



If any person decides to appeal any decision made by the Board with respect to any matter considered at this meeting, that person will need a record of the proceedings, and that, for such purpose, the person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

CRA Board Workshop Minutes
Wednesday, August 15, 2018 3:00 p.m.

City Hall Commission Chambers – 100 NW 1st Avenue
Delray Beach, FL 33444

STAFF PRESENT:

Jeff Costello
Elizabeth Burrows

Renee Jadusingh
Joan Goodrich

Lori Hayward
Danielle Arfin

Teresa Hadjipetrou
Krista Walker

OTHERS PRESENT:

Charlene Farrington
Marjorie Waldo
Gary Eliopoulos
Jackie Ramirez

Sharon Blake
Elton McGowan Jr.
Howard Ellingsworth
Robert Posillico

Kate Teres
Diane Colonne
Evelyn Dobson
Joe Russo

Winnie Edwards
Anthony Holliday
Karen Ronald

1. Call to Order

Chair Petrolia called the meeting to order at 3:00 pm.

2. Roll Call

Present: Pamela Brinson, Angie Gray, Bill Bathurst, Adam Frankel, Shelly Petrolia, Shirley Johnson, Ryan Boylston.

3. A-Guide Funding Request – Delray Beach Community Land Trust

Ms. Lori Hayward, CRA Finance and Operations Director, introduced this item. She stated that this applicant falls under the category of affordable housing, which is what the funding would be used for. This organization requested \$261,550, which is 31% of their budget. The amount funded in FY 17-18 was \$194,700, which at the time was 25% of their budget. The evaluation score for the program was 86%. The A-Guide Committee is recommending funding of \$214,325, which is 25% of their proposed budget and in line with A-Guide lines.

Mr. Gary Eliopoulos, President of the Delray Beach Community Land Trust, stated that this Land Trust is regarded throughout the country as one of the best. The mission is to create communities through the provision and preservation of affordable housing for very-low to moderate income households within the target area and city limits. Mr. Eliopoulos reviewed the benefits that result from the work done by the DBCLT, Board of Directors, staff & team, program service goals, development team, the affordable housing program, and the target audiences.

Ms. Evelyn Dobson, CEO of Delray Beach Community Land Trust, continued the presentation. She discussed the impact of affordable housing, single family home development, new
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construction, pending acquisitions, the Atlantic Park Square Project, property management, historical funding, annual budget comparison, future goals, and partnerships and affiliations.

First Vice-Chair Gray asked about land cost being the biggest challenge. Ms. Dobson responded that the primary challenge is land because they cannot afford to pay for lots to develop as they do not bill that cost back to the homeowner.

First Vice-Chair Gray asked how many lots are there that can be turned over to the DBCLT for them to develop. Mr. Costello responded that there are five Purchase and Sale Agreements in the process based on the letter of interest that was submitted by the DBCLT. In regard to lots, the CRA is always actively pursuing land acquisitions especially when it comes to affordable housing. The CRA is also being approached by property owners and are having properties appraised.

First Vice-Chair Gray recommended giving the DBCLT the funding that they asked for as far as affordable housing is concerned.

Ms. Hayward commented that the Board has the discretion to go over the 25%.

Chair Petrolia asked if they would still need extra funding if the soft costs were covered. Ms. Dobson responded that if the soft costs were covered and they had outside resources to tap into then the 25% would satisfy their budget.

Ms. Hayward stated that Staff is looking for a recommendation from the Board for an amount to include in the draft Budget.

First Vice Chair Gray recommended the requested funding amount, which is \$261,550.

Treasurer Bathurst commented that this is right in the core of what the Board is trying to do so we should see what else we can do out there to improve the West side and give them the requested money.

The Board came to a consensus to recommend staff to include the requested A-Guide funding amount of \$261,550 in the draft Budget.

4. A-Guide Funding Request – EPOCH/Spady Museum

Ms. Hayward introduced this item. The funding is for Museum programming and the requested amount is \$80,000, which is 29% of their budget. In FY 17-18 they received \$80,000. The Evaluation Committee ranked their program at 83%. The Committee typically recommends the 25% but since EPOCH is a small organization with a budget of less than \$300,000, the Committee recommended the same amount as last year.

Ms. Charlene Farrington, Director of the Spady Cultural Heritage Museum, continued the presentation by stating that the Spady Museum is black history museum and cultural center. Their mission is to expand, preserve, and present the culturally diverse history of the people of African descent in Palm Beach County. She stated that the majority of expenses are spent on

their historic site (the Spady House) and the exhibitions that they host. They have roughly 300 annual members ranging from individual members to corporate members.

First Vice-Chair Gray commended the organization for the work they are doing by preserving the culture and heritage of Delray Beach and recommends funding the requested amount.

Treasurer Bathurst stated that he supports the grant as requested.

Chair Petrolia noted that she appreciates everything the organization does for the community and supports the funding amount.

The Board came to a consensus regarding the requested A-Guide funding amount of \$80,000.

5. A-Guide Funding Request – Delray Beach Public Library

Ms. Hayward introduced this item. This organization is requesting funding for two programs including the Library Sunday and Monday operations in their Business Resource Center. They are requesting \$348,000 which is 19% of their budget. This is \$5,000 more than last year and will go to their business incubator for additional supplies that they will need. The Committee scored them with a 76% average with 81% for Program A and 71% for Program B. The A-Guide Committee is recommending the additional \$5,000 for Program B which would be increasing from \$35,000 to \$40,000.

Ms. Karen Ronald, CEO of the Delray Beach Public Library, continued this presentation by giving an overview of the history of this organization and reviewed the programs that are offered for the community. She noted that the organization has gone beyond the passive self-service Library model to develop and deliver a variety of learning experience including classes for children, teens, and adults. For the first time they became a feeding site and provided over 3,000 free lunches and snacks. Ms. Ronald discussed their volunteer program, non-profit partners and agencies, the income streams for the organization, the facility improvements made possible by the library board investments, and how the Library supports economic development in Delray Beach.

Ms. Jackie Ramirez, SBDC (Small Business Development Center) Consultant for Delray Beach, discussed the network of the SBDC.

Ms. Joan Goodrich, Economic Development Director, spoke to validate the need and the path that the CRA and the City are on as they seek to build a reputation in Delray Beach as one of South Florida's top entrepreneurial communities. The continued investment in this infrastructure and ecosystem is going to guarantee their path forward for economic sustainability and resiliency for the long term. Ms. Goodrich ensured that there is no duplication or overlap of services.

Commissioner Boylston noted that he had been selected to help this organization with their re-branding and website launch which provides a conflict for him to share the positive feelings he has for the library, so he cannot vote on this line item when it comes to that time.

First Vice-Chair Gray suggested that the CRA ask the City Commission to fund their own requests and not ask the CRA Board to pay for things.

The Board came to a consensus to grant the requested A-Guide funding amount of \$348,000.

6. A-Guide Funding Request – Delray Beach Historical Society

Ms. Hayward introduced this item. The funding request is \$70,000 which is 25% of their budget. In FY 17-18 the CRA funded \$75,000 which was 27% of their budget. The Evaluation Committee gave them a score of 76%.

Ms. Winnie Edwards, Executive Director, continued this presentation by discussing the mission of this organization, which is to collect, preserve, and share materials from Delray Beach's past so that present and future generations can comprehend their predecessors. She then gave an overview of the archives and values of this organization such as being an advocate for historic preservation as means of preserving our history and cultural heritage.

Mr. Howard Ellingsworth, President of the Historical Society, shared the financial results of this organization to show that they are good stewards of the funds that have been provided. They are on track to meet their budget. Their revenues are up 51% and their expenses are up 28%.

Chair Petrolia discussed the history between the funding relationship between the City and the CRA. She suggested having a conversation about this relationship in order to work it out so that it makes sense for the CRA, City, and organizations relying on the funding.

Commissioner Brinson suggest prioritizing what is necessary and what is not in regard to funding from the CRA and between the CRA and the City.

The Board came to a consensus for the requested A-Guide funding amount of \$75,000.

7. A-Guide Funding Request – Delray Beach Chamber of Commerce

Ms. Hayward presented this item and noted that it is the first time they have applied for A-Guide funding. The funding is for a business incubator in the amount of \$62,250, which is 5% of their overall budget. The Committee gave them a score of 73%. We are still working with the Chamber in regard to their budget. If there are any changes we will bring it to the Budget Workshop.

Mr. Robert Posillico, Chairman of the Board for the Greater Delray Beach Chamber of Commerce, continued the presentation by noting that this is a sign of the change that is taking place within the Chamber of Commerce. This is a new regime with a brand-new CEO and new staff. This City has created a hub for entrepreneurs with the thriving downtown that we have. We are going to offer Palm Beach Tech's current successful entrepreneurial acceleration and incubation on our premises at the Chamber of Commerce. A key initiative that has come through the Board is to leverage membership to support and assist in the growing of local businesses by providing these resources to entrepreneurs.

Mr. Joe Russo, Executive Director of the Palm Beach Tech Association, commented that they

wanted to come up with a concept so that all of the communities and municipalities can work together. They came up with the 1909 program. The goal is to answer where entrepreneurs in Palm Beach County can go. He reviewed the program pillars and gaps, what the program is designed to do, curriculum, mentorship, software platform, coworking network, micro grant fund, current operational partners, and the timeline. Mr. Russo noted that part of the collaboration with the Chamber is more of an expanded program than is seen in other communities. Specifically, in other communities, Chamber's have done this themselves. We have been working for over a year to bring this concept to fruition.

First Vice-Chair Gray was concerned with duplication of efforts.

Commissioner Frankel asked if it is limited to Delray Beach residents. Mr. Russo responded that it would be for people who live or work in Delray Beach. We want to keep dollars in these communities so they would have to have some connection to Delray Beach in order to be a part of this. They have not yet figured out how to regulate this issue. They want to work with people throughout Delray Beach to make sure everyone in the City has access to this program.

Chair Petrolia expressed her concern about using taxpayer dollars and having duplicate services in this same realm of incubator programs. She is also concerned with the cost compared to other municipalities with similar programs.

Vice Chair Johnson asked about whether this program would be outside of the CRA District, which could pose an issue.

Chair Petrolia stated at this stage she is not ready to support this item.

Commissioner Boylston addressed the success of Palm Beach Tech and that the Chamber is taking a huge step forward by doing this.

Treasurer Bathurst commented that we have been trying to get something like this going in Delray for a decade. Whoever ends up funding this, we should take a deeper look at this and ask whatever questions need to be asked. This is something we are missing.

After further discussion, the item was postponed to the August 27th CRA Board Budget Workshop Meeting.

The Board came to a consensus to hear more about this program before coming to a decision regarding funding.

8. A-Guide Funding Request – Creative City Collaborative/Arts Garage

Ms. Hayward introduced this item, which is a request for funding for the music program and a "Discover Diversity" concert series. The request is for \$275,000, which is 21% of their budget. We funded \$275,000 in FY 17-18. The Evaluation Committee scored their program at an average of 65%. There were a few deficiencies identified in their internal controls that was discussed by Ms. Hayward. Ms. Hayward also reviewed the Committee's concerns with the financial sustainability of the organization. The Committee recommends that if we go

forward with the funding that the CCC have these issues approved by their auditors and taken care of before getting the third quarter payment. The Committee is recommending funding.

Ms. Marjorie Waldo, CEO of the Creative City Collaborative/Arts Garage, continued this presentation by discussing the current status of this organization. They reviewed staffing first and instituted a small, full-time staff to reduce cost and hired with a part-time plus model to hire artists who are passionate. They instituted effective financial policies and procedures and attempted to have more transparency in their reporting and accounting. They have also developed new programming streams. Ms. Waldo discussed sustainability, fundraising, development, arts education programming, outreach, special events, youth engagement, and the impact numbers of the organization. She noted that they chose partners who are diverse.

Commissioner Boylston asked if the organization has explored any synergy with Old School Square to be more efficient.

Ms. Waldo responded that she has had talks with the previous CEO and is open to talks regarding collaboration with other non-profits.

Commissioner Frankel commented that he had been critical of this organization but has since seen a total turn around. He applauded Ms. Waldo and the Arts Garage for their efforts and the work they have done.

First Vice-Chair Gray suggested tapping into the Senior's Club of Delray Beach.

Ms. Waldo noted that they want to look at grants that will allow them to bring programming to schools, which would eliminate obstacles they are experiencing now such as cost factors.

Chair Petrolia commented that she would like to see their space being utilized more to drive business and activity. She commended the work the organization has done in regard to the youth in the community. She supports the requested funding amount.

The Board reached a consensus in providing the requested A-Guide funding amount of \$275,000.

9. Adjournment

The meeting was adjourned at 5:30 pm.

Jeff Costello, Executive Director

Shelly Petrolia, Board Chair