



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, July 14th, 2025 – 3:00pm – 5:00pm
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the July 14th, 2025 BOARD MEETING – 3:01 PM

Members Present: Jim Knight, Brian Rosen, Aaron Hallyburton, Jule Guaglardi, Alan Costilo, Cole Devitt.

Members Absent: None.

Ex Officio Members present: Mayor Tom Carney.

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

1. AGENDA APPROVAL – Additions or Deletions

DDA Executive Director Simon mentions that item “3B: Silverball Retro Arcade” is being deferred based on some changes in the plan to be brought before the DDA Board at a future agenda.

Motion by Jim Knight, seconded by Cole Devitt to approve the July 14, 2025 Board meeting Agenda with the deferral of item “3B: Silverball Retro Arcade” to a future meeting.

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

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

Public comment by Yvonne L. Odom (Delray Beach Community Development Corporation, President)

Ms. Yvonne L. Odom gives knowledge to the community and DDA Board of the program “Hilltopper’s Plus” to support athletes of the local Atlantic High School and Village Academy school. She explains that the community always supported their local high schools and the athletes that attend. She mentioned that she realized, a few years back, that athletes in public schools had to pay so much money to participate in sports. This program, she explains, will help to reduce the cost of those athletes to participate in sports.

Public comment by Rhonda Giger (Palm Beach County Commission on Ethics, General Counsel)

Ms. Rhonda Giger informs the DDA Board and community of the recent changes to the process of presenting complaints to the Palm Beach County Commission on Ethics. One of those changes pertains to the fact that the Palm Beach Commission on Ethics can no longer accept purely anonymous complaints.

3. Development Projects:

A. The Link: 202 NE 6th Ave

Application Type: Level 3 Site Plan Application, residential development with request to use Masonry Modern Architectural Style | Owner: Downtown Sixth Avenue LLC Agent: Miskel Backman LLP - Christina Bilenki, Esq

Ms. Peggy Fitzgerald (Netta Architects, Senior Project Manager, representing the developer) gives a short overview on “The Link” project to redevelop 202 NE 6th Avenue.

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

3:18:06 pm- Aaron Hallyburton leaves the room.

Board Vice-Chair Rosen mentions that it is a good project. He also mentions that the architectural style “masonry modern” has been approved for this project.

3:18:36 pm – Aaron Hallyburton returns to the room.

Board Vice-Chair Rosen continues mentioning that in regard to the architectural style “masonry modern” there have been multiple conversations within the city team, and requests input from Mayor Tom Carney. Mayor Tom Carney mentions that there has been a lot of discussion on why the masonry modern style has to be brought up for discussion every time it is chosen as the architectural style on a project. And he mentions that there has been some discussion about providing greater leeway to staff to make decisions as long as they are within certain parameters. He clarifies that in regard to this style being selected by the developer for this project, there were no issues that transpired and therefore the approval. He also mentions that the architectural style has no connection with approval of size, setbacks and others.

Board member Devitt asks if the City is planning to drop the masonry modern style as one of the architectural vetted styles for upcoming project approval requests.

Mayor Tom Carney mentions that this architectural style has been brought up for discussion time and time again and perhaps it is time to re-evaluate and bring it up for discussion before all involved boards.

Board member Devitt asks why so many developers choose this design, if it is cost related.

Ms. Peggy Fitzgerald mentions that it is what the market is mostly searching for. She mentions that there has been some discussion about maybe reframing the standard of the masonry modern design as it stands on the current guidelines because it is 10 years old. She suggests that in a future discussion on this style, to perceive architects’ feedback and give them the opportunity to elevate the design to bring it more in line with the market demand.

Board Vice-Chair Rosen asks when the project approval process was first submitted to the City.

Ms. Peggy Fitzgerald answers that it was about one year and half ago.

Discussion ensued with Board Chair Costilo referring to the City of Delray Beach Development Services letter to the DDA and explaining that it is the City’s desire to no longer bring development projects before the DDA Board. Board Chair Costilo reiterates, as in previous Board meetings the importance of bringing the development projects that are located within the DDA district up for discussion at the DDA Board meetings so that there can be public input and requests feedback from the Board members on this matter. Board members Hallyburton, Guaglardi, Knight and Devitt all agree on the benefit for the business and property owners within the DDA district to help guide them through the process.

4. NEW BUSINESS

A. Downtown Parking Changes (Follow up from July 8 City Commission Meeting: L. Simon)

DDA Executive Director Simon opens the discussion with overview of the parking management plan’s recent review. She highlights the regulations on parking as current, the City proposed changes and the DDA recommendations.

3:34:15 pm – Aaron Hallyburton leaves the room.

DDA Executive Director Simon continues on overview of current regulations, City proposed changes and DDA recommendations for the current free parking lots.

3:34:25 pm – Aaron Hallyburton returns to the room.

DDA Executive Director Simon continues on overview on current regulations, City proposed changes and DDA recommendations for additional proposals and seasonal management program.

Board Chair Costilo expresses his concerns that the City's proposed changes reflect a will to raise funds to the City's general fund rather than using the revenue from the parking fees to be reinvested back into parking matters, which will ultimately impact negatively the economic development in the downtown area and the businesses. He also expresses his concerns that before proposing these changes the City did not reach out to the public for input.

At this point in time, Board Chair Costilo opens the forum to give opportunity to the public to voice their opinions and ideas about the topic on the table and make testimonial regarding the proposed changes to the current parking management plan, opening public comments.

Yvonne Odom (Delray Beach Community Development Corporation, President):

Ms. Yvonne Odom mentions that Delray Beach is unique and should not be compared to other cities. She also mentions that, as a city resident taxpayer, she likes the benefit of having free parking as an option. She also mentions that free parking is an incentive to dine and shop downtown. She finalizes by adding that many times it is hard to find parking available, or to find the meters and having to pay for all available parking would just add to the complaints.

Todd Herbst (Big Time Restaurant Group, Founder & Co-owner)

Mr. Todd Herbst mentions that he does not agree with the implementation of a centralized valet program. He mentions that valet needs to be convenient and fast and that will not happen with the proposed centralized valet program. He mentions that it will take longer for the customers to retrieve their cars and that the traffic caused by the valet route will add to the existing traffic. He also mentions that centralized valet parking will be challenging under inclement weather and also in terms of ADA compliance. He also mentions that the existing situation in regard to employee parking is not ideal, but it is preferable to the proposed city changes, highlighting that during low season with decreased customers is hard on the employees and on the businesses as is.

Martin Dorow (Delray Beach, Resident):

Mr. Martin Dorow mentions that parking is an asset and that rising the parking fees is beneficial to raise funds, so that the City does not have to raise the residents' taxes on people. He also mentions that providing valet services throughout town is important. He also mentions that at times it is hard to find parking beachside.

Sumintra Mohammed (Periwinkle Morley and Coco and Co., Director of Business Management)

Ms. Sumintra Mohammed mentions that her employees use the Railroad free parking lot and that it will massively affect them if they would have to pay for parking in that lot, as their salaries are not high. She also mentions that they have many seasonal employees and that if the business would have to pay for

their employees to park, it would affect the business negatively. Furthermore, she mentions that the customers do not want to pay for parking and that the city's proposed changes would make it more difficult for them.

Patty Christianson (Jean-Pierre Klifa, Manager):

She mentions that all Jean-Pierre Klifa store's employees park at the Railroad parking lot. Her employees mentioned to her they would leave if they have to pay for parking. She also mentioned that even if they pay for parking, they are not able to just close the store doors and go relocate their vehicles from that space upon the expiration of the designated parking period.

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

Ms. Mavis Benson appeals to implement a new policy to perceive feedback from those impacted, downtown businesses, employees, and the experiences of visitors and residents in order to make adjustments and create the conditions for downtown Delray beach to keep thriving and prospering and staying vibrant. She suggests the DDA Board advocates for the downtown merchants, reaching out to the City's Commissioners and requesting before decisions are taken and changes are made the City Commission to engage directly with the merchants, workers, and residents, allowing decisions to consider economic balance, accessibility, and equity for all stakeholders in the downtown.

John Powers (Ameristar Parking Solutions, Regional Partner):

Mr. John Powers mentions that he agrees with the previous public comments. He also mentions that the current valet queue operators affected by the city's parking program changes should have been able to provide feedback on the matter before any changes be approved. He suggests the City have a workshop to perceive feedback from the public.

Butch Johnson (22-year owner of former 32 East and Delray Beach resident):

Mr. Johnson Butch mentions that while a restaurant owner for 32 East, the business was paying for a valet queue on Atlantic Avenue. He shows his support for the current valet system, mentioning that they promote economic development. He mentions that the valet companies privately pay for lots, that the businesses pay the city for the valet queues and therefore drive revenue to the city. He also comments that the Coral Gables centralized parking program would not be a fit for downtown Delray Beach, because Coral Gables has a different dynamic. He mentions that the valet services in Delray Beach have been around for 30+ years and have endured development saturation, loss of private lots and rising cost prices. He defends the creation of an employee parking program. Lastly, he suggests the city obtain input from the current valet service providers in the area that have longstanding knowledge of the area and its customers.

Dave Leonard (valet service provider for Elisabetta's Ristorante):

Mr. Dave Leonard breaks down the reasons behind being against the use of a centralized valet program in downtown Delray Beach:

- The privately owned lot owners might not consider converting those lots into private metered lots, and if this happens parking spaces will be lost;
- Pick up and return distance traveled between the businesses and the valet satellite location will be longer and it might be a hurdle for any valet operator to secure liability insurance;

- The City's parking program changes presentation suggested that utilizing a single vendor to operate the valet will allow the city to police the valet parking, which already happens with the current valet system, through the City's Code Enforcement Department services;
- The centralized valet program will be challenging in terms of ADA compliance and amongst elderly patrons and in terms of inclement weather;
- Vehicles could be parked at the satellite pickup location for an extended period of time while patrons finish their dinner or pay their bar tabs, potentially causing backups on Atlantic Avenue;
- Absence, during last week's City's parking program changes presentation of clarification on where the satellite drop-off location and three satellite pick-up locations are proposed;
- Uber, Lift drivers and the Bright Line and Freight trains are also responsible for the congestion in the downtown area and that needs to be planned.

Andrew Arnold (Fit Food Express, Owner):

Mr. Andrew Arnold mentions that there are many businesses in the area where business is located, but that none of the public parking spaces are metered. He also mentions that the previously approved requests for the in-lieu parking program applied to multiple businesses in the area, have been causing problems in the area. He suggests having the public parking spaces metered in this area to allow for more rotation. He highlights that many times he had to get cars towed from his business dedicated parking spaces because they were being used by patrons of surrounding businesses.

At this point in time, Board Chair Costilo opens the forum to give opportunity to the DDA Board members to voice their ideas and concerns about the topic on the table. The DDA Board suggested the following changes to the Parking Management Plan for downtown Delray Beach:

o Provide free parking alternatives for employees and visitors:

The DDA Board highlighted the importance of providing free parking options both to visitors and to the downtown employees, mentioning the Old School Square (OSS) parking garage as one of the solutions, which is underutilized most of the time.

o Implement Seasonal and High Peak parking rates:

They also highlighted that it is beneficial to have seasonal and high peak rates rather than having high parking rates all year round, which will be a disincentive for visitors to come downtown on low peak season/times.

o Opposition to a Centralized Valet Parking Program:

The Board highlighted, also, their opposition to a centralized parking program, which they find unfit for the downtown area; adding that the centralized parking routes will add to the already congested Atlantic Avenue traffic. They also mentioned that the valet queues, as they stand, have worked well over the years, that they have helped open up inventory and move cars around, and therefore it should stay as is.

The DDA Board consensus is to communicate the above suggestions to the City Commission for their review.

5: OLD BUSINESS

DDA Counsel Quentin Morgan suggests to table Agenda items 5B, 5C, 5D and 5E for the DDA next meeting to proceed with the meeting in a timely manner.

Motion by Jim Knight, seconded by Aaron Hallyburton to table items 5B, 5C, 5D and 5E until the next DDA Board meeting.

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

A. DDA/OSS Program Updates June and upcoming – DDA Team

Ms. Suzanne Boyd gives updates on the #LoveDelray Feel Good Summer campaign, comprising a savings' pass and wellness events.

4:40pm - Aaron Hallyburton leaves the room.

Ms. Suzanne Boyd continues giving updates on upcoming wellness events at the OSS campus.

4:42pm - Aaron returns to the room.

Ms. Suzanne Boyd continues with updates on the upcoming Art & Jazz On The Avenue event, on the DDA new website, and on the upcoming Davis Cup (on Sept. 12 & 13, 2025) event. She continues on updates on economic development (new business openings) and updates on the DDA Public Relations placements website data, email blasts and social media initiatives and results.

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

Board Chair Alan congratulates the Visitor Center Coordinator Ms. Shelly Likosar on the great work she has been doing since taking over the position of Visitor Center Coordinator.

Ms. Suzanne Boyd continues with updates on upcoming events in downtown Delray Beach, including the upcoming DDA Town Hall on Aug 13th at the Vintage Gym.

Ms. Marusca Gatto provides the conceptual framework for the exhibition "Pop Culture" exhibition and gives an overview on the exhibition data.

5:00pm – Mayor Tom Carney leaves the room.

Ms. Suzanne Boyd gives an overview of the Pop 2000 concert data.

Ms. Marusca Gatto gives a report on the Cornell Art Museum attendance, visits, museum store sales, and other initiatives for the month of June. She also gives updates on upcoming initiatives.

Ms. Suzanne Boyd gives updates on the OSS email blasts, social media, public relations initiatives and data on the OSS website.

DDA Executive Director Simon informs on the recent facilities updates to the OSS public restrooms and Vintage Gym kitchen.

5:09pm – Mayor Tom Carney returns to the room.

Ms. Suzanne Boyd continues with updates on upcoming events at OSS campus.

Board Chair Costilo congratulates the DDA and OSS team on the good work done at the OSS campus, the programming, the marketing initiatives and acknowledges the IDA award for the DDA management of OSS.

F. FY25-26 Budget Review - L. Simon and Team

5:12pm – Alan Costilo leaves the room.

DDA Executive Director Simon starts by highlighting the DDA mission statement, followed by the proposed fiscal year 2025/26 DDA priorities (on placemaking, economic development, marketing and operations). She continues informing the DDA Board on the fiscal year 2025/26 forecasted revenue based on the Palm Beach County property appraisals. She continues giving an overview of the forecasted expenses for fiscal year 2025/26 on placemaking, economic development, marketing and operations, comparing those expenses to the current fiscal year 2024/25.

5:12pm – Alan Costilo returns to the room.

DDA Executive Director Simon finishes agenda item introduction breaking down the DDA forecasted expenses for fiscal year 2025/26 on the areas of placemaking, economic development, marketing and operations.

COMMENTS

Board member Aaron Hallyburton thanks the Police Department and the City of Delray Beach for the great work at the July 4th City event and their presence throughout the downtown area.

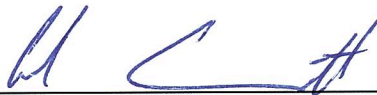
Board member Jule Guagliardi congratulates the DDA team on the DDA/OSS Program Updates presentation.

ADJOURNMENT


The meeting was adjourned at 5:22 PM through motion by Jim Knight, seconded by Cole Devitt.

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

Respectfully submitted,
Liliana Fino



Cole Devitt, DDA Secretary



DATE