



CRA Board Workshop Meeting Minutes
Tuesday, July 9, 2019 – 10:00 a.m.
City Commission Chambers – 100 NW 1st Avenue
Delray Beach, FL 33444

STAFF PRESENT:

Renee Jadusingh	Danielle Arfin	Rob Massi	Patrick McCullough
DJ Lee	Anne Fredy	Lori Nolan	Krista Walker
Tara Toto	Ivan Cabrera	Lori Hayward	Alexina Jeannite
Jill Brown	Elizabeth Burrows		

OTHERS PRESENT:

Jackie Ramirez	Karen Rollins	Gary Eliopoulos	Evelyn Dobson
Winnie Edwards	John Miller	Howard Ellingsworth	Charlene Farrington
Marjorie Waldo	Holland Ryan	Latoya Lawrence	Ian Caven
Elise Johnson	Patricia Jones	David Tolces	

1. Call to Order

Chair Petrolia called the meeting to order at 10:00 a.m.

2. Roll Call

Present: Chair Shelly Petrolia, Deputy Vice Chair Angie Gray, Treasurer Bill Bathurst, Commissioner Adam Frankel, Commissioner Pamela Brinson, and Commissioner Ryan Boylston.

Vice Chair Shirley Johnson joined the meeting at 10:30 a.m.

3. Approval of Agenda

Motion by Commissioner Boylston, seconded by Commissioner Bathurst, to approve the agenda as printed. In a roll call vote, the **motion** passed unanimously (6-0).

Vice Chair Gray commented the presentations were unnecessary, as the presenters had been before the Board repeatedly.

The Commissioners and staff discussed whether to move forward with presentations, consulting the non-profit leaders who had gathered. By consensus, the decision was made to continue.

4. Discussion

aa. Delray Beach CRA Workshop Presentation

Lori Hayward, Finance and Operations Director for the CRA, provided a brief overview. She stated there were seven (7) A-Guide applications and gave background on how the applications were reviewed. She noted the selection committee included herself and Assistant City Manager Caryn Gardner-Young.

a. FY 2019-20 CRA A-Guide Funding Request – Delray Beach Public Library

Ms. Hayward introduced the first funding request, from Delray Beach Public Library. She stated the library asked for \$558,000, which is 22 percent of their budget, including an additional \$100,000 to create technology training innovation lab services.

Ms. Hayward stated the committee recommends the CRA fund \$458,000.

Jackie Ramirez with Small Business Development Center gave a brief report of her program. She reviewed goals and stated the program has about 200 clients and is looking to add 14 new small business clients.

Deputy Vice Chair Gray asked questions regarding the program and what sets it apart from others in the community.

Chair Petrolia requested better communication, including stories coming back to the CRA Board and the community regarding the results of the program.

The Commissioners and staff discussed potential overlap of programs and noted the subject would be addressed at the end of the meeting.

Karen Rollins, Delray Beach Public Library provided background information on libraries and the local library. She stated the library held over 1,900 programs with 26,000 attendees, including STEM classes for children as young as three (3).

Chair Petrolia asked for additional information regarding the technology lab the library was requesting funding to create.

Ms. Rollins outlined what would be offered through the service and the costs.

Vice Chair Gray stated she felt it was important for the library to stay up-to-date on technology, as many people do not have computers at home. She relayed her experience in visiting the library recently and stated she would be in support of additional funding for library programs.

Chair Petrolia noted she would like to see matching funds raised for the program. Ms. Rollins stated she would do her best to raise the money to meet the match.

Commissioner Boylston asked Ms. Rollins to explain the relationship between the library and the Small Business Development Center, and how it fits into the goals of the library.

The Commissioners discussed potential duplication between the SBDC and other programs.

Chair Petrolia stated only the library staff and those utilizing the programs would know whether the program had value in its current state, noting she did not want to make decisions without consulting them.

Ms. Hayward explained the Office of Economic Development did a report on all of the small business resources in the community, and Elizabeth Burrows could provide additional information on duplications.

In addition, Ms. Hayward explained the selection committee had similar concerns, and learned there is additional money being brought in to the program from outside sources, adding to the value to the community.

b. FY 2019-20 CRA A-Guide Funding Request – Delray Beach Community Land Trust

Ms. Hayward introduced the next funding request, from Delray Beach Community Land Trust (CLT). She stated the CLT asked for \$273,695 for affordable housing, which is 30 percent of their budget. She said the evaluation score was 90 percent.

Ms. Hayward stated the committee recommends the CRA fund the full amount.

Gary Eliopoulos, President of the CLT, stated the partnership with the CRA is what sets the Delray Beach organization apart from those in other communities.

Evelyn Dobson, Executive Director of the CLT, echoed Mr. Eliopoulos' sentiments. She gave a brief overview of the organization's efforts to increase affordable housing in Delray Beach and specifically the CRA.

Continuing, Ms. Dobson shared study information regarding housing costs and the income required to afford a rental. She outlined the CLT's portfolio, which included 94 properties and nine (9) properties in development. Ms. Dobson shared examples of three (3) types of rental housing provided by the CLT.

Chair Petrolia and Ms. Dobson discussed the funding request and the requested loan for the Corey Isles project, as well as the possibility of looking for a funding partner.

Vice Chair Johnson asked if the CRA worked with local banks, referencing presentations she saw during a conference in 2017.

Executive Director Renee Jadusingh clarified that Vice Chair Johnson was referring to the Community Reinvestment Act. She stated to her knowledge the CRA had not worked with local banks but said they could start looking into options. She noted the grant writer is working on identifying new sources of funding.

Commissioner Bathurst asked if anyone was managing relationships with local banks.

Ms. Jadusingh said the process was just beginning, so there was not a person handling those relationships at this time.

Ms. Dobson stated the CLT is also part of a developer forum and is seeking additional external funding options.

Deputy Vice Chair Gray stated housing was the agreed upon priority of the CRA and noted there are issues on the CLT end with covering construction costs.

The Commissioners and Ms. Dobson discussed funding sources and projects of the CLT.

Vice Chair Johnson recommended a joint CRA/City Workshop to discuss funding.

Chair Petrolia clarified that renters in CLT properties are recertified periodically to be sure units are available to those in need.

Ms. Dobson stated screening and background checks, as well as income checks, are done each year at the renewal of the lease.

c. FY 2019-20 CRA A-Guide Funding Request – Delray Beach Historical Society

Ms. Hayward introduced the third funding request, from Delray Beach Historical Society. She stated the group asked for \$75,000, which is 25 percent of their budget. She said their evaluation score was 85 percent.

Winnie Edwards, Executive Director of the Delray Beach Historical Society, stated this is the organization's fifth year participating in the A-Guide. She provided a brief overview of the Historical Society and its mission, noting the organization has a board of 17, 2.5 staff members, and a volunteer docent group of 10.

Ms. Edwards shared programs and events offered, along with efforts to preserve the archives and enhance educational outreach. Continuing, she provided details on activities of the Heritage Society, along with the outcomes, impact, and evaluation plan for each.

Ms. Edwards introduced the Society's president, John Miller, and past president Howard Ellingsworth.

The Commissioners commended the Historical Society on the work achieved in the past five (5) years.

Commissioner Boylston stated there are things the Board should do, and things they have to do, and one of the items they have to do is archive the community's history. He said the Historical Society continues to elevate itself each year.

d. FY 2019-20 CRA A-Guide Funding Request – Expanding and Preserving Our Cultural Heritage, Inc. (Spady Museum)

Ms. Hayward introduced the next funding request, from Expanding and Preserving Our Cultural Heritage, Inc. (Spady Museum). She stated the group asked for \$92,139, which is 25 percent of their budget. She noted they received \$80,000 last year and noted a reflected budget increase. She said their evaluation score was 83 percent.

Charlene Farrington, Executive Director of the Spady Museum, gave an overview of their program. She stated the Museum hosts several programs related to black history and culture, with the primary objectives of education and preservation.

Ms. Farrington noted youth programs including garden growing, textile arts, and entrepreneurship are offered, and outlined commemorative events and performance.

Continuing, Ms. Farrington shared information on current exhibits and upcoming exhibits, along with the impacts and outcomes. She noted the Museum has 20-year anniversary programs planned for 2021.

Commissioner Boylston stated he always knew Spady Museum was a special place, but after going through Leadership Delray in the past year, now knows it is recognized as one-of-a-kind in the State of Florida.

Deputy Vice Chair Gray asked if the Museum would consider increasing its Juneteenth Celebration to include area businesses. She noted the Museum is the only African American museum in the County.

Ms. Farrington stated that was true as of today, as an entity is forming in West Palm Beach. She noted expansion of the Spady Museum campus is a part of the organization's strategic plan, and the organization's Board is looking at all available options.

Chair Petrolia stated ways need to be found to make the Spady Museum less of a secret. She noted she would like to see funding held to 25 percent, which would be pending City funding. Continuing, Chair Petrolia asked for a breakdown of the organization's funding.

Ms. Farrington stated in addition to City and CRA funds, money comes from grants, programming, membership, and admission fees.

e. FY 2019-20 CRA A-Guide Funding Request – Creative City Collaborative (Arts Garage)

Ms. Hayward introduced the next funding request, from Creative City Collaborative (Arts Garage). She stated the group asked for \$275,000, 20 percent of their budget. She said their evaluation score was 82 percent.

Marjorie Waldo, CEO of the Arts Garage, presented, noting about half of the Arts Garage Board and the leadership team were present.

Ms. Waldo presented the Arts Garage's vision and mission, along with sharing recent programming to provide access to the arts. She stated the program was long known as a jazz club, and has worked to diversify, and to make sure all ages are interested.

Ms. Waldo provided information regarding the outputs, outcomes, and impact of programs at the Arts Garage, as well as increasing volunteer engagement.

Vice Chair Johnson commended The Arts Garage on their efforts and asked if there was data available on how many visitors to the community participate in events. She noted about 50 percent of patrons are from outside of Delray Beach.

Deputy Vice Chair Gray stated she has been to several activities at the Arts Garage, and asked Ms. Waldo to share information on the camp program.

Ms. Waldo stated the camp program is still going on and is being funded by individual donors and matching grants. She noted kids are not turned away, as funding is available.

Commissioner Bathurst echoed Deputy Vice Chair Gray's comments regarding an appreciation of the organization's diversity.

Commissioner Boylston stated the most exciting things the Arts Garage is doing are happening outside their walls. Continuing, he noted the volunteer model utilized should be shared with other organizations.

Chair Petrolia agreed the Arts Garage has done a great job in diversifying in funds as well as programming in the community.

f. FY 2019-20 CRA A-Guide Funding Request – Old School Square

Ms. Hayward introduced the final funding request, from Old School Square. She stated the group asked for \$750,000, which is 24 percent of their budget and the same amount received last year. She said their evaluation score was 84 percent.

Continuing, Ms. Hayward stated the committee commended Old School Square on their efforts to obtain financial stability and recommended funding of \$650,000, an amount pulled from the organization's fiscal sustainability report. She noted additional funding could be provided later in the year if needed.

Holland Ryan, COO for Old School Square, opened his presentation by commending the organization's Board for stepping up over the past years. He noted they eliminated unprofitable programming, cut costs, reduced staff, and expanded social media efforts.

Mr. Ryan provided an overview on Old School Square's impact on Delray Beach, including generation of over 2,000 full-time jobs, \$14 million in local visitor trip spending, and a list

of other benefits. He noted Old School Square is the most widely visited cultural venue in Palm Beach County and provides a gathering place for the community.

Continuing, Mr. Ryan stated 2019/20 will be a year of growth for Old School Square. He noted they are finalizing a national search for a new President/CEO, have created several Board Committees, are completing a theater renovation, and have completed or are finalizing several grant and programming relationships. He introduced Latoya Lawrence, Old School Square's new Finance Director.

Mr. Ryan asked that the Board reconsider the committee's recommendation and give the full funding as requested. He provided an outline of the efforts remaining, and said the funding is needed to make that happen.

Commissioner Bathurst stated the Old School Square staff has done a lot of work over the past years, and commended Mr. Ryan for being a strong part of that. He stated he would be in support of what was being requested, in part due to the hard work put in.

Vice Chair Johnson stated she was probably the biggest critic of Old School Square, but commended the hard work that has gone in. She noted she is hung up on the free concerts and feels a small admission could be afforded. Vice Chair Johnson said she would recommend the \$650,000 and using concert admission to fill the gap.

Commissioner Boylston said he would recommend not to get rid of the free concerts, and noted they are part of the reason he recommends funding the full amount. He stated he was not looking for the CRA to give less but encouraged the group to look to outside funding for higher aspirations.

Continuing, Commissioner Boylston commented on specific programs Old School Square was involved in or supportive of. He stated they are the community center of the Town. Commissioner Boylston stated Old School Square has his full support and encouraged them to keep moving in a positive direction.

Deputy Vice Chair Gray stated the organization has come a long way, and noted she was a previous Board member. She asked for information regarding diversity in relation to events as well as staffing.

Ian Caven, Executive Board member with Old School Square, provided background on efforts to diversify Old School Square.

The Commissioners and the Board of Old School Square discussed diversity within the organization.

Commissioner Bathurst stated the free concerts are a way Old School Square gives back to the community.

Chair Petrolia said the free concerts are something everyone can afford and commended diversity in that series. She noted the difficult period the organization went through

helped to bring it to where it is today. Chair Petrolia stated she supports the full \$750,000 but would like Old School Square to work toward needing to ask for less.

g. Business Organization Overview

Elizabeth Burrows, Office of Economic Development, presented a matrix of the organizations funded by the CRA, as well as an asset map of all organizations serving and supporting small businesses in Delray Beach.

Ms. Burrows called the Board's attention to gaps in the service and support that should be filled. She noted areas where there is only one organization provided service is also an area of opportunity to better need the demand in the community.

Continuing, Ms. Burrows explained ways the asset map has helped to highlight places the CRA needed to put resources in the past. She noted research and strategy is going into collaborations and relationships and noted the SBCD relationship at the library is a direct result of conversations with partners to identify gaps in service.

Commissioner Frankel asked if dollar amounts could be added to the report, specifically in places where duplication of services is happening.

Ms. Burrows stated in the view of staff, there is very little duplication that is happening, as level of service provided is still underserving the population in many areas based on the need for a service. She noted even in places where two (2) or three (3) organizations are providing a service, not everyone is being served yet.

Chair Petrolia asked about pass-through funds to organizations in the community, and stated it was important the Board understand where the money is being distributed to.

Ms. Jadusingh stated quarterly reports are received from A-Guide participants, and that information can be provided through those reports.

5. Adjournment

There being no further discussion, the meeting was adjourned at 12:19 p.m.

Renee Jadusingh, Executive Director

Shelly Petrolia, Board Chair