



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY SPECIAL MEETING
Thursday – October 20, 2016 – 11:30 am
Northern Trust Bank, 2nd Floor

1. Call to order/Roll Call – 11:30 am

Members Present: Bonnie Beer, Ryan Boylston, Alan Costilo, Mark Denkler, Albert Richwagen, Frank Frione
Absent: Peter Arts, Alex Farnsworth
Staff: Laura Simon, Lauren Lyall
Guests: None in Attendance

2. Executive Director Review

F. Frione As a group do we want to go through the KRA's?

R. Boylston For me the green was doing a good job, the yellow was not doing such a great job but that the reason there were three tiers at the job is that you can still have room to improve. I'll start off with the strategy tasks and activities

KRA #1

R. Boylston Mid Top

F. Frione Top Top- I believe that our mission and vision are being adhered to and this year we've come a long way with our strategic plan and the interesting thing is going to be moving forward. This is a following document. It is the exec director responsibility to have a strategic plan in place

B. Beer Mid Top- There's been such a positive, we're more synergistic as a group and I think you're doing a great job with that

A. Richwagen Top Top-better energy with the board, seems as though everything being met and there's a lot of follow up

A. Costilo Top Top- We started off last year with no staff, we have great staff, we started with a little antagonism from the staff. You came into a somewhat hostile environment and then suddenly you were in charge and you had a staff. It should be top top top

F. Frione The top top is based on that KRA not that there isn't room for growth, that could be another KRA item too

A. Costilo All of this reflects the performance of the board as well. How we present to the staff to help them do their job. I thought there should be an overall remarkable

M. Denkler Top Mid- you're doing a fantastic job but there is almost room for improvement

B. Beer If you get a mid from me that's pretty much top

A. Costilo Can the staff violate the sunshine law?

F. Frione That's why I have the next KRA

KRA #2

R. Boylston Top Top- also we had a lawyer clarify things last year and Laura has already met with another lawyer regarding things that we need more clarification on and things looking forward

F. Frione Top Top- The only thing we might want to look at, the only thing I could think of is a new board member to have more training

B. Beer Top Top

A. Richwagen Top Top

A. Costilo Top Top

M. Denkler Top Top

KRA #3

R. Boylston Top Top- I really see it there as chair, the over communication in a good way

F. Frione Mid Top- usually the financials I get on Saturday, Friday or Monday. I do take the time to look at them and I would like them sooner. We're right on budget; we're staying on budget. I would rate you top top if I could get you those financials.

B. Beer Top Mid

A. Richwagen Top Top

A. Costilo Top Top- for me its fine but I never need them before

M. Denkler Top Mid

L. Simon There are things that we're doing that we've always done so if there are any changes...

F. Frione Maybe if you're chair that's a part of the description that you show up 30 minutes early

KRA #4

R. Boylston Top Top

F. Frione Top Top

B. Beer Top Top

A. Richwagen Top Top

A. Costilo Top Top

M. Denkler Top Mid

KRA #5

R. Boylston Top Bottom, I think we could work on this this year, I don't think as a DDA we are a part of these conversations, I think it just means be in the right meetings

F. Frione Top Top, We can't expect Laura to go to all of them, that's a lot

M. Denkler Two meetings ago she did ask Board members to go to some more of the meetings

A. Richwagen I was the WARC liason for a while but it didn't work, there was no reason for participation and they only came to our meeting when they ask

F. Frione This is the first time I've heard Albert say that, everyone wants more of our attention... for me... how can we help them gain more traction if that's what they need?

B. Beer Top Mid

A. Richwagen Top Top

A. Costilo Top Top

M. Denkler Top Top- I think the communication is fantastic and much improved

A. Costilo Our relationship with the CRA and DBMC were difficult and you've made leaps and bounds in those, you meet all the team Delray meeting, a lot of this is board direction

R. Boylston If any of you know Shelly Petrolia she has not answered our requests to meet. I've met with Jeff, not Reggie yet, and then our goal was to meet with all the heads of major projects/developers, we're the DDA, we should know there names So that's our next steps

F. Frione What you just did there? That's not a KRA but you need to write that as a KRA. Next year, whoever is sitting in that spot (director), they're going to look over what you have established and carry that through. That's important and you want to carry that over as part of the responsibility of the Chair

KRA #6

R. Boylston Top Top- how flexible you've been and nimble in planning and executing and then you moved an event to a Monday night and still are successful

F. Frione Top Top

B. Beer Top Top

A. Richwagen Top Top

A. Costilo Top Top - You got the Mayor to say let's have Jazz on the Ave back, and you worked with me on the 400 block for Delray Affair

M. Denkler Top Mid, the one thing that kind of came out of the conversation is that you were flexible. Even with Fashion Week next year

KRA #7

R. Boylston Top Top- I don't think anyone is doing marketing any better than your team. I don't say that to a lot of my clients, pull back on marketing. I think you set us up so that we can

F. Frione I didn't put anything there because I wanted to discuss it. We don't have a written marketing plan

L. Simon We do, we don't just present it

F. Frione You're in the green from this meeting moving forward, I'm going to give you a mid top to the bottom. I would like to see a written plan. I know we had talked about FLL and Bright Line

B. Beer Top Top

A. Richwagen Top Top

A. Costilo Top Top- we hear it every meeting and I think that we do see it. I think that we almost have a written plan and I think that we should have action points to achieve them

M. Denkler Top Mid- we do get updated at every board meeting you are telling us what's going on

R. Boylston It was awesome to hear from other downtowns and hear that even DT Miami has 20k facebook likes

KRA #8

R. Boylston Top Top

F. Frione We needed the changes and we made the changes there were some of us on the board that didn't want to make any changes. They were tough but I look back and I saw "Wow, look where we're at" You gotta look way out there. I'm very happy about that. I gave a top-top also. There were some hard decisions that had to be made

B. Beer Top Top because a year ago they were ready to shut us down, now they are embracing us and using us as an example because of your efforts and the staff. We almost didn't exist.

A. Richwagen Top Top

A. Costilo Top Top

M. Denkler Top top, now where we were from a year ago

F. Frione Not just what the board expects but what the DDA expects, I don't want to say the bar is high but that's where they bar needs to be.

Discussion Ensued

11. Non-Agenda Items

- No Items Presented

12. Board Comments

R. Boylston I think you want to look back a year but I'm not comparing Laura to anyone else. There was some risk to it. I don't know if I saw a ball dropped the entire time she was working as a one person staff. I really

didn't see anything (get missed). I'm blown away by that and I have been. I don't think we could have gone through the strategic plan process if it hadn't been for Laura and the great job she's done

A. Costilo It was seeing the transition go through. I never doubted, Laura was on top of us, the restaurants at least, and... Laura is not just a figure-head but an example. All the things you've just said are really true

F. Friene I'm sure your Dad is really proud of you, because he started this thing. If I was him looking at this... prior to you taking over, it was just a robot working and I believe to be successful and if you're passionate and care about it you're going to be successful. I wasn't too worried about it at all. I would say that you need to take time off once in a while, you need to get away, you get burnt, tired, we'll be here a week later or two weeks. You put together a team for a staff now you have the ability to go and enjoy some time. Going back to city commission, I sat there more than one time when they were shaking their heads and it seems like there is a totally different mind set up there. They were correct in some areas, we needed a makeover and we needed to do a better job. The more we get in front of them, the easier our job is going to be. Two or three times a year. I'm really proud of this whole board, and our staff and Laura

B. Beer Going back a year ago when the changes were taking place, we were a little bit divided but I think had we gone a certain way things would be different. I don't think we would be a quarter of where we are now if we had made a different decision

A. Richwagen I'm proud to be where we are, I felt a lot of pressure in the prior year and being called out by the mayor, there is so much new fresh energy now. I wish it was the beginning of my term not the end.

A. Costilo I'm trying to think if we would still exist if we hadn't made those changes. You've brought us to a point where the mayor thinks we're doing a great job. It's a 100% come back

M. Denkler Laura has done an excellent job, she has a great team and I think she has a good grasp on what is expected of the Executive Director

13. Adjournment

Meeting adjourned at 1:30 pm

Respectfully submitted,
Lauren Lyall



Albert Richwagen, DDA Secretary

November 14, 2016

DATE