

S.A.



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
Thursday, July 27, 2017 5:00 p.m.
City Hall Commission Chambers – 100 NW 1st Avenue
Delray Beach, FL 33444

STAFF PRESENT:

Jeff Costello	Kristyn Cox	Jill Brown	Susan Shaw
Lori Hayward	Kevin Matthews	Renee Roberts	David Tolces
Joan Goodrich	D J Lee	Krista Walker	Jennifer Buce
Jeff Goldman	Keith Tomey	Jamael Stewart	Russ Mager
Caryn Gardner-Young	Elizabeth Burrows	Javaro Sims	Sam Itta

OTHERS PRESENT:

Richard Gonzalez	Ari Whiteman	Victor Kirson	Stephanie Immelman
Jane Smith	Rob Steele	Lisa McMillen	LaShon Harris
Jacqueline Hickman	Dan Castrillon		

1. Call to Order

Chairman Cox called the meeting to order at 5:00.

2. Roll Call

Present: Reggie Cox, Cathy Balestriere, Annette Gray, Dedrick Straghn, Sandy Zeller, Morris Carstarphen

Absent: Daniel Rose

3. Approval of Agenda

Mr. Straghn made a motion to approve the Agenda which was seconded by Ms. Gray and passed unanimously.

4. Funding Requests/Presentations Fiscal Year 2017/18

A. City of Delray Beach Funding Requests

1. Clean & Safe Program

Finance and Operations Director Lori Hayward introduced the item. She reported that the City is requesting \$2.75 million for this program which is about a 2% increase. She noted the increase is due to adding a Gator Cart and the restriping of Atlantic Avenue. She reviewed the items covered in the request and noted that City staff was available to answer any questions.

Chairman Cox reminded the Board the purpose of the Workshop was for discussion and providing feedback on the items not to make any decisions at this time.

Ms. Gray asked about the vagrancy issues in the parks. Jeffrey Goldman, Police Chief, welcomed the new Board Members and returning Commissioners, and noted that his department is requesting the same support as last year. He reported there are vagrancy issues in many areas of the City, and that with ten officers and the community service officer he is employing high visibility patrols which have resulted in some increase in arrests. He reported the Clean & Safe officer patrols begin at 6 am in the parks, and that a Service Population Advocate who is a social worker has been hired in the department to work with the homeless who would like assistance.

Mr. Carstarphen inquired about the location for the restriping of Atlantic Avenue and if it is premature given the redevelopment that will be happening on West Atlantic. Jamael Stewart, Downtown City Manager, stated that restriping is needed from I-95 to A1A from the curbs as well as in the street, especially the no parking areas. Assistant City Manager Caryn Gardner-Young noted the grocery store will not have parking along Atlantic so that will not impact the striping. Ms. Gray asked the purpose of the proposed new Gator Cart Mr. Stewart responded that the two vehicles the maintenance workers use are too big for the alleyways and they need something smaller and more mobile. He reported the cart is for the Community Improvement Department, and they have been borrowing carts from Park Maintenance and Environmental Services Department but they are often not available. Mr. Cox inquired about the rationale for having the restriping as a Clean and Safe line item. Executive Director Jeff Costello gave some background on the line item, as it related to the Clean and Safe District, but could be included as part of the Capital Improvement Program. Ms. Gardner explained that the item was originally in that budget so it has stayed there but that wherever the CRA wanted it is fine so long as it is budgeted.

2. Tennis Tournament Sponsorship

Mr. Costello introduced the item and gave some of the background on the funding of the Tournament in previous years. This year the City is requesting \$1 million in funding. Mr. Straghn recalled that last year the City received \$993,000 from the CRA to fund the Tournament as well as funding for some of the non-profits, and he asked for some clarification as to how that would work this year. Mr. Costello reviewed how the funding of the Tennis and of certain non-profits evolved last year. Mr. Straghn said basically last year we wanted to be a good partner, and the Board has never gotten anything satisfying regarding our inquiry as to the benefits received for the funding. He stated he would prefer to go back to the \$550,000 in funding for the Tennis Tournament based on how the sponsors of the Tournament handled it last year and that something about it has never felt right. Ms. Balestriere commented she would like to see all of the City's funding requests at one time including the non-profits. Mr. Costello stated he believes the funding requests for the non-profits will be similar to last year. Ms. Balestriere said she might support paying the \$1 million for Tennis if she knew what all the other asks were going to be.

Mr. Zeller commented that this is one of those items that has a lot of intangible benefits that may be hard to quantify. He said it is televised and so it goes out to a greater audience than the local events do and that can have the impact of driving interest in bringing people to Delray Beach. He views it as a feather in Delray's cap and said it brings senior past champions as well. He felt it was important to look at the overall wider picture and benefits and that it could be

a detriment if Delray lost the Tournament. Ms. Gray agreed with Ms. Balestriere that it would be good to look at the entire City ask for funding at one time. She said her issue with funding the Tournament is that the City is in a bad partnership where the sponsor who is not required to demonstrate any information regarding the profitability of the tournament, in other words there is no scaleback on the funding relative to the increased profitability of the Tournament. She agrees with Mr. Straghn on funding \$550,000. Mr. Carstarphen agrees with the other commissioners and wants to wait and see what the City's overall ask is but would favor the \$550,000 amount.

Mr. Cox said it goes without saying the CRA will be funding the Tennis Tournament and other projects for the City, and that the Tournament is now a legal issue from the City's standpoint. He reviewed some background of last year's discussions which included some talk around sponsorship – he noted that if the justification for the CRA funding this Tournament is under sports based economic development and are the impact numbers realistic. He said if the CRA has to fund the Tournament, then it needs to be shown how the available sponsorship opportunities can be better utilized in order to defray some of the cost. He also noted that the business community was underrepresented in coming to the meetings last year during the funding decision period. He felt since they are getting the economic benefit of this event why are they not speaking up on behalf of the Tournament and its benefits? Mr. Cox had asked for a bottom line estimate on the alleys and sidewalks in The Set neighborhood – what is the cost for build-out of that area. If that is going to be financed, then the Board needs to know what that cost looks like. He said those are his comments before he could feel comfortable moving forward with these requests.

Ms. Gardner said she appreciated the comments and is noting them all. All she could say was that the City is in litigation with the Tournament producers. She said the City is trying to get more sponsors. She also emphasized that The Set is a City priority and that staff is going in that direction. She reminded the Board that the purpose of asking the CRA to assist in the funding is so City funds can be utilized for infrastructure. Ms. Gray asked Ms. Gardner what are the efforts that go into seeking sponsorships for the Tournament. Sam Metott, Assistant Director for Parks and Recreation Department, stated it was his understanding that the corporate sponsorships run through the Tennis vendor not through City staff. Ms. Gardner noted that does not preclude staff from also pursuing sponsorships. There was some discussion regarding ways to sell sponsorships. Ms. Gray noted the Tournament vendor is not very motivated to pursue sponsorships when they have the CRA to provide funding. Ms. Balestriere again stated that no one seems to be able to connect the dots. She said it is hard to sell sponsorships when we have no accurate figures on the economic impact to Delray Beach. She added that there is so much potential to this event and to marketing it including with and through the DBMC. She re-emphasized her desire to have all the City funding requests known before being asked to decide on any specific funding amounts.

3. Fire Captain/Inspector Position

Mr. Costello introduced the item for funding a position for a Fire Captain/Inspector committed to the CRA district. Mr. Straghn asked what the \$184,000 included. Chief Tomey said it included salary and benefits. Ms. Gray asked if there was any legal caveat on funding benefits. Mr. Costello said it has not been an issue in funding other positions. Mr. Cox requested that staff

get the Board get an answer from legal on that issue. Chief Tomey specified that the position will inspect all existing and new businesses within the CRA district as well as handle the annual inspections within the district. Ms. Gray asked about the fee for the annual inspections and asked why the fees can't be used to offset the cost. Chief Tomey stated the fees are used to offset the cost of the other inspections throughout the rest of the City.

4. Trolley Funding

Mr. Costello presented the item. He stated the City is requesting funding of \$475,000 for the FY 2017-18 trolley operations plus an additional \$500,000 to fund a pilot program to provide more sustainable downtown transportation. Ms. Gray sought clarification on where the \$500,000 figure came from for the pilot program. She was glad that monetizing the trolley via advertising was being seriously looked into. Missy Barletto said \$500,000 was a best-guess of the cost for a pilot program to investigate different alternatives for transportation in the downtown area. She said it will need to encompass who the ridership is as several transportation modes may be necessary, and a need has been expressed for expanded routes within The Set that can be accommodated by public transport including possibly electric buses. Also, she noted the possible need to look at a minimal charge for the transportation. She stated staff would be working with a Transportation and Fleet Specialist to help arrive at those kinds of decisions during the pilot program.

Ms. Balestriere asked if there were any other partners who could help fund such a program. Ms. Barletto said not that she was aware of but that could be looked into. Ms. Gray did not understand why the City was not requesting funding a study and getting a real number to be able to make a decision about. Ms. Gardner-Young stated that she believed the intent is to implement something as quickly as possible in 2017-18 rather than await study results, and see what might be better alternatives to gas guzzling trolleys. Ms. Gray asked when the MPO Grant would be available. Ms. Barletto stated the grant (awarded to the City) will not be available again until 2020. She added that the intent is to keep the current system intact and simultaneously have the pilot program to look into an electronic system where the unknowns could be determined. Ms. Gray felt the Board needs a more tangible number than a best guess of \$500,000. Mr. Zeller got clarification that the trolley is being used more by employees going to work rather than tourists which Ms. Barletto confirmed. She added the possibility of a call-to-ride service and a reduced trolley route are also things which need to be analyzed.

The Board Chair called for the closing of the Workshop and moving the final item to the Regular Board Meeting Agenda.

B. Delray Beach Marketing Cooperative Funding Request (move to regular Agenda)

5. Adjournment

The meeting was adjourned at 6:10 pm.

Jeff Costello, Executive Director

Annette Gray, Board Chair