



**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 Arnhem, 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 8<sup>th</sup>, 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 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 3<sup>rd</sup> 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 8<sup>th</sup>.

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 24<sup>th</sup>, 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 24<sup>th</sup> 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

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Cole Devitt, DDA Secretary

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DATE



**SPECIAL MEETING MINUTES**  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING**  
**Tuesday, June 24, 2025 –12:00pm – 12:30pm**  
**Hampton Inn Delray Beach**  
**201 NE 4th Ave, Delray Beach, FL 33483**

**Call to Order of the June 24, 2025 SPECIAL BOARD MEETING – 12:06 PM**

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

Members Absent: Aaron Hallyburton.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Shelly Likosar, Danielle Morien, Marusca Gatto, Emily Oliveras, Victoria DeSilvio, Alexandra McCoy, Quentin Morgan.

**1. AGENDA APPROVAL – Additions or Deletions**

**Motion** by Jim Knight, seconded by Brian Rosen to approve the June 24th, 2025 Special Meeting Agenda as presented.

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

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

Public comment by Mavis Benson (Delray Beach, Resident)

Ms. Mavis Benson speaks in support of the DDA, receiving the full 1 mill rate from the *ad valorem* taxes within the DDA district as she thinks it is essential for protecting the vitality, character, and economic well-being of downtown Delray Beach. She mentions that through the years she had her business open on Atlantic Avenue, the DDA was instrumental for the support of the community. She describes the DDA taxing district as the “least expensive HOA for any community to ever live in with all the amenities that they get from just a small percentage of their tax dollars” and thanks the DDA for all their work.

**3. NEW BUSINESS**

**A. DDA FY25/26 Tentative One Mil Tax Levy & Public Hearing dates Discussion**

DDA Executive Director Simon states that, as in previous fiscal years, the DDA Board will have the opportunity to set the millage rate to be levied within the DDA’s district for the fiscal year 2025/26 based on the DDA state statutes.

DDA Counsel Morgan updates the DDA Board on the process to set the DDA’s District millage rate for the fiscal year 2025/26 and explains that while in previous years the public hearings were run by the City, from now on these hearings will be run by the DDA.

He also informs the DDA Board that the DDA is working with the City Staff to coordinate the budget hearings dates and that for now the DDA is looking to schedule those to be on September 8<sup>th</sup> and September 12<sup>th</sup>.

Board member Woodson comments that she appreciates that the City team has decided that the DDA should be the one to manage this matter.

Board Treasurer Knight asks what are the requirements for approval.

Board Counsel Morgan answers that a majority of votes is required for approval of the maximum millage rate at the July 14<sup>th</sup> Special meeting, but that for the budget hearings in September a unanimous vote of the quorum is required for approval.

Laura informs the Board on DDA Board and City's important meetings dates.

#### **4. OLD BUSINESS**

There were no old business items to be discussed.

#### **ADJOURNMENT**

The meeting was adjourned at 12:25 PM through motion by Vera Woodson, seconded by Cole Devitt.

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

Respectfully submitted,  
Liliana Fino

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Cole Devitt, DDA Secretary

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DATE



**FISCAL YEAR 2025/26 PLANNING WORKSHOP MEETING MINUTES**  
**DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING**  
**Tuesday, June 24, 2025 –12:30pm – 4pm**  
**Hampton Inn Delray Beach**  
**201 NE 4th Ave, Delray Beach, FL 33483**

**Call to Order of the June 24, 2025 WORKSHOP BOARD MEETING – 12:26 PM**

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

Members Absent: Aaron Hallyburton.

Staff: Laura Simon, Liliana Fino, Suzanne Boyd, Shelly Likosar, Danielle Morien, Marusca Gatto, Emily Oliveras, Victoria DeSilvio, Alexandra McCoy, Quentin Morgan.

**1. AGENDA APPROVAL – Additions or Deletions**

**Motion** by Vera Woodson, seconded by Jim Knight to approve the June 24th, 2025 Workshop Meeting Agenda as presented.

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

**- WORKSHOP DISCUSSION**

DDA Executive Director Simon gives a brief overview of the mission and history of the Downtown Development Authority (DDA) organization.

Ms. Suzanne Boyd gives a presentation on the visitors' demographic for the Delray Beach downtown area and the impact that events bring to the economic development of the area, especially events such as festivals and sports events.

Board Treasurer Knight mentions that the Aloft Hotel lobbied to have their property included within the DDA District and recently the Sundry Village development did the same and that is because the DDA's district businesses fill that they get their money worth out of it.

DDA Executive Director Simon continues briefing the DDA Board on important programs, initiatives and achievements the organization has created through the years.

Board member Woodson mentions that three years ago, when she started her term as a DDA Board member, there were many complaints in regard to the cleanliness of the downtown area, many concerns on traffic-related matters and concerns over parking matters. At this point she feels like the DDA has helped to change positively the environment, and that nowadays the main complaints concern only parking matters. She congratulates the DDA on all the achievements and on the good work through the years.

Board Chair Costilo agrees with Board member Woodson but adds and congratulates the City team as they have worked hard to meet the downtown area needs, and that collaboration is key.

Board Treasurer Knight mentions that the improvements that have been made in regard to the cleanliness and safety of the downtown area have been a big positive change. He continues stating that it is also

important to be informed about what's happening in the surrounding cities to make sure Delray Beach delivers the best experience to its visitors.

Board member Woodson congratulates Mr. Henry Thompson, Delray Beach Clean & Safe Department Administrator, on the improvements made to the department over the past years. She also mentions that his presence at the DDA Board meetings was key to fulfilling the needs of the downtown area.

Board member Woodson mentions that one of the daytime shift Ambassador's Program functions is to help wake up the homeless individuals spread throughout downtown, and she feels that that should be under the purview of the City's Homeless Task Force instead. She suggests also to extend the nighttime schedule for the Ambassador's Program.

of the Downtown Ambassador's team as it is an important and useful program to the community and to the visitors.

Board Treasurer Knight agrees that it would be beneficial to extend the night shift hours for the Ambassadors' Program.

DDA Executive Director Simon mentions that the City's Homeless Task force works with matters in the overall town and not only within the downtown area and that is why it is important the Ambassadors support on that matter.

The meeting proceeds with DDA Executive Director Simon presenting an overview of the organization's expenses and revenue for the previous fiscal year 2024/25 and Ms. Suzanne Boyd reviewing the DDA's Board priorities defined for the previous fiscal year and the DDA's accomplishments.

The discussion proceeds with the DDA Board members discussing the DDA's priorities and goals for the upcoming fiscal year of 2025/26 as below:

#### Placemaking:

- Public Bathroom Renovations;
- Redo Coco Gauff banners;
- Infrastructure improvements at Libby Wesley Plaza and creation of more activations (music, mural live painting).

#### Economic Development:

- Create new events:
  - o Fashion Week, more Howard Alan events, "A Day of Play at OSS";
  - o Events capable of filling hotel rooms;
  - o Low impact, low-cost events;
  - o Activate empty vacant lots with temporary initiatives (paddle or pickleball courts; travelling carnival/festival/circus);
  - o Scavenger hunts (mural art trail and others);
  - o Add CrossFit challenges / fitness events.
- Search for sponsorships/partnerships with local businesses (such as Vertical Bridge);
  - o Invest in a plan for office use throughout the downtown area;
- Connect Tri-Rail to Downtown;
- Improve communication on Parking options;
- Open the South County Courthouse Garage to the public for parking.

### Marketing:

- Highlight more the downtown businesses on social media;
- Enhance Destination Marketing initiatives for the summer season to promote more visits to downtown Delray Beach;
- Reinvest the money spent on the printed guidebook into some other marketing Strategies;
- Promote downtown art galleries;
- Create more ads in the Coastal Star newspaper;
- Promote happy hours throughout downtown;
- Create initiative to promote retailers to restaurants customers.

### Operations:

- Staff additions:
  - o In-house accountant;
  - o Business Navigator
  - o Development person / Grant writer
  - o Add reports on events budgets for DDA Board review

### Public Comments

Donna Saers (Delray Beach, resident) comments that parking is a challenge during big events and it is generally challenging in terms of accessibility. She also mentions that it would be important to create a connection between the Tri-Rail station and the Delray Beach downtown area.

*DDA Executive Director Simon calls for a meeting recess at 2:00pm.*

*Workshop meeting resumes at 2:16pm.*

DDA Executive Director Simon gives an overview of the history of the DDA management of OSS.

Ms. Suzanne Boyd gives an overview of the number of visitors to the Old School Square campus for the last 8 months and highlights the importance of having activations at the campus as a way to bring economic development to the area.

Board member Woodson comments that there should be a clause that allows for important events to be permitted with less than 90 days' notice (the city's requirement) for "in the moment" events such as sports victory celebrations. She continues suggesting incorporating tailgate events into OSS programming. DDA Executive Director Simon gives an overview of the fiscal year 2024-25 expenses for the DDA management of OSS.

Board Vice-Chair Rosen comments that the Vintage Gym constitutes an important source of income for the campus. He also suggests the DDA search for sponsors to integrate long-term structures such as lighting and sound systems structures into the venue, to avoid renting these from event to event, which would save money that could be reinvested into programming. He mentions that the DDA has done an amazing job of reactivating, programming and rebranding the campus. Nevertheless, he is of the opinion that, moving forward, and thinking of a long-term plan for the campus, it would be beneficial to give opportunity to other organizations to run the campus, for sustainable management of the campus. He adds that the DDA will always be a steward but moving forward, it would be beneficial for the DDA to opt

out on the management of the OSS campus so that the DDA can focus on its mission and use its resources the best way possible.

Board member Woodson suggests, before hiring new staff, confirming that the DDA will continue managing the OSS campus in the future. She also suggests the DDA take over the management of Crest Theatre once it opens.

Board Chair Costilo suggests the to get updates on the Crest Theatre renovations. He also agrees with the DDA to manage the Crest Theatre once it opens.

Board Secretary Devitt comments that bringing third parties' partners able to bring big acts names to the OSS campus might be a way to bring in revenue.

DDA Counsel Morgan reminds that the budget for the management of OSS campus by the DDA, is not a DDA budget but the City's budget and according to the OSS Interlocal Agreement the DDA's purpose is to activate the grounds within that budget (\$800,000 for last fiscal year). Other sources of income such as ticket revenue, sponsorships and others are a plus.

DDA Executive Director Simon reminds that the DDA proposed the City with a budget of \$1.6 million for the previous year for the management of the OSS campus, but the City only provided \$800,000. She adds that, with that in mind, the DDA wants to present the City Commission team with the results from that reduction in the budget and also to present the plans for the upcoming year for the management of Old School Square in accordance with the reduced budget. She adds that the DDA also wants to present the opportunities that larger funding could create.

Board Chair Costilo comments that he is afraid that if the DDA drops the management of OSS that the campus might stay empty and inactive.

Board member Woodson highlights the positive impacts on the management of the OSS by the DDA and does not agree with having an organization that is not familiar with Delray Beach to run the OSS grounds.

Board Vice-Chair Rosen comments that the OSS campus needs major upgrades. And adds that with those upgrades the campus would be able to host a better programming.

DDA Executive Director Simon mentions that in conversations with an operator of a similar venue, they mentioned that having a 5/10-year strategic plan allows for better management and enhanced results.

DDA Counsel Morgan reminds that the DDA is assisting the City in activating the property as per the Interlocal Agreement signed by the DDA management of OSS.

Ms. Suzanne Boyd gives an overview of the fiscal year 2024-25 accomplishments on DDA's management of OSS.

DDA Executive Director Simon gives an overview of the projected expenses and revenue for the upcoming fiscal year management of OSS.

Board Chair Costilo reminds the Board that ultimately the OSS campus is not supposed to bring profit and highlights the fact that when the campus is active it brings economic development to the area. Nevertheless, he agrees with board Vice-Chair Rosen that it would be beneficial for the campus to generate more income and mentions that getting the Crest Theatre open could be one of the solutions. The DDA Board proceeds on discussion on the priorities for the fiscal year 2025-26 for the OSS campus as below:

Cornell Art Museum priorities:

- Use the museum to highlight downtown art galleries and local artists;
- Create art activations outdoors;
- Upgrade the front lawn creating a plaza.

Vintage Gym:

- Maximize the Vintage Gym rental opportunities (create wedding events).

Crest Theatre:

- Work towards having the Crest Theatre reopened.

Amphitheatre:

Place the 100 ft. Tree at the museum front lawn.

Full campus Operations' priorities:

- Create a strategic plan for OSS;
- Hire a grant writer and a development staff;
- More direct mail marketing campaigns;
- Update Sponsorship package for OSS;
- Allow for naming rights for the OSS venues;
- Review of the Interlocal Agreement;
- Search for sponsorship for landscaping services;
- Focus on bigger activations that promote bigger impact;
- Create constant activations;
- Change SETAC Policy for OSS.

- **BOARD COMMENTS:**

Board member Woodson congratulates on the DDA's great work with the undertaking of the management of the OSS campus. She also thanks the DDA, the board and the community for the great stewardship during the three years she was at the DDA Board seat.

Board Vice-Chair Rosen comments that the OSS campus is the cultural hub of the town and that it is of great importance that it stays active.

- **ADJOURNMENT:**

The meeting was adjourned at 3:38 PM through motion by Vera Woodson, seconded by Jim Knight.

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

Respectfully submitted,  
Liliana Fino

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Cole Devitt, DDA Secretary

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DATE



**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 Guagliardi, 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 1<sup>st</sup> 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 13<sup>th</sup> 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 4<sup>th</sup> 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



## **MINUTES**

### **NOTICE OF THE DELRAY BEACH DOWNTOWN DEVELOPMENT AUTHORITY BOARD MAXIMUM MILLAGE MEETING**

**Monday, July 14th, 2025 – 5:01pm – 6:00pm**

**CITY HALL COMMISSION CHAMBERS**

**100 NW 1st Ave, Delray Beach, FL 33444**

#### **Call to Order of the July 14th, 2025 Notice of the Delray Beach Downtown Development Authority Board Maximum Millage Meeting – 5:21 PM**

Members Present: Jim Knight, Brian Rosen, Aaron Hallyburton, Jule Guagliardi, 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**

**Motion** by Cole Devitt, seconded by Aaron Hallyburton to approve the July 14th, 2025 Notice of the Delray Beach Downtown Development Authority Board Maximum Millage Meeting as presented.

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

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

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

Ms. Mavis Benson speaks in support of the DDA, receiving the full one mill rate from ad valorem taxes within the district. She highlights that such funds are essential for protecting the vitality, character and economic well-being of the downtown district, the heart of Delray Beach. She mentions that Delray Beach has built a national reputation thanks to coordinated investment, thoughtful planning, and public private Cooperation, all made possible by consistent DDA funding. She also highlights the benefits of such investment that return to the downtown district through enhanced marketing that draws visitors year-round, placemaking that keeps the downtown walkable and beautiful, strategic support for the small businesses that define downtown Delray Beach's charm, continued advocacy, creative programming, and partnerships that amplify Delray Beach's identity as a destination of choice.

She finalizes commenting that reducing the millage rate would risk scaling back on services and initiatives that keep downtown Delray Beach thriving.

Linda Purdo (Delray Beach, Resident and Visitor Center, Greeter):

Ms. Linda Purdo starts introducing herself by mentioning that she has been living in the area since 1973 and highlights how much Delray Beach has changed for the better over the years. She, then shares that she has been a volunteer at the Delray Beach Visitor center since 2019. She emphasizes the significant role of the Visitor Center in helping to make Delray Beach internationally recognized. She mentions that Visitors come from all over the world, some unaware of the city's attractions, and others coming from Miami seeking a quieter place.

350 SE 1<sup>st</sup> Street, Delray Beach, FL 33483

Tel: 561-243-1077

She continues mentioning that the Visitor Center operates with 14 volunteers per week, seven days a week, who greet and assist visitors. She then highlights the positive impact of the Visitor Center for the community and local businesses, pointing out that the visitor center plays an important role in promoting local businesses and the city's lifestyle. She concludes by mentioning that the Visitor Center's impact is not always visible to the community as there is no way, once the visitor center greeters recommend a business, to track if visitors actually visit those places, making it difficult to measure the full impact of their work.

Josephine Trippe (Delray Beach, Resident and Visitor Center, Greeter):

Ms. Josephine Trippe introduces herself as a volunteer at the Visitor Center and a business founder and entrepreneur with 35 years of experience, sharing her background, including starting a business in Manhattan and successfully growing it, later moving to South Florida, primarily Miami, where she has also been a business owner for 35 years. She then emphasizes the importance of the Visitor Center, backing up Linda Purdo's earlier comments, and stressed how the Visitor Centre's greeters love sharing information about Delray Beach. She then shares her concerns over potential cuts to the DDA's funding, particularly if the millage rate is reduced. She believes the Visitor Center plays a crucial role in educating visitors and promoting the city, especially during the busy winter season. She shares that the primary complaint she hears from visitors is about parking, suggesting that any changes to parking rules or fees should be evaluated carefully. As per the creation, by the City, of a Centralized Valet Program, she questions whether it would align with the reasons people typically use valet services (e.g., difficulty walking, they are dressed up and do not want to walk or being in a hurry). She suggests the City evaluate the impact of the changes to the Parking Management Plan after a year to assess whether it leads to the anticipated revenue and maintains the city's reputation for being a friendly and accessible place. She concludes by reiterating her pride in volunteering with the DDA and her love for Delray Beach, expressing that she would not want to live anywhere else.

Suzanne Perotto (Brulé Bistro, Rose's Daughter, The Pantry, Owner):

Ms. Suzanne Perotto starts by introducing herself as the owner of three local businesses: Brulé Bistro, Rose's Daughter, and The Pantry. She then expresses her gratitude to the Downtown Development Authority (DDA) for the ongoing support provided to small businesses. She mentions that prior to opening The Pantry, Ms. Perotto sought guidance from the DDA on matters such as signage approval and general exposure for the new business. She noted that the DDA has been instrumental in facilitating collaborations and events, which significantly helped in boosting visibility for her businesses and contributed to the success of her businesses. Regarding the recently approved changes to the Parking Management Plan, Ms. Perotto mentions that in her opinion the rise in fees will not affect as much her businesses' customers. She stated that loyal customers will continue to find their way to local businesses, whether through Uber or other means, and even in adverse weather conditions. Nevertheless, she expresses her concerns about the recently approved changes to the Parking Management Plan in regard to employees. She mentions that many of her staff have been with her for long and that they are concerned about these changes. She mentions that many of her employees work extended shifts (8 to 17 hours) and are not local residents. She mentions that currently she encourages staff to use more distant parking lots, though this is a challenge for them, especially since some employees leave with cash on hand. She then suggests the possibility of an employee parking program offering parking permits for staff who commute from outside

Delray Beach. She respectfully asked the Mayor and city officials to prioritize solutions for employee parking in any ongoing or future planning.

### **3. NEW BUSINESS – Action**

#### **A. Resolution to adopt the Proposed Maximum Millage Rate of the Delray Beach Downtown Development Authority for FY 2026.**

DDA Counsel Morgan introduces the item on discussion: resolution adopting the proposed maximum millage of 1.0000 0000 mills, which the Delray Beach Downtown Development Authority can assess during the next ensuring tax year, establishing a time and place for a public hearing to consider such proposed millage in the tentative budget and otherwise directly the transmit of certain information to the Palm Beach County Property Appraiser by August 1, 2025, providing the savings clause and providing effective date.

DDA Executive Director Simon starts by giving an overview of the DDA history, vision and mission. She continues highlighting the importance and explaining the process and procedure to set the DDA millage rate.

Board Treasurer Knight mentions that there has been discussion on the amount of revenue that comes from residential properties versus commercial properties but refers, according to supportive data, that they are close, and that 2/3 of the revenue funds comes from commercial properties. He highlights that the businesses/ property owners within the DDA District see the importance of their contributions to the DDA, and the benefit, so much that some of the current constituents (Aloft Hotel and now Sundy Village) asked to be part of the DDA district. For all highlighted, Mr. Knight states that he is in agreement to keep the rate at 1 Mil, considering that the funds are well spent and that the DDA reinvests back into the community. He adds that while the tax base grew by 11%, development is not expected to continue indefinitely and that some buildings are being torn down and redeveloped, often into residential units that are still considered commercial. He mentions, also, that there have been concerns from residents outside the downtown area, but clarifies that the millage does not affect those outside the DDA district directly. He continues pointing out that it is important the DDA proceeds with its mission and emphasizes the importance of staying competitive considering the development of neighboring communities. He concludes that the Delray Beach downtown district has the highest pedestrian count compared to other communities in the area and that is a testament to the DDA work in collaboration with the city partners.

Board member Guaglardi is also in agreement to keep the maximum millage rate at 1 Mil. She shares that although new to the board, she has a longstanding connection to the DDA and the City of Delray Beach, noting a 15-year history of involvement, through her involvement with the DDA Fashion Week event and as a business owner. She refers that a while back when she had her business in Pineapple Grove the surrounding area was undeveloped, with little visibility or foot traffic, she approached Marjorie Ferrer and Laura Simon to collaborate on a promotional effort to support local fashion. She explains that this initiative led to the creation of the Delray Beach Fashion Week event, co-chaired by Ms. Guaglardi and Laura Simon. She continues mentioning that the event has since grown significantly, winning awards and gaining recognition. She highlights the effort of putting forward such an event with planning typically starting in June or July for a January event. She reiterates the DDA commitment that goes into all the events the DDA manages, taking innovative ideas and helping bring them to life, supporting and enabling

the success of the downtown involving the community creating opportunities for collaboration with businesses and other community members (volunteers, and various charitable organizations).

Board Secretary Devitt expresses his support for maintaining the maximum millage rate at 1 Mil, agreeing with previous comments made by other Board members. He refers to previous data provided in a previous meeting, where the report lists a total of 770 residential properties and a total assessment of these properties of \$140,000. He notes that based on the given data that it leads to approximately \$179 per property or about \$15 per month for each residential property. He concludes by praising the work of the DDA and its positive impact on the city, highlighting that the great benefit return on investment for residents, both in the downtown area and the broader city.

Board Vice-Chair Rosen expressed his full agreement with the rest of the board regarding the decision to keep the maximum millage rate at 1 Mil. He references a statement made by former Board member Vera Woodson upon her departure, which emphasized that the DDA had accomplished a lot but still faced significant challenges ahead. He agrees with her statement noting that while the city has experienced substantial development, there is still much work to be done, and the DDA plays a key role in that ongoing progress. He then praises the DDA as a great organization and expresses his happiness in being a part of the board, acknowledging the DDA's considerable contributions over the years in helping the city reach its current state. He pointed out that DDA's success is evident in initiatives such as the management of the Old School Square campus, which came under the DDA's umbrella, demonstrating the organization's ability to get things done. He then emphasizes the importance of the 1 Mil rate allocation and the many great initiatives that such funding is applied to, such as the downtown Ambassador Program which handles a wide range of tasks (assisting with homeless interactions, providing directions and addressing issues with open containers, overflowing garbage bins, illegal graffiti, kid nuisances and others). He adds that the Ambassador Program offers great support to the downtown merchants and to the Police Department. He adds that the DDA's funds are deployed effectively to help meet the growing needs in the downtown area, and points out the importance of such funds, particularly, at the present time, as the city budget tighten. He believes the DDA can help fill some gaps and continue to support vital services for the community.

Board member Hallyburton expresses his agreement with maintaining the 1 Mil millage rate. However, he raised concerns about financial losses in certain events, citing the \$19,000 loss from the POP 2000 concert. He noted that there is growing public concern about where taxpayer money is being spent, particularly when such losses occur. He continues emphasizing the need to address these financial issues and work on better strategies to prevent similar losses in the future, as taxpayers are frustrated when they see money being lost. He concludes by reiterating his support for keeping the millage rate at 1 Mil and emphasizing that it is important not only to provide the public with financial information on the budget spent but also financial losses.

Mayor Tom Carney began by stating that he has a different perspective regarding the DDA millage rate. He references the city's rollback rate from the previous year, explaining that the DDA was deliberately excluded from the rollback and therefore the DDA received its 1 Mil without any reductions, and at that time, and at that time the city was doing advertising. Mayor Carney continues suggesting that the DDA board should consider a rollback rate for the DDA, which would allow the DDA to receive the same amount of money as it did in the previous year, following the increase in tax property within the DDA district. He then proceeds noting that the DDA budget allocated for payroll is already at 46%, which will worsen if the DDA hires more staff as it has been discussing. He argued that while the entire city benefits from DDA initiatives, taxpayers particularly the residential property owners in the DDA district

are carrying the burden of funding the DDA's activities. Mayor Carney continues pointing out that he advocated for the DDA to cover the expenses related to the St. Patrick's Day Parade as it takes place 100% within the DDA district, and other city events as well. He reiterates that it is unfair that a small group of taxpayers who are also responsible for the 1% property tax increase, to bear the cost of events benefiting the entire city, expressing his concerns about the fairness of continuing to increase funding, given the disproportionate burden on residents in the DDA district. Mayor Carney concludes his comments by suggesting the DDA consider not raising any more money than the one raised to date, acknowledging that the DDA has done an excellent job with its current budget, but suggests that should be the DDA's permanent millage rate moving forward.

DDA Executive Director Simon clarifies that on the table it is to set the maximum millage for the upcoming fiscal year and that from this point on now the DDA will go through budget planning based on the feedback received at last DDA 2025 FY2025/26 Planning Workshop Meeting and that discussion will continue at the upcoming monthly DDA Board meeting in August. She adds that the DDA will, also, be hearing feedback from its constituents at the upcoming August 13th DDA Town Hall, important feedback for the DDA to shape a proper budget to be reinvested back in the DDA district. She concludes by noting that there is also a lot of expectation from constituents that recently joined the DDA district and that the DDA needs to continue to stay ahead of the game.

Board Chair Costilo expresses agreement with the feedback from the visitor center greeters, acknowledging that much of the Delray Beach Downtown Development Authority's work involves underlying efforts that may not be directly apparent to the public. However, the positive ramifications of these efforts are realized through numerous channels and contribute significantly to the downtown area. He also affirms that the DDA's funds allocated thus far have been deployed with considerable success, yielding positive outcomes. He then commends the strategic approach taken in the utilization and reinvestment of these funds, and advocates, as did other elements of the Board, his support for upholding the 1 Mil millage rate as prescribed within the charter.

Board Vice-Chair Rosen addresses several points raised by Mayor Carney and pinpointing that the continued presence of the downtown Ambassadors demonstrably adds value directly to the residents. He also pinpoints that the funded porter services, which operate seven days a week to maintain the cleanliness of the downtown area, have a direct and significantly positive impact for the downtown residential and business communities, as well as other DDA initiatives. Mr. Rosen then acknowledges the concerns expressed by Mayor Carney regarding potential increases but reminds that the DDA's approach aligns with established practices, wherein the maximum millage rate is maintained, and reiterates that these funds are strategically reinvested into the downtown area, which then benefits directly the downtown residents and businesses.

**Motion** by Brian Rosen, seconded by Cole Devitt for resolution adopting the proposed maximum millage of 1.0000 0000 mills, which the Delray Beach Downtown Development Authority can assess during the next ensuring tax year, establishing a time and place for a public hearing to consider such proposed millage in the tentative budget and otherwise directly the transmit of certain information to the Palm Beach County Property Appraiser by August 1, 2025, providing the savings clause and providing effective date.

**Motion carries (6 - 0)** through roll call:

Aaron Hallyburton – Yes

Alan Costilo – Yes



Brian Rosen – Yes  
Cole Devitt – Yes  
Jule Guaglardi – Yes  
Jim Knight – Yes

### **COMMENTS**

Board member Guaglardi raises the topic of formally defining Delray Beach's identity and future vision and suggests including this discussion on a future DDA Board meeting agenda. She suggests having a conversation about other cities throughout the United States that are nationally recognized to prompt the discussion. The goal of this discussion, she clarifies, is to establish a unified understanding of Delray Beach, its characteristics, identifying who the downtown wants to be moving forward, as she feels that a unified definition could streamline decision-making processes by aligning actions with a shared goal.

*A consensus was reached by the DDA Board to include the proposed topic as an agenda item in an upcoming DDA Board meeting.*

### **ADJOURNMENT**

The meeting was adjourned at 6:08 PM through motion by Brian Rosen, seconded by Aaron Hallyburton.

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

Respectfully submitted,  
Liliana Fino

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Cole Devitt, DDA Secretary

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DATE