

City of Delray Beach

100 NW 1st Avenue - Delray Beach, Florida 33444
Phone: (561) 243-7000 - Fax: (561) 243-3774
www.mydelraybeach.com



Minutes - Final

Tuesday, September 14, 2021

3:30 PM

Workshop Meeting at 3:30 PM

Delray Beach City Hall

https://www.youtube.com/channel/UCc2j0JhnR8Hx0Hj13RhCJag/videos?view=2&live_view=501

City Commission

***Mayor Shelly Petrolia
Vice Mayor Shirley Ervin Johnson
Deputy Vice Mayor Adam Frankel
Commissioner Juli Casale
Commissioner Ryan Boylston***

CITY COMMISSION



CITY OF DELRAY BEACH, FLORIDA **WORKSHOP MEETING - TUESDAY, SEPTEMBER 14, 2021** **3:30 PM DELRAY BEACH CITY HALL [HTTPS://WWW.YOUTUBE.COM/CH](https://www.youtube.com/ch)**

ROLL CALL

The City Commission Workshop Meeting was called to order at 3:31 p.m.

The roll call was taken by Katerri Johnson, City Clerk, and the following were present:

PRESENT: 4 - Mayor Shelly Petrolia, Vice Mayor Shirley Johnson, Commissioner Juli Casale
Deputy Vice Mayor Adam Frankel arrived at 3:41 p.m.
Commissioner Ryan Boylston – was absent

Others Present Were:

Terrence Moore, City Manager
Lynn Gelin, City Attorney
Katerri Johnson, City Clerk

Workshop Meeting at 3:30 PM

Pursuant to Section 3.12 of the Charter of the City of Delray Beach the Mayor has instructed me to announce a Workshop Meeting of the City Commission to be held for the following purposes:

WS.1. ECONOMIC DEVELOPMENT WORKSHOP

Attachments: [Agenda Cover Report](#)
 [Economic Overview - City of Delray Beach^J FL \(2\)](#)
 [DelrayBeachClusterandCompe](#)
 [Congress Avenue Delray Beach's Next Great Street 091616](#)

Ms. Sara Maxfield, Director of the Office of Economic Development, presented her findings to the Commission. Her presentation outlined the essential components of Economic Development based on the data she collected.

- Talent (workforce development/education)
- Industry clusters-High wage jobs
- Competitive business climate-ease of business navigation
- Economic Placemaking-highest and best use of real estate opportunities
- Economic Leadership and Partnerships – collaborative planning and execution with city entities.
- Equity and Economic Inclusion – reduce disparities and set high standards for equitable development throughout the community.

Ms. Maxfield explained what the Citywide Economic Goals were:

- Grow sustainable and high wage jobs
- Attract new workers and cultivate local talent
- Improve the perception that Delray Beach is business friendly and a viable corporate destination (Always Delray)
- Diversify economy by attracting newly traded industry clusters
- Matching economic development tools offered by locally and regionally competitive communities
- Encourage expansion of existing companies
- Strengthen small businesses and entrepreneurial ecosystem
- Develop local strategies to address workforce development needs
- Increase Delray Beach tax base

Ms. Maxfield provided a snapshot of the existing Economic Conditions in the City of Delray Beach.

Delray Beach Existing Economic Conditions:

Median Household Income - \$60,746 - Average Worker Annual Wages \$ 61,092

Per Capita Income:

- \$43,136
- Cost of living in Delray Beach is 19.2 % higher than the U.S. average

Top Industry Sectors by Employment:

- Healthcare and Social Assistance
- 7,330 employees
- \$ 56,172 Average Wage

Top Industry Sectors by Wage:

- Management of Companies and Enterprises
- 251 employees
- \$187,661 Average Wage

** Ms. Maxfield remarked that 43% of the 35,711 total jobs in the City of Delray Beach pay an average salary of less than \$50,000, which is well below livable wage for most households. She shared her suggestions on how to make the biggest long-term impact:

- Traded Industry Clusters : Grow the local economy by bringing in dollars from outside the County.
- High Wage Jobs: Projects that commit to jobs that are above the average wage for the region and offer opportunities, full benefits, and a safe environment to local workers.
- Capital Investment : Businesses that commit to fixed asset investment signal long-term commitment to the community.
- Triple Bottom Line: Projects and/or businesses that measure success not only by finances (shareholder wealth), but also by social and environmental impact. Triple bottom line measures only profits, ignoring the people, planet and cannot fully account for the cost of doing business.

Following Ms. Maxfield's presentation, she noted that the city's existing Economic Development Plans are under-utilized and outdated.

She suggested that an immediate opportunity would be to implement an updated “Congress Avenue Plan” promoting Congress Avenue as Delray’s next great street. Ms. Maxfield gave the Commission a list of potential programming elements.

- Talent (Attract, Retrain, Train, Educate)
- Industry Cluster (Retention and Expansion Attraction)
- Competitive Business Climate
- Economic Placemaking (Real Estate Development/ Reuse)
- Economic Leadership and Partnerships (Collaboration and Leveraging of Experience)
- Economic Equity Inclusion (Reduce disparities)

Mayor Petrolia suggested concentrating outside of the Congress Avenue Corridor. She discussed focusing on a few items from the list of potential programming elements. Mayor Petrolia said that she was amenable to having a different task force and re-examining the Congress Avenue Corridor to become even better. She commented that the Corridor had become a diverse and viable area for shoppers and the city. She added that she was against removing any part of the industrial land use space.

Commissioner Casale commented she was also in favor of a new task force in the Downtown Corridor and was very happy to see the use of the industrial space. Commissioner Casale volunteered to join in implementing the Tourism Task Force.

Vice Mayor Johnson proposed a review of the challenges that K-12 schools are facing. She was in favor of seeing improvements within the Building Department and Development Services Department. Vice Mayor Johnson acknowledged the need for more affordable housing to help bring new businesses to relocate to Delray. Vice Mayor Johnson also mentioned the lag time in building new offices.

Deputy Vice Mayor Frankel also acknowledged the need for improvement in the Building Department. He mentioned that the city lacked better office space and suggested the new task force be more diverse.

Mayor Petrolia expressed concern that new businesses would go elsewhere if Delray does not keep up with the competitive business climate in the surrounding areas. She commented that industrial areas are where many start-up companies begin.

Deputy Vice Mayor Frankel added that the “Container Parks” that the CRA developed are a great idea.

WS.2. DISCUSSION REGARDING NOISE ORDINANCE AND POSSIBLE EXPANSION OF ENTERTAINMENT DISTRICT

Attachments: [Agenda Cover Report](#)

Ms. Lynn Gelin, City Attorney, provided a presentation explaining the constitutional rights regarding noise control and the challenges municipalities face when regulating noise. She stated that the City of Delray Beach takes a “Subjective Approach” in the city’s Noise

Ordinance.

Ms. Gelin recommended the Commission take an “Objective Approach”. She requested direction from the Commission to engage a “Noise Consultant” who will give suggestions on rewriting the Noise Ordinance based on decibel levels and data he collects. Ms. Gelin noted that most municipalities are taking this approach. Consensus was given to engage a Noise Consultant.

Ms. Amanda Skeberis, Clean and Safe Administrator verified that the noise boundary considerations are currently limited to buildings and structures used for commercial purposes.

The Commissioners engaged in a discussion pertaining to this item.

Ms. Anthea Gianniotis, Development Services Director, clarified that the Entertainment District is allowed to make noise longer, not louder.

Mayor Petrolia expressed that she was not in favor of expanding the Entertainment District but supported hiring a Noise Consultant.

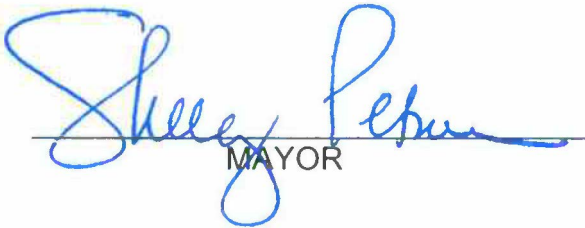
There was a consensus to engage the Noise Consultant, but not to expand the Entertainment District.

There being no further business to discuss, the City Commission Workshop was adjourned at 5:04 p.m.



City Clerk

ATTEST:



MAYOR

The undersigned is the City Clerk of the City of Delray Beach, Florida, and the information provided herein is the Minutes of the September 14, 2021 City Commission Workshop Meeting held on September 14, 2021, which minutes were formally approved and adopted by the City on December 14, 2021.



City Clerk

NOTE TO READER:

If the Minutes you have received are not completed as indicated above, this means they are not the official Minutes of the City Commission. They will become the official Minutes only after review and approval which may involve some amendments, additions or deletions as set forth above.