

City of Delray Beach

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Minutes - Draft

Monday, October 28, 2024

4:00 PM

Joint Workshop with the City Commission & DDA at 4:00 PM

Delray Beach City Hall or Watch on YouTube:

<https://www.youtube.com/channel/UCc2j0JhnR8Hx0Hj13RhCJag/s>
treams

City Commission

Mayor Thomas F. Carney, Jr.

Vice Mayor Juli Casale

Deputy Vice Mayor Rob Long

Commissioner Tom Markert

Commissioner Angela Burns

Pursuant to Section 3.12 of the Charter of the City of Delray Beach, the Mayor has instructed me to announce a Workshop Meeting of the City Commission to be held for the following purposes:

WS.1. JOINT DISCUSSION WITH THE DOWNTOWN DEVELOPMENT AGENCY REGARDING BRANDING OF OLD SCHOOL SQUARE

Attachments: [Agenda Cover Report](#)

The October 28, 2024, Joint Workshop With the Delray Beach Downtown Development Authority and the City Commission was called to order at 4:00 p.m. Interim City Clerk, Alexis Givings called the role, and the following were present:

Present: 5: Mayor Thomas F. Carney, Jr., Vice Mayor Juli Casale, Commissioner Angela Burns, Commissioner Tom Markert and Deputy Vice Mayor Rob Long.

Others present were:

Terrence Moore - City Manager
Lynn Gelin - City Attorney

Mr. Moore opened the Workshop Meeting by recognizing members of the Delray Beach Downtown Development Authority (DDA) and Gina Carter, the Director of Communications, who were present to share their ideas for rebranding opportunities for the Old School Square Campus.

Laura Simon, DDA Executive Director, called the role of the DDA members, and the following were present:

Jim Knight - was present virtually
Vera Woodson - was present virtually
Cole Devitt
Brian Rosen
Alan Costilo
Aaron Halliburton
Harold Van Arnem

Gina Carter provided a presentation on her branding guide for the Crest Theatre's Creative Art School. She emphasized that the brand messaging aims to communicate a story to the customers that the Creative Art School is open to everyone and encourages their creativity to flourish.

Laura Simon stated based on the direction given at the August 19, 2024, Commission Meeting, the DDA was there to present their ideas for rebranding the entire Old School Square (OSS) campus. She introduced Maureen Olm, design and marketing expert with Olm Design, who provided her firm's transition design for the entire OSS campus, as commissioned

by the Delray Beach Downtown Development Authority.

Ms. Olm stated that as long as the City continues with the OSS Center for the Arts website, there would be an ongoing challenge to attract people to the OSS campus since the website does not adequately tell visitors about current programs taking place at the entire campus.

Suzanne Boyd, Director of Marketing for the Delray Beach Downtown Development Authority, discussed the primary goals of rebranding the OSS campus, which focused on re-attracting both residents and visitors while rebuilding trust and relationships. She also shared the statistics related to their marketing efforts and the positive economic impact these initiatives have had on the City. Ms. Boyd concluded her presentation by recommending the development and execution of a single cohesive rebrand logo for the entire campus, which includes the Creative Arts School and the Crest Theatre.

The Board of Directors from the DDA shared their insights on how to move forward. They recognized consistency as crucial since all venues were located on one campus.

The Commission agreed to implement a familiar themed logo while maintaining distinct identities for each campus entity, utilizing the City's agreement with the DDA. They thanked everyone for their hard work.

There being no further business to discuss, Mayor Carney adjourned the meeting at 5:35 p.m.

WS.2. PUBLIC COMMENTS

None.

The City shall furnish appropriate auxiliary aids and services where necessary to afford an individual with a disability an equal opportunity to participate in and enjoy the benefits of a service, program, or activity conducted by the City. Please contact the Human Resources Department at (561) 243-7125 at least 24 hours prior to the program or activity for the City to reasonably accommodate your request. Adaptive listening devices are available for meetings in the Commission Chambers.