



Joint Delray Beach City Commission,
Delray Beach CRA Board, and Delray Beach Downtown Development Authority
Workshop Meeting Minutes
Thursday, October 20, 2022 – 12:00 p.m.
Delray Beach Golf Course
Delray Beach, FL 33444

CITY OF DELRAY BEACH STAFF PRESENT:

Terrence Moore

Lynn Gelin

Katerri Johnson

DELRAY BEACH CRA STAFF PRESENT:

Renee Jadusingh, Esq.

Kim Phan, Esq.

Grace Gdaniec

Lori Hayward

DOWNTOWN DEVELOPMENT AUTHORITY STAFF PRESENT:

Laura Simon

Suzanne Boyd

Marusca Gatto

BJ Sklar

Lilianna Feno

1. Call to Order

Mayor Petrolia called the meeting to order at 12:00 p.m.

2. Roll Call

City Commissioners Present: Mayor Shelly Petrolia, Vice Mayor Adam Frankel, Deputy Vice Mayor Juli Casale, Commissioner Shirley Ervin Johnson, and Commissioner Ryan Boylston (arrived late)

CRA Board Members Present: Chair Shirley Ervin Johnson, Vice Chair Angie Gray, Deputy Vice Chair Juli Casale, Commissioner Ryan Boylston (arrived late), Commissioner Adam Frankel, Commissioner Shelly Petrolia, Commissioner Kelcey Brooks (arrived late), and Commissioner Petrolia.

DDA Board Members Present: Chair Mavis Benson, Vera Woodson, Mark Denkler, John Conde, and Frank Frione.

3. Discussion Old School Square (OSS) Campus

a. Presentation by the DDA

Laura Simon, DDA Executive Director, outlined goals of the workshop including roles, determining funding, and establish terms of the agreement. She reviewed the current FY 2022 – 2023 Old School Square events. She summarized city, CRA, and private events. In Phase One, she outlined the following:

- Change the Narrative
- Build the Team
- Fill in the Gaps

Marusca Gatto, DDA Activation Manager, reviewed November and December 2022:

- Start Rebranding Process
- Reopen Cornell
- Surging History and #Love Delray Exhibitions
- Holiday Lighting, Cultural Council Activation, Pop-ups
- First Friday Art Walk

Ms. Simon continued by reviewing January through April 2023:

- Start Building Business Plan
- January Art & Jazz
- Daytime Activations
- Additional Exhibitions in Cornell
- Big Impact Events

Suzanne Boyd, Strategic Marketing Manager, reviewed May through September 2023:

- Kickoff Rebrand Campaign
- Memorial Day Weekend Summer Festival in the Square
- Inside Cornell: New Exhibitions
- Crest Theatre Preparations and Planning

She noted Phase Two would begin in October 2023 and include:

- Business Plan Implementation
- Crest Theatre Building Re-Opening
- Plan for 100 Year Anniversary in 2025

Ms. Boyd outlined the following proposed roles:

- Downtown Development Authority
 - Rebrand and Marketing/Advertising
 - Management, Oversight & Programming of Campus
 - Reopen & Run Cornell Museum
- City of Delray Beach
 - Building and Grounds Maintenance

- Facilitate current budgeted City events for 2022-2023
- Special event permitting and administration
- Rental booking and management of Field House through Summer 2023
- Community Redevelopment Agency
 - Fund Permanent Outdoor Lighting
 - Fund New Signage on Campus
 - Fund & Execute Green Market

Ms. Simon outlined the funding estimates for FY 2022 – 2023, totaling \$1.38 million.

b. Board Discussion

Mayor Petrolia asked about Field House rental procedures. Ms. Simon suggested Parks and Recreation would continue to handle the Field House through 2022.

Mayor Petrolia recommended outreach to the Delray Beach Historical Society as a resource for the #LoveDelray exhibition.

Mayor Petrolia asked about the agreement. Ms. Simon confirmed the intention is to have an interlocal agreement with the City of Delray Beach.

Mayor Petrolia inquired about reimagining the Cornell Museum. Ms. Simon responded that the proposed Business Plan will include consideration of all buildings on the Old School Square campus. Ms. Boyd added additional ideas to activate the Cornell Museum.

Deputy Vice Mayor Casale spoke on the proposed funding. She recommended rebranding sooner than proposed and supports activation. Discussion ensued about roles moving forward.

Deputy Vice Mayor Casale inquired about the future financial outlook. Mr. Denkler, DDA Board Treasurer, stated the agreement terms need to be outlined.

Further discussion ensued about funding and sponsorship.

Commissioner Boylston noted the significance of the Old School Square grounds to the City. He recommended a multi-year strategy and master plan for Old School Square. He suggested activating the front lawn.

Vice Chair Gray acknowledged the historical financial support provided by the CRA to Old School Square. She asked about additional collaboration. Ms. Gatto outlined partnership opportunities. She requested that the large City events are still considered when scheduling the campus.

Vice Mayor Frankel expressed concern about the requested funding and asked where it was coming from. Ms. Simon's response was the requested funding is from the City but noted it does not include sponsorship or grant funding.

A discussion ensued about the rebrand and past funding.

Lori Hayward, CRA Finance and Operations Director, noted the City contributed approximately \$250,000 annually to Old School Square until 2016.

Renee Jadusingh, CRA Executive Director, added that CRA funding is restricted. Kim Phan, CRA Legal Advisor, provided background on A-GUIDE funding.

Mr. Frione stated businesses fail due to lack of capital and Old School Square needs to be funded sufficiently in order to be successful.

Commissioner Johnson supports the request and likes the ideas presented. She asked about the non-profit idea Ms. Simon mentioned in a conversation.

Ms. Simon stated an area the DDA has been considering even prior to OSS was to create a non-profit foundation that would fund arts and culture. Commissioner Johnson said the focus of the CRA is “bricks and mortar” and not programming.

Ms. Jadusingh briefly referenced the 2017 Old School Square Master Plan and lighting.

Commissioner Brooks asked Ms. Jadusingh how much the CRA has invested in the OSS property since the 1990s - present. Ms. Jadusingh said the CRA provided approximately \$2.6 million in capital funding from 1999 – 2019 and \$4.5 million in A-GUIDE funding. Ms. Hayward added it was approximately \$9 million total including the City’s funding.

Dr. Conde said they are ready to work collaboratively to make OSS successful.

Ms. Benson provided additional comments about accountability.

Ms. Woodson spoke about the Board’s commitment to integrity, collaboration, and return on investment.

A discussion continued about success, sustainability, funding, and transparency.

City Attorney Gelin asked for clarification on roles. Deputy Vice Mayor Casale recommended identifying a liaison. Commissioner Johnson suggested Sam Metott, Parks and Recreation Director, immediately take over the events on the OSS campus.

Mayor Petrolia requested Ms. Gelin provide an update on the Interlocal Agreement on a future City Commission agenda.

5. Adjournment

There being no further discussion, the meeting was adjourned at 1:50 p.m.

Shelly Petrolia, Mayor

Shirley Ervin Johnson, CRA Board Chair

Laura Simon, DDA Executive Director

Renee Jadusingh, CRA Executive Director