



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, June 9, 2025 –12:00pm – 3:00pm
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the June 9, 2025 BOARD MEETING – 12:02 PM

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

Members Absent: None.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Quentin Morgan, Shelly Likosar, Marusca Gatto, Emily Oliveras.

1. AGENDA APPROVAL – Additions or Deletions

A. Moment of Silence

Board Chair Costilo acknowledges the recent passing of esteemed DDA Board Member Harold Van Arnem, and, by suggestion of Board Treasurer Knight, a moment of silence was respectfully observed to honor his memory.

Motion by Vera Woodson, seconded by Aaron Hallyburton to approve the June 9, 2025 Board meeting Agenda with addition of item 1A – Moment of silence in honor of Harold Van Arnem, item 4AA – Police Department Chief Discussion and item 4C – DDA’s District overall signage discussion.

Motion carries (6 - 0). All in favor.

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

Public comment by Daniel Rose (Delray Beach, Resident)

Mr. Daniel Rose informs the DDA Board that the funeral arrangements for Mr. Harold Van Arnem will take place one Friday and that he will send an email to DDA Executive Director Simon to then forward it to the DDA Board. In regard to the Beatles On The Beach event the DDA Board and the DDA should confirm that the use of names and images does not represent any trademarks infringements. He also suggests the event not be done every year, so it does not get stale. He proceeds, suggesting the DDA get proof of authorization of property rights usage for this event, or the city might get sued.

Public comment by David Tripp (Vertical Bridge, head of Human Resources)

Mr. David Tripp mentions that Vertical Bridge is excited to be future working with and within the Delray Beach community. He also mentions that the business will bring about 400 employees into town, with 200 on-site on a regular basis and 200 more visiting regularly.

Board treasurer Knight asks what was the reason that brought Vertical Bridge to Delray Beach.

Mr. David Tripp answers that the company’s founder lives in Delray as well as other executives and they love the area, which is very open and welcoming. He continues mentioning that the company likes to support local non-profits and that as of now they are supporting Habitat for Humanity.

Public comment by Mayor Tom Carney (City of Delray Beach, Mayor)

Mayor Tom Carney suggests the DDA keep live-streaming their Board meetings as other organizations in town do it as well and for a question of transparency towards its constituents. He also honors Harold Van Arnem, his spirit and work within the Delray Beach community. Finalizing his comments he suggests the DDA to not influence the City commission process in the selection for the replacement of Board Member Vera Woodson at the DDA Board seat.

Public comment by Michelle Sadownick (Delray Beach, Resident)

Michelle Sadownick recognizes the work of Mr. Daniel Hartwell. She mentions that the Beatles on The Beach event brings joy and culture to downtown Delray and supports economic vitality. She continues to mention that Mr. Daniel Hartwell is a talented event producer and a deeply caring human being towards the community. She highlights that the event creates unmatched lifestyle and culture that attracts new residents and keeps Delray Beach thriving. She suggests the DDA continue supporting the event, which has become part of the community's identity and cultural heartbeat.

Public comment by Fern L. Conn (Dancing Lion Studio, Owner)

Ms. Fern L. Conn speaks in support of the Beatles On The Beach event. She mentions that Dancing Lion Studio has participated in the event and that the event has brought customers to the studio and to the area. She highlights that the event collaborates with different local businesses and that this event enlivens the city.

Public comment by Erica Sherman (Delray Beach, Resident)

Ms. Erica Sherman mentions that, personally, she has invited friends and family from outside of state to visit during this event. She continues saying that the event represents a sort of a staycation for the locals and that through partnerships and collaborations, the event benefits local businesses by bringing visitors to town and giving exposure to businesses in the area through the events' partnerships.

Public comment by Billy Cunningham (The Starboard Group, Co-founder)

Mr. Billy Cunningham speaks in support of the Beatles On The Beach, mentioning it provides great entertainment to the community. He is of the opinion that the Old School Square Amphitheatre is underutilized and mentions that he is working with Mr. Daniel Hartwell to bring bigger headliners to the venue. He mentions that the event is a great fit for the lively spirit of the town and the event should continue.

Public comment by Scott Houk (United We Rock, Event Assistant)

Mr. Scott Houk talks in support of the Beatles On The Beach event. He mentions that after he moved to South Florida, this event was the first event he experienced when visiting Delray Beach, which he really enjoyed. Therefore, fast forward he offered to volunteer at Daniel Hartwell's events. He mentions that from that connection, Daniel Hartwell has made him the production manager and that in the continuing, he is partnering at the Old School Square events which he truly enjoys. He finishes by saying that the Beatles On The Beach event should continue.

3. Presentations:

A. Presentation by City Manager Moore

Mr. Terrence Moore informs on protocols moving forward in terms of engagement between the City team and the DDA, following some of the DDA Board comments at the previous DDA Board meeting. He mentions that the Office of the City Manager does what it can to be a very responsive and attentive entity of the city of Delray Beach and that their office expects the same type of treatment in return. He also emphasizes that as department directors report to the office of the City Manager there are set expectations in terms of responsiveness attentiveness to do as much as possible. He adds that it is a constant process and that the office of the City Manager continues to cultivate that with all department directors and other agencies of the city. He proceeds outlining the protocol:

1- Assistant City Manager Jeff Oris is the liaison to the Downtown Development Authority board of directors;

2- As the Downtown Development Authority has been showing a cogent interest in discussing parking opportunities with the City Commission, the DDA Board has been invited to participate in the July 8th, 2025 City Commission meeting, when the Commission will engage a dialogue to this effect. At that time the Downtown Development Authority is encouraged to attend, so that the DDA Board can give the City Commission an opportunity to offer its policy direction and guidance so that the City staff can execute and engage accordingly.

Discussion ensued with Board Member Woodson, Knight, and Hallyburton giving a public apology in regard to the DDA Board behavior towards the City team at the previous DDA Board meeting. They mention that the comments went a little overboard and are confident the City team understand that the concerns brought over at that board meeting reflect the feedback of the DDA's District constituents. They mention that all comments are brought forward so that the DDA can be the liaison between the DDA's District constituents and the City team in a way that the DDA can facilitate in the process. They also congratulate the city team on the recent changes to the City Code Enforcement department procedures as they have presented quick and important improvements to matters pertaining to the DDA's district constituents.

City manager Terrence Moore mentions once more that Mr. Jeff Oris is the lead support contact for the Department of Development Services and therefore he is empowered, and he has the ability and opportunity to offer leadership and guidance to take into consideration all points of view. With this the City Team can determine what is appropriate, what is necessary so as to alleviate any issues, challenges or concerns that might be expressed in a mutually inclusive environment including all parts involved and making sure that there are efficient processes in place in order to achieve the best results without compromising transparency.

Discussion continues with DDA Board Members in agreement suggesting the City Team consider continuing bringing forward for discussion at the DDA Board meetings any Planning and Zoning items within the DDA's District area, as they constitute matters pertaining to the DDA's district constituents and give them opportunity to give their feedback before decisions are finalized. The Board considers that an essential step in the process to good governance and to make sure that downtown Delray Beach grows in a way that respects everybody's voice.

City Manager Terrence Moore answers that the City team will do all possible to strike a balance, taking into consideration all points of view in the direction of an optimal outcome.

4. NEW BUSINESS

AA. Police Department Chief Discussion

City Manager Terrence Moore informs the DDA Board that while searching for a replacement for the position left open by Delray Beach Police Chief Russ Mager, Darrell Hunter, currently assistant police Chief will be doing the transition as interim, while the City is evaluating as to what the permanent solutions will be.

12:57pm - Jim Knight leaves the room.

Board Member Hallyburton comments that it would be beneficial to hire a new Police Chief should be though within the community, to find human resources that know already the community.

12:59pm - Jim Knight returns to the room.

Board Member Woodson agrees that it is valuable to resource talent within the department resources, but that it is important to also give opportunity to outside talent. She adds that the process no matter what to plan for a smooth transition, as safety is paramount.

Board Chair Costilo agrees that it would be beneficial to recruit talent within the department, for continuity of the team as it exists.

Board Vice-Chair Rosen comments that sometimes it is hard to come to a consensus as a Board. He adds that it is important to highlight that the Delray Beach Police Department has a great relationship with the DDA district constituents that they know the DDA district constituents very well. He also agrees that it would be beneficial to source talent within the department, a person that has already knowledge of the DDA's district and its constituents as well as their needs.

DDA Executive Director Simon mentions that the DDA Board can send a letter of support to the City with the Board suggestions.

A. DDA FY25/26 Tentative One Mil Tax Levy – L. Simon

DDA Executive Director Simon mentions that the DDA's district property tax value has increased almost 11% in value compared to fiscal year 2024/25. She continues explaining that, according to the organizations statutes it is the DDA Board responsibility to set the maximum for millage assessment within the DDA's district properties, which will be reinvested back in the downtown.

Board Treasurer Knight suggests keeping the maximum rate tax of 1 mil as there is a lot of pressure on the Police Department budget and the DDA's Ambassador's continuity in cooperating with the Police Department is vital and valuable.

Board Member Woodson comments that she is also in support of keeping the maximum millage at 1. She mentions that there is a need for upgrades across the downtown area and therefore the 1 mil tax levy should prevail to support the City's mission of keeping the downtown clean and safe. She also suggests adding one or two more employees to the DDA team as the DDA organization as needs that are arising in that are going to need more manpower, to help level off some of the workload that's coming forth with the growth of the organization as well as the city and the downtown district.

Board Secretary Devitt comments that the tax levy represents investment back into the downtown district and therefore it should be kept at the rate of 1 mil.

Board Chair Costilo comments that with the cuts on funding for the OSS program and the way the DDA operates the revenue from the tax levy is vital for the development of the downtown district and keeping the rate at 1 mil.

Board Member Hallyburton suggests providing the Ambassador's program with better bicycles.

Motion by Jim Knight, seconded by Cole Devitt to approve the DDA FY25-26 Tax Levy be set at One Mil.

Motion carries (6 - 0) through roll call:

Aaron Hallyburton – Yes

Cole Devitt – Yes

Alan Costilo – Yes

Brian Rosen – Yes

Vera Woodson – Yes

Jim Knight – Yes.

1:10pm - Jim Knight leaves the room.

B. DDA Office Lease Renewal – L. Simon

DDA Executive Director Simon reviews the DDA's office lease renewal.

Board Chair Costilo suggests creating a lease guarantee agreement with the landlord for the DDA to keep the right for lease of the property in case the building is sold.

Board Member Woodson suggests moving the DDA's headquarters to the OSS campus, perhaps to the Creative Arts School property, to shorten the lease to 2 years and then reevaluate.

Board Chair Costilo agrees with Board Member Woodson.

Board Vice-Chair Rosen mentions that there is a 6-month clause in place and suggests discussing this matter at a future board meeting. He also mentions that the lease with the current landlord is a good fare and that there is a great relationship between the DDA and the landlord. Nevertheless, he is open to exploring the possibility of transferring the DDA's headquarters to the OSS campus if that represents saving costs on the rental lease.

Motion by Cole Devitt, seconded by Vera Woodson to approve the DDA Office Lease Renewal as presented.

Motion carries (5 - 0). All in favor (Jim Knight not present).

C. DDA's District overall signage discussion

Board Member Woodson mentions that throughout the DDA district there is "sign pollution", there are signs everywhere. She mentions also that real estate signs stay up way beyond the building is sold and that issue should be addressed, perhaps adding a rule that if it stays up beyond that certain time then a fine needs to be levied.

DDA Counsel Morgan answers that there is code in the City that addresses signage but that is more of a city issue, and if the signs are up beyond a certain date that would become a code enforcement.

Board Vice-Chair Rosen comments that he feels like some of the wayfinding new signs are bigger than they need to be in certain places and others are somewhat out of place

Board Secretary Devitt mentions that the private parking lots signage are very big.

Board Chair Costilo suggests perhaps the DDA to have workshop to discuss the matter.

5: OLD BUSINESS

A. Beatles on the Beach Recap – D. Hartwell

1:23pm- Jim Knight returns to the room.

Mr. Daniel Hartwell starts by honoring Mr. Harold Van Arnhem. He proceeds thanking all supporters for the Beatles On The Beach event, including the DDA Team and the DDA Board. He continues stating that he has been on the event producing world for 45 years and that he supports and promotes Delray Beach passionately. He highlights that the Beatles On The Beach event tries to highlight and collaborate with the downtown businesses and that he would like to meet with the DDA Board on a future workshop to discuss future acts at Old School Square and how to streamline that process in order to bring more national acts year-round. He comments that it is hard to find an act and between the needed City permits and Boards approvals important acts might drop off, as the bands want quick answers or they might take their shows somewhere else.

Board Member Woodson suggests that going forward it is important for transparency that pre-and-post events budgets are presented to the DDA Board.

Board Vice-Chair Rosen adds that there are items like sponsorships and others that should be included in the events reports so that all the gross revenues and expenses are clear to the public, as these events are funded by taxpayers.

Board Member Woodson highlights that the DDA's commitment to funding the past Beatles On The Beach event was \$40,000, and that the contracted amount should prevail.

B. May 19, 2025 Meeting Minutes- L. Simon

Motion by Jim Knight, seconded by Vera Woodson to approve the May 19, 2025 Board Meeting Minutes as presented.

Motion carries (6 - 0). All in favor.

C. April 2025 Financials - L. Simon

DDA Executive Director Simon gives an overview on the April 2025 Financials.

Board Chair Costilo suggests, in regard to activations at the Old School Square grounds to follow some of the suggestions given by Fred Kent at previous meetings when he mentioned that it would be beneficial for the Cornell Art Museum to "bring the inside out".

Discussion ensued with Board Members Rosen and Hallyburton discussing items to be reviewed at the future DDA Board Planning and Budget meeting.

Motion by Jim Knight, seconded by Cole Devitt to approve the April 2025 Financial Report as presented.

Motion carries (6 - 0). All in favor.

D. Parking Management update

Board Vice-Chair Rosen advocates, as he has done in previous meetings, the DDA Board to absorb the responsibilities of the City's Parking Management Advisory Board.

DDA Executive Director Simon comments that at the June 3rd City Commission meeting, under the City Manager comments, at the end of the meeting, he did share that he is working with the City's Public Works Department director and Development Services department director and with Assistant City Manager Jeff Oris on looking at the Parking Management Advisory Board and suggested the DDA bring back recommendations on the matter at a future meeting, on July 8th.

Board Chair Costilo agrees with Vice-Chair Rosen and reminds that the DDA was formed to be the parking board, and it was the City's Parking Board until 1994. He suggests the DDA send a formal letter to the City team in regard to Vice-Chair Rosen suggestion. He adds that the actual Parking Management Advisory Board has not met very often, it would be beneficial to see the work of that board continue.

Motion by Brian Rosen, seconded by Aaron Hallyburton to empower the DDA to write a letter to the City team recommending the DDA Board to take over the Parking Management Advisory Board responsibilities to help streamline matters related to parking in collaboration with the City team.

Motion carries (5 - 1) through roll call:

Jim Knight – Yes

Vera Woodson – No

Brian Rosen – Yes

Alan Costilo – Yes

Cole Devitt – Yes

Aaron Hallyburton – Yes.

E. DDA/OSS Program Updates – DDA Team

Ms. Suzanne Boyd gives updates on the #LoveDelray Feel Good Summer campaign.

2:26 Pm- Aaron Hallyburton leaves the meeting.

Ms. Suzanne Boyd continues her speech, giving updates on the DDA program: Mother's Day Orchid Giveaway, Deney Beech wins USA Today Reader's Choice Award for Best Beach, new website updates.

Ms. Marusca Gatto gives updates on the Pineapple Grove Art & Care maintenance program.

DDA Executive Director Simon gives updates on the Street Pole Banner program and updates on the lighting project and activations program for Libby Wesley plaza.

Board Member Woodson suggests having a "Painting On the Plaza" event in order to activate Libby Wesley, bringing artists to the plaza to paint in plein air.

Board Vice-Chair Rosen suggests the DDA speak with the owner of the upcoming business Tropical Smoke House for possible collaborations.

Ms. Shelly Likosar reports on the Visitor Information Center data and initiatives for the month of May and on the DDA/OSS volunteer management program.

Ms. Suzanne Boyd gives information on upcoming events. She continues on updates on the OSS rebranding process.

Ms. Marusca Gatto gives updates on the Cornell Art Museum attendance numbers, donations, museum store sales, museum initiatives for the month of May and upcoming exhibitions and initiatives.

Board Member Woodson announces that she would like to sponsor a future "6X6" exhibition at Old School Square, geared towards local artists, with the proceeds from the event going to Spady Cultural Heritage Museum.

Ms. Marusca Gatto answers that the OSS and DDA team can meet with Ms. Woodson to discuss her suggestion.

Board Vice-Chair Rosen comments that great work has being done at the Cornell Art Museum that hosted already 20+ events.

Ms. Suzanne Boyd gives updates on the "summer at the Square" initiatives.

COMMENTS

DDA Counsel Morgan comments in regard to filling the DDA Board seat of Ms. Vera Woodson that the City Commission has received multiple applications and that the City's Attorney has provided to the DDA a copy of those and that the City Commission will be making the appointments in the near future at a City Commission meeting,

DDA Executive Director Simon suggests the DDA Board have a Planning and Budget meeting on June 24th, at 12pm at the Hampton Inn. She also thanks Board Member Woodson for her support and advocate during her seat at the DDA Board.

Board Member Woodson thanks the City Team for the continued collaboration and community dedication. She also mentions her recent collaboration with Spady Cultural Heritage Museum. She continues commenting that she is funding some projects around town that will help improve students' literacy. She also mentions a possible collaboration between the DDA and the Garden & Gun Magazine and a possible collaboration with singer songwriter Tamia.

Board Vice-Chair Rosen honors Harold Van Arnhem. He also suggests the DDA get more granular on the reports to the Board not only specifying the revenues, but also the expenses on DDA and OSS events to perceive the benefit for having these events.

DDA Executive Director Simon answers that at the upcoming DDA Board Planning and Budget meeting these items can be reviewed.

Board Vice-Chair Rosen comments that the Beatles On The Beach event is a great event for the downtown area, but he thinks that the DDA should contribute with less money than it has for the past event. He mentions that ideally OSS would just be renting the grounds without having to fund the events, but if so that we would like the Board to see a detailed report post event.

Board Secretary Devitt advocates for the needed maintenance at the OSS grounds.

Board Vice-Chair Rosen mentions that he finds it important for transparency the DDA Board meetings to be live streamed.

Board Treasurer Knight agrees with Vice-Chair Rosen

Board Member Woodson also is of the same opinion as Board Member Devitt.

Board Chair Costilo would prefer that the DDA Board meetings should be done at another location.

Board Treasurer Knight suggests the DDA Board meetings continue being held at the City Hall for a question of consistency.

Board Member Woodson suggests the DDA Team evaluate the costs of having the meetings at the City Hall Chambers and reconvene with the Board at the upcoming workshop meeting.

Motion by Brian Rosen, seconded by Vera Woodson, to give consent to the DDA Team to meet with the city team to check on costs of having the DDA Board meetings at the City Hall Chambers and reconvening with the DDA Board at the June 24th DDA Board Workshop Meeting for discussion.

Motion carries (5 - 0). All in favor (Aaron Hallyburton not present).

Board Chair Costilo thank Board Woodson for her contributions and dedication while at her board seat. He continues honoring Mr. Harold Van Arnhem. He finalizes by thanking Mayor Tom Carney, Commissioner Tom Markert and Assistance City Manager Jeff Oris for their presence at the meeting.

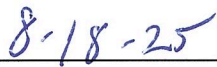
ADJOURNMENT

The meeting was adjourned at 3:18 PM through motion by Vera Woodson, seconded by Brian Rosen (Aaron Hallyburton not present).

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE