DDA Council Morgan suggests the DDA Board vote to add specific clauses to the partnership agreement adding a revenue share program.

*Discussion ensued regarding the language to include in the partnership agreement and the language to include in the motion on the table.*

Board Chair Costilo passes the gavel to Board Vice-Chair Rosen.

**Motion** by Alan Costilo, seconded by Jim Knight to approve the Beatles On The Beach Partnership Request with the below caveats:

**Motion** carries (6 - 0) through roll call (Aaron Hallyburton not present):

Jim Knight – Yes

Vera Woodson – Yes

Harold Van Arnhem – Yes

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes.

- Raise to \$5.00 the DDA revenue per ticket sold.
- DDA cost with event to be fixed at \$40,000.
- Event organizer is responsible for all trademarks and in case of any trademark litigation the DDA shall be indemnified.

## **OLD BUSINESS**

### **3A. October 8, 2024 Workshop Meeting Minutes**

**Motion** by Brian Rosen, seconded by Cole Devitt to postpone the item **3A. October 8, 2024 Workshop Meeting Minutes** to the next DDA Board meeting.

**All in favor.**

### **3B. October 15, 2024 Board Meeting Minutes**

**Motion** by Brian Rosen, seconded by Cole Devitt to approve the item **3B. October 15, 2024 Board Meeting Minutes.**

**All in favor.**

### **3C. September 2024 Financials and Interim Year End**

**Motion** by Vera Woodson, seconded by Cole Devitt to approve the item **3B. October 15, 2024 Board Meeting Minutes.**

**All in favor.**

### **3D: DDA/OSS Program Updates – DDA Team**

Ms. Marusca Gatto reports on the October Cornell Art Museum data and initiatives, on the recently opened exhibitions “Hot Glass” and on upcoming initiatives and exhibitions.

### **2:07pm – Harold Van Arnem leaves the meeting.**

Ms. Suzanne Boyd reports on marketing data, public relations initiatives and website data for Old School Square. She also reports on the October events at Old School Square and on upcoming events. The rebranding process for Old School Square was also reviewed.

Ms. Danielle Morien gives a recap on October 23rd Art and Jazz on the Avenue event.

Ms. Suzanne Boyd reports on the marketing data, social media data, public relations initiatives and website data for the DDA.

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

Ms. Suzanne Boyd gives updates on downtown economic developments, West Atlantic Avenue lighting installation and on upcoming events and initiatives in downtown Delray Beach. A presentation of the new 2025 DDA partnership program was also given.

## **COMMENTS**

### **B. DDA Attorney**

DDA Council Morgan informs that DDA Executive Director Simon, himself and DDA Board Chair Costillo will meet with the Delray Beach City Administration Team to discuss expectations and collaborations between the City and the DDA, to establish a path moving forward.

### **C. DDA Board Members**

DDA Board Member Woodson comments that she recently attended the discovered the Palm Beaches State of the Tourism Industry Event and they mentioned that on AI prompts Delray Beach was appearing first on the results. She mentions that it would be beneficial to learn more about how these prompts work. DDA Council Morgan answers that each different AI company puts on different prompts and uses different codes, and therefore we need to ask the AI company in question to have the proper answer to what specific prompts they use.


Board Vice-Chair Rosen he suggests the DDA collaborate with the business Tropical Smokehouse on how to work with the city in order to create a garbage area for them and suggests the DDA suggests the Tropical Smokehouse to create an activation for the October 19th Santa’s Pajama Block party in order to bring attention to this upcoming business. He also suggests collaborating with the Delray Beach Public Library to help promote and communicate the library events and suggests collaborating with the SET for the 12 Days of Christmas event and perhaps donating gift cards.

Board Chair Costillo refers to the recently installed Wayfinding signage and mentions that some of the locations where the signs were placed are not suitable. He also mentions that the DDA should have had a say in the matter of planning for the signage installation.

**ADJOURNMENT**

The meeting was adjourned at 2:56pm through motion by Vera Woodson seconded by Cole Devitt. All in favor.

Respectfully submitted,  
Liliana Fino

  
\_\_\_\_\_  
Cole Devitt, DDA Secretary

12-11-24  
\_\_\_\_\_  
DATE