

City of Delray Beach

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Minutes - Draft

Tuesday, March 8, 2016

6:00 PM

WORKSHOP MEETING

Delray Beach City Hall

City Commission

Roll Call

Present: 5 - Mayor Cary Glickstein, Vice-Mayor Shelly Petrolia, Deputy Vice Mayor Al Jacquet, Commissioner Jordana Jarjura, and Commissioner Mitchell Katz

Also Present: Donald B. Cooper, City Manager, Noel Pfeffer, City Attorney, and Chevelle D. Nubin, City Clerk.

PRESENTATIONS:

WS1 [16-226](#)

PRESENTATION OF CONGRESS AVENUE TASK FORCE REPORT AND RECOMMENDATIONS

Ms. Joan Goodrich, Economic Development Director, introduced this item, the Congress Avenue Task Force members and provided an overview of the Task Force.

Vice Mayor Petrolia acknowledged Palm Beach County Commissioner Paulette Burdick who was in the audience.

Mr. Anuj Grover conducted a presentation regarding Congress Avenue. Ms. Christina Morrison continued with the presentation highlighting the new vision for Congress Avenue. Ms. Shirl Fields discussed the resident's point of view; referenced Abbey Delray and stated she is particularly interested in aesthetics.

Mr. Grover discussed the Task Force's thirteen (13) Recommendations: Immediate, Short-Term, Mid-Term and Long-Term.

Ms. Joan Goodrich discussed the next steps and stated their collective opinion in terms of the City Commission's objectives.

Commissioner Katz thanked the Task Force members for the time and effort they have put into this. He stated it is important that the City Commission accepts the recommendations and act upon them. He referenced public/private partnerships, trolleys, a transportation hub and access.

Commissioner Jarjura thanked the Task Force and stated they have exceeded expectations and commented regarding the quality and level of detail in the report. She discussed development and stated what goes there can transform the city's tax base. She stated there are three things that are really important: eco-district/positioning, dedicated impact fee (master plan and code, ground floor uses), two largest sites (possible option for corporate headquarters or higher learning facility). She stated the

City Commission has to move on the recommendations rather quickly.

Vice Mayor Petrolia stated she is thrilled with the report and the Task Force is to be commended. She stated there has to be ways to do this over time and stated there is enough in the report for the city to get started. She stated the city should take the hanging fruit and move forward with it. She commented regarding the transit systems. She stated the city has to figure out how to make that road a complete street and discussed beautifying the area. She commented regarding branding: eco district, the "Core" and stated it has to be its own place because people are coming there for different reasons. She referenced the catalysts for change: two large areas and concurred with previous comments made by Commissioner Jarjura. Vice Mayor Petrolia commented regarding incentives and urban planning.

Deputy Vice Mayor Jacquet stated he would love to see a higher learning institution. He discussed approaches regarding mobility. He stated the Task Force has done an excellent job defining the vision for the area (Congress Avenue). He stated the city should start thinking about what events are being held downtown that can be held along the Congress corridor. He referenced travel lanes.

Mayor Glickstein commented regarding the recommendations and next steps. He stated he would like to see some of the mid term goals in front of the short term goals. He commented regarding the two largest sites: Office Depot and the County building. He stated there has to be some very progressive thinking on how to change that facility. Mayor Glickstein challenged everyone to be creative on what to do and referenced dedicated funding sources. He stated he supports the Task Force report. He stated he fully embraces expedited permitting. He stated this is the time to make this happen. Mayor Glickstein stated the next steps would be to synthesize what has been stated here and come back with a timeline. He commended Ms. Goodrich for taking this on.

Commissioner Jarjura asked that Ms. Goodrich help with crafting the Request for Proposal (RFP) for this. Ms. Goodrich stated she will work with Mr. Tim Stillings, Director of Planning and Zoning, on the RFP.

Vice Mayor Petrolia asked that Ms. Goodrich look into what would be required regarding a CRA for this purpose and asked that a traffic study be conducted.

Commissioner Katz asked that research be done regarding funding: whether it should be a CRA or a bond for this.

Commissioner Jarjura asked if Mr. Cooper is interfacing with the county regarding a P3.

Mr. Donald B. Cooper, City Manager, stated this has been done on a very preliminary basis. Further discussion ensued regarding a landscape buffer.

Deputy Vice Mayor Jacquet acknowledged and thanked Mr. Bill Nix who was in the audience.

WS2 [16-273](#)

PROPOSED NEW SPECIAL EVENTS ORDINANCE AND POLICY

Ms. Francine Ramaglia, Assistant City Manager/Support Services, introduced this item, provided an overview and discussed why they are here tonight, overall goals and recent progress.

Ms. Karen Granger, Delray Beach Chamber of Commerce Executive Director, spoke regarding working together, changes and shifts that were completed by Delray Beach Marketing Cooperative (DBMC), Downtown Development Authority (DDA), Delray Beach Chamber, Old School Square (OSS). She stated the biggest "win" was all of the collaboration in this process. In addition, Ms. Granger highlighted a community calendar and access to the same.

Ms. Suzanne Fischer, Director of Parks & Recreation, discussed internal repositioning.

Mr. Steve Hynes, Director of Emergency Management, discussed emergency management regarding special events.

Mr. Mark Stivers, AICP, Principal Planner, discussed new ordinances that will pertain to special events. He provided the proposed special events definition. He discussed the purpose of the new policy that will guide how the city does and manages special events. Mr. Stivers highlighted certain portions of the new policy. He also referenced types of events, proposed approval levels and the proposed application process. Mr. Stivers stated communication is important. In addition, he stated all pertinent staff will be involved and the responsibilities as well as the process will be clear.

Mr. Jack Warner, Chief Financial Officer, discussed special events and how certain time spent by employees has not been previously been captured. He stated the reporting system has been enhanced and will have further enhancements. He explained the fees, charges and full costs. Mr. Warner stated the costs that are charged to event producers will likely increase. He highlighted the benefits of working with the Director of Emergency Management and the National Incident Management System (NIMS) framework.

Mr. Rob Steele, Executive Director of Old School Square, stated this was an incredible process. He discussed policy implementation transition. He stated he wanted the City Commission to be aware that all of the partners in the process are committed to improving the special events process for Delray Beach. He asked the City Commission to approve having a community calendar. Mr. Steele stated he is keenly interested in protecting the perimeter of Old School Square as a park. He referenced branding and cost recovery.

Ms. Francine Ramaglia discussed the strategic recommendations. She referenced a Special Events Office to be funded in the FY 2017 budget process. She discussed campus management for OSS, restructuring and clarification of the agreement with the DBMC, setting the city brand regarding the types of events that the city wants and the development of key measures and a performance rating system. Ms. Ramaglia highlighted policy recommendations, operations recommendations and next steps.

Deputy Vice Mayor Jacquet stated this has been an issue that the City Commission has discussed several times.

Vice Mayor Petrolia stated the people in the town have already stated enough is enough regarding special events. She stated she is not sure that the city is meeting the goals that were originally intended. She referenced the doubling of fees. She stated she is not sure that staff has really heard what the City Commission has said and stated she does not know if a Special Events office is needed if the city is going to scale back on events. Vice Mayor Petrolia stated some of the shifts and changes that have taken place have been good but stated for certain events she would like to know where they have been moved to. She stated the city is still dealing with a very intense, major downtown and stated certain events should be moved. She discussed the setting of standards and reiterated what the people in the town have stated they want. Vice Mayor Petrolia referenced the agenda backup information that was provided to the City Commission. She stated this needs more work and she will not support moving forward with this.

Ms. Ramaglia provided clarification regarding events.

Commissioner Jarjura stated she concurs with certain comments made by Vice Mayor Petrolia. She stated the primary goal is public safety at these events and stated the city has to evaluate whether the events are being good neighbors to residents. She discussed how booths are set up, traffic and having a set of rules and how to follow the process. Commissioner Jarjura stated currently the city has numerous events because there are no regulations in place. She referenced costs, barriers to entry, vetting and

size of events.

Ms. Ramaglia discussed certain sections of the code.

Commissioner Jarjura stated a special events office should be fully self-sustaining and should not come out of budgetary costs. She referenced the brand, community calendar, spacing the events out properly and decreasing the number of events. She asked about the makeup of the Special Events Technical Advisory Committee and regulations regarding special events. She stated once the procedures and processes are in place it will go a long way in weeding out some of these events.

Vice Mayor Petrolia asked about the community calendar.

Commissioner Katz thanked Ms. Ramaglia, Ms. Fisher, Ms. Goodrich and the group for leading the charge. He stated he agrees with a lot of the statements made by Commissioner Jarjura and Vice Mayor Petrolia. He discussed what he felt was accomplished in this process and commented regarding procedures. He discussed the number of events and stated the events should be made better and not necessarily held in the same place. He referenced event costs and sponsorships. He stated staff has to figure out a balance to make restaurants and retail businesses happy. He referenced incentives regarding events. Commissioner Katz mentioned public safety and emergency management. He stated the city should be able to do events and do them safely and well. He stated there are things that can be put into infrastructure regarding safety.

Mayor Glickstein stated he appreciates all of the work that staff and stakeholders put into this. He asked if people from the community were involved in the group. He mentioned public safety, full cost recovery and quality versus quantity. He stated the work product is very productive and will make the process more credible and transparent but it does not distinguish between events or whether they should be held. He stated the product ignores whether the residents and businesses want the events. He stated he does not want to be the arbiter of what event is right or not. He asked the fundamental question of who are the events for: the residents or tourists. Mayor Glickstein commented regarding the scale of events and public safety. He reiterated that the work product is good and he likes where this is going. He discussed the twenty-four (24) month moratorium regarding new events. He asked what the assumption is pertaining to the moratorium. Mayor Glickstein stated he received more positive feedback regarding hometown events.

Vice Mayor Petrolia commented regarding cars driving on the Old School Square property and events being held on the OSS grounds.

Commissioner Katz referenced events being held on certain grounds. He further commented about events and community support.

Discussion continued regarding events.

COMMISSION COMMENTS

Commissioner Jarjura mentioned the Arts Garage and an event that is being held. She also commented regarding a traffic light that is being installed and stated the city should have a master infrastructure plan. Regarding the Marina, she stated she wants to know how quickly staff is going through the wait list to see what the interest is. Commissioner Jarjura commented regarding the Sarasota area and stated the planning is very inspirational. She congratulated Marisa Gottesman on her engagement.

Commissioner Katz stated he was moving this weekend and discussed technology and what he was able to do online. He commented that he still had to come into the city for his water. He mentioned the Spady Festival and thanked the Spady Museum for that event. He stated Mt. Zion Church held a community forum last week and a lot of people came out for the event. He thanked the Police Chief and the Police Department staff for the support that they give to the community. He referenced the event put together by staff at Catherine Strong Park.

Vice Mayor Petrolia had no comments.

Deputy Vice Mayor Jacquet had no comments.

Mayor Glickstein thanked Senator Sachs, Senator Clemons, Representative Powell and Representative Hager regarding funding. He referenced the letter from Anne Gannon regarding the Police Department. Mayor Glickstein stated he hopes the stakeholders present does not take what they heard tonight harshly regarding what the residents are feeling.

Mayor Glickstein adjourned the meeting at 9:32 p.m.