



**QUESTIONS AND COMMENTS FROM DDA TOWN HALL MEETING  
AUG. 1, 2017**

Megan- Green Owl

Safety issues – early am and late at night, walking three to four blocks to the garage and going to the upper level- concern for safety.

Katie – DDA Resident

Consideration for Residents – DDA plan is a big relief, are you giving consideration for residents? Please keep us in the plan.

Ron Platt - Owner of Mellow

Urge City officials to do a phased plan, worst case scenario is being proposed, this will have a very severe impact

Carrie Delafield, Periwinkle, Morely

If this is about increasing revenue, we have 1000 businesses why don't we pay \$100 dollars and put this to rest. Going to cost far more than that for me.

Marjorie Waldo

Sometimes I'm at work 12 or 13 hours, either we have employees pay or we have to pay – I love pay a fee for every business and prettier, restaurant managers. Durations to be looked at closely

Belinda- Whitewall Gallery

Being a law firm we have meetings and depositions we're in a proposed two hour, what am I supposed to do, interrupt attorneys because parking?

Doug Hutchinson, CEO of Mizner Electric- been downtown since 1983

Supported city over years with growth plan, we erect the Christmas tree as a donation each year, we have anywhere from 60 to 100 employees, coming from all over S. Florida, from Jupiter or Dade County. Our corporate office is located here and we've been privileged to be downtown. Generally we are here at 6 am and we have staggered schedules and very few are there past 5. A lot of this decision is being driven because we have increased traffic, it's become an attractive place to live and the destination in S.Fl. except those of us who have decided but to pay \$150 annually per employee seems high but not compared to \$2000 per employee

Cecelia – Bankers row what can be done, saw the project was proposed and those of us were asked to give up our spaces- we paid for the right to have street parking we would take exception NE 2<sup>nd</sup> we would take concession to that.

Jessica Ocena City properties



Taken into account, Mesiner and accounting for 1 per hour at the garage per employee they're paying \$45 per week, once you implement a fee they won't be patronizing the businesses, so you're also losing customers and employees and the money they put back into the businesses.

Rob Steele –

1 mill OSS, not too many problems or complaints about parking, I try to follow everything but I feel like I would need a lawyer to figure it out. Seems like things are working pretty well so what's the impetus. It seems like it's pretty high functioning.

Josh Cooper, resident here on behalf of Dave, currently seeing exactly what happens when you lose parking as we just lost 90 parking spaces directly south of the restaurant with the building of Ipic. I think that it comes at a major major cost to the biz owner to pick up 1.1 mill in possible revenue. Are you going to put 1.1 million into paying curbs? Because it's not generating real income. I believe strongly in bringing in money from the tourists but I can't see taking it from residents and definitely not employees.

Jax Pfeffer

Resident and Owner of Juicebuzz

I moved here 11 years ago from CA and I fell in love with delray as a small beach town. What I love about it is the small town feel and that everybody knows your name. I already struggle with customers saying that they would be – I have 8-12 employees, a lot of them are in recovery. I don't run my business on the bottom line – I don't see Delray improving if we do something like this like what Josh Cooper said but it's just for 5-10 peoples pocket. Look at the big picture we're all here to give to receive and to be in service.

Employee at house of Siam

I would like you to consider these max hours, 2 and four hour max-have you considered the stress that it causes our customers? You can't sit there for two hours on your meter. Our customers are already telling us that parking is an issue. This is an issue beyond the customers. If you're going to meter, reduce the maximums.

Ryan Boylston, Woo

I want to put in perspective this plan and the city's plan. This is based on I could afford to pay \$1300 for my employees. The City Hall plan is that dealing with high rent, we're going to leave. I think this is the case with all businesses.

Maryanne

I've been in many cities where they have the meters and some are 20 or 30 spots and they're inexpensive and you put in your tag and you can stay as long as you want. Being a hairdresser, it's hard enough to get people to pay what they pay. Employers, how are they going to give people raises. Why would they bother. The owners are



going to have to take over those people. I pay rent. The commission based salons aren't really in affect anymore. There are a few of them that are 8 hours or I have to time my clients go move their cars so that is already happening. But if you have a two hour limit it makes me crazy.

Darryl Hall , resident

If you're an employee or a resident that limits, so what if you have to run an errand downtown. We share the fact. If we have to pay then we should stay as long as we want. I was drawn here for all the right reasons. The city has moved so quick and moved so quicl. In my opinion it jumped the shark. I've watched Delray turn into something I don't love anymore. Development is inevitable. I don't see any vision where this is the right.

Ingrid - Vince Canning

I am coming from resident and employee- I've heard all of your comments and bottom line its pen to paper. It's all a question of numbers. Your proposition, ppl have different .We're living in one of the most expensive counties in florida (taxes). Delray is changing so fast. Human nature doesn't like change but I would encourage the city commission and the DDA to sit together and put pen to paper. I would encourage the DDA and commission to sit down and come up with numbers and realize what it is all worth? Is it worth all the grief?

Carrie (owner of Periwinkle) – Has there been a certain study done about trying to make it so that there is better enforcement under the current situation.

Mark Denkler - we need an enforcement plan that works

Carrie: how much do you think your business will lose with meters?

Mark Denkler - we are planning 20% down for next season.

Carrie: I'm petrified that I signed a new lease. And if we have meters, as soon as the lease is done I'm out.

Jim Chard – provided background detail for the attendees and ensured he was listening to their comments.

Cece Boone - one thing I think that common people say is that I don't want to just pass a plan so we can pass the plan. Clearly it's not right yet. SO until you solve and get it right I don't want something else crammed down my throat. There is so much going on in the city. Why don't you just slow down. Until you solve employee parking you will go nowhere.

LaRonda Denkler - would like to offer up that I heard our mayor say that this was a budgetary issue so I really have a difficult time with that. That said, if we're looking at 1 mill or whatever as a revenue source pretty much everyone in this room is required to run it profitably. My number one is for the city commission to run their house properly. I challenge you to take a hard look at things that you don't want to touch but you're not afraid to take themoney out of our pockets. Number 2 is the fact that a lot of businesses



here feel that we are going to take a financial front. What is your personal financial downside and it's going to affect the money I bring home and what my employees take home. It's going to affect us. This is our financial downside. Where is your skin in the game. If, in fact, it's going to enhance by thousands then let's put a little money so we have some recoupment money. The way I see it that everyone downtown are the only ones paying for this. And it's a huge impact for us.

Christina Morrison- I want to thank the Commissioners – Jim and Shirley, that takes guts. Delray is much smarter than this. Before we want to have a parking plan for our employees we have to make it safe. There is no monitoring of those garages and if we expect people to park there something should be made safer. Talked about the garage by the library. It is pitch dark and if we expect our employees to... we have to invest in infrastructure and we've got to make it easy for them and educate our employees. If you have long term shoppers you can park in the garage-it's so easy. We have to educate our shoppers and businesses. We can do this better. If periwinkle were allowed to buy spots... if the city is worried about... rent them to the business or enforce the revenue we had. Enforcing would be the first place to start.

Doug (Mizner) - something has been overlooked. A study for an academic in California does not dictate Delray beach. I understand nothing is free but you don't have to go to So FL and you can look at Dania and they ran every small business out by putting in meters. If you want to look like Miami you can but this is delray. I've donated 37 yrs. To FL and we're not a retail establishment, we have 60-100 employees we also have law firms, accounting firms and they have clients that are going to eat lunch and spend money. I think it's premature, I think it's going to hurt businesses. Go down the street to Dania and look what happened.

Ava Mellon- I'm emotional too because I've been here for 40 years and I remember working at Piggly wiggly on 2<sup>nd</sup> and I was a business owner right on fourth. The building was sold because they wanted to put an ipic there. I had to rent in Pineapple Grove after my business closed. I think ipic was the wrong thing to do and this parking thing... I came here to take a stand for us, the employees, the business owners. A lot of my clients we've had these talks. Delray is already a mess.

Big Al

You've all said so many amazing things. The most important thing is that 10% that we're going to lose so the city can make a million dollars. With enforcement we probably could have all of this. Atlantic has been 2 hours for years and if we had enforcement... the city wants the meters, they want the income. We took their plan and picked out a way to move people off Atlantic Ave and a minimal charge. These time limits on the lots were already there. We are trying to protect us from the city putting a meter on every spot. It's the best answer we can put together. If you'll all come tomorrow and tell them to all of the city commission and let them know what they really believe. Although we've been saying these things.. you have three minutes tomorrow. Pen to paper is one



thing but we need them first to believe that we will not vote for them and we will take a stand and fight back.

Shirley Johnson - new to commission, new to this situation. I would like everyone for coming out. It means you're passionate about your businesses. That's the kind of advocacy. If the commissioners don't hear from you, we don't know.

David Cook, Hands - I last at the last meeting. I was the only person that stood up and said I was against it. When we did this in 2012 meters weren't going to start until 5 and now they want them to start at 8 or 9 except the few people at the green owl. But you have to come see the city plan. This plan is almost comparable. The employee in charge... we should be concerned.

Delivery Dude Employee - If you look at the cities plan there are going to be 1 million after expenses—will they be half a mill. The goal of this plan is for turnover. But if they could show the turnover would be good because it would be outside money. There should be a way to have academics come up with a way. The way it stands now you've got a mill coming out of the city and it's coming out of the employees and business' pockets. I think we've got to go slower and get a better plan. Is it going to benefit us or take money from our pockets?

Delivery Dudes Employee –Mason, – work and live downtown. I think my biggest concern is the efficiency of the plan. And I agree it was horrendous. SO Laura we started tonight you mentioned how many employees there were. If we charge them on the expensive side of the DDA proposed plan - that's 450k from the employees... that's a lot for employees to pay here. Do you know the cost of each of the meters. 100 times 7500 that's close to 800k for the cost of the meters. I think we're on the right track but I feel that this is a very inefficient.

**[These comments were audio recorded as well as captured by DDA Staff]**