



**REGULAR BOARD MEETING**  
Downtown Development Authority  
Tuesday December 20, 2016  
8:30 A.M.  
301 Clematis Street  
Suite 200  
West Palm Beach, FL 33401

**CALL TO ORDER**

Upendo Shabazz

**PUBLIC COMMENTS AND QUESTIONS**

Upendo Shabazz

**CONSENT CALENDAR**

Upendo Shabazz

- Minutes of Board Meeting of November 15, 2016
- Financial Statements of November 30, 2016

**OLD BUSINESS**

- Okeechobee Intersection Discussion

Raphael Clemente

**NEW BUSINESS**

- Office Location Discussion
- Executive Director Contract Renewal Discussion
- Travel Policy Revision

Raphael Clemente

Upendo Shabazz

Raphael Clemente

**ANNOUNCEMENTS**

New Agenda Item in January – bring ideas

Teneka James

**ADJOURNMENT**

Upendo Shabazz



301 Clematis Street, Suite 200  
West Palm Beach, FL 33401  
**MINUTES**  
Regular Board Meeting  
Downtown Development Authority  
Tuesday, November 15, 2016

**ATTENDANCE**

Board Members in attendance included Chairwoman Upendo Shabazz, Vice Chairman Rob Samuels, Bob Sanders, Clint Fowlkes, Mary Hurley Lane and Howard Pincus. DDA staff in attendance included Raphael Clemente, Penny DeStefano, Catherine Ast, Leslie Piester, Tiffany Faublas and Abigail Jorandby, Esq (Lohman Law Group). Guests in attendance included), Phil Growick, Steve Daniels, Anthony Pizzarelli, Allison Justice (CRA) and Amanda Kerns (FAU, Center for Urban & Environmental Solutions).

**CALL TO ORDER**

Chairwoman Shabazz called the meeting to order at 8:30 a.m.

**PUBLIC COMMENTS**

Chairwoman Shabazz welcomed all guests. Clemente introduced Kerns and informed the Board she would be presenting an overview of a survey the DDA will be conducting.

**CONSENT CALENDAR**

Minutes of Regular Board Meeting of October 18, 2016

**Board Action: Samuels made a motion to approve the Minutes of Regular Board Meeting of October 18, 2016. Sanders seconded the motion.** The motion passed unanimously.

Financial Statements of October 31, 2016

**Board Action: Samuels made a motion to approve the Financial Statements of October 31, 2016. Sanders seconded the motion.** The motion passed unanimously.

**OLD BUSINESS**

None

**NEW BUSINESS**

**Office Location**

Clemente spoke to the Board about the possibility of relocating the DDA office to a larger space when our lease is up in August 2017. The relocation offer will be presented to the Board prior to that date.

**Skybike Update**

Clemente gave a presentation to the Board (written report attached) on the increased popularity of the program and its expansion plans to areas outside the DDA district. The City will propose updating the Intralocal, removing the DDA and allowing the City to negotiate directly with Skybike.

**NEW BUSINESS** – Continued

**State of Downtown**

Kerns, a Research Assistant with the Center for Urban & Environmental Solutions at FAU gave a presentation (written report attached) to the Board explaining how the data was collected for the survey done for Abacoa. Clemente was impressed with the information Kerns had presented on economic impact and asked her if the DDA could partner with her to do a survey of West Palm Beach. Clemente explained to the Board that information gathered from this type of survey would be useful in attracting developers. Shabazz asked how long it would take to complete the report and Clemente said a draft report would be available in mid-March with a final report available in April.

**IFEA Awards**

Faublas reported the awards won by the DDA included two Gold, for Best Event/Organization E-Newsletter (Discover the Arts) and for Best Single Magazine Display Ad (The Scout Guide); four Silver, which included Best Volunteer Program (Bike Valet), Best Vendor (Green Earth Powerwashing), Best Organization E-Newsletter (The Downtown WPB Update) and Best Miscellaneous On-Site Décor (Pairings Footprints). The DDA also received four Bronze awards for Best Event/Organization E-Newsletter (Downtown West Palm Beach), Best Social Media Site, Best Promotional Brochure (Downtown Trolley Guide) and Best Single Magazine Display Ad (Discover Downtown West Palm Beach). Sanders suggested highlighting these awards at the next Commission meeting.

**IDEAS BIG AND SMALL**

**Ideas**

Clemente presented to the Board an idea that James had proposed that would give the Board the opportunity to present and discuss new ideas that the DDA should do as an organization. Clemente suggested it be added as a quarterly Agenda item.

**Board Action: Hurley Lane made a motion to add Ideas Big and Small as a quarterly Agenda Item. Sanders seconded the motion.** The motion passed unanimously.

**ANNOUNCEMENTS**

**Okeechobee Overpass Proposal**

Pincus brought up the overpass issue to assist pedestrians crossing Okeechobee Blvd. and asked Clemente to discuss options to the Board. Clemente gave an overview of what has been done and what should be done. Option One would be to follow the specifications recommended in the report by Jeff Speck which included expanding the median and slowing down the traffic. Option Two is the idea of a pedestrian overpass which is very expensive, under-utilized and not cost effective. Option Three is to create an underpass for cars below street level. This option is also very expensive. Samuels stated that the DDA should discourage the idea of Option Two and support Option One for now and Option Three for later. Pincus recommended presenting the DDA's position to the City.

**Board Action: Fowlkes made a motion for Clemente to present as a short term goal that the intersection at Rosemary and Okeechobee Blvd. be created as a Jeff Speck design with three lanes instead of two. Sanders seconded the motion.**  
The motion passed unanimously.

Clemente will look into getting a Pedestrian Expert to speak before the Commission and will also address the Commission.

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November 15, 2016

**ANNOUNCEMENTS – Continued**

Shabazz shared with the Board the email concerning Clemente's yearly evaluation.

**ADJOURNMENT**

There being no further business to discuss, Shabazz called for a motion to adjourn.

Board Action: Sanders made a motion to adjourn the meeting at 10:01 AM. Hurley Lane seconded the motion. The motion passed unanimously.

**West Palm Beach Downtown Development Authority**  
**Statement of Revenues And Expenditures**  
**November 30, 2016**

	Month	Year-to-Date	Gross Annual Budget	Budget %	Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
<b>Current Year Revenues - Schedule 1</b>	<b>281,138</b>	<b>285,129</b>	<b>3,988,323</b>	<b>7.1%</b>	<b>285,129</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Expenditures</b>									
Business Development - Schedule 2	9,569	21,569	428,009	5.0%	21,569				0
Physical Environment - Schedule 3	128,743	180,392	2,106,711	8.6%	114,413	45,524		20,455	
Marketing/Public Relations- Schedule 4	72,601	164,406	567,500	29.0%	0		164,406		
Residential Quality of Life - Schedule 5	4,881	4,881	33,000	14.8%	4,881				
General Office - Schedule 6	3,272	8,086	102,000	7.9%	8,086				
Operations - Schedule 7	2,567	5,308	36,491	14.5%	5,308				
Professional Services - Schedule 8	5,683	7,683	139,000	5.5%	7,683				
Personnel Expense	51,531	105,372	670,775	15.7%	105,372				
Insurance Expense	0	19,582	30,000	65.3%	19,582				
Rent Expense	8,627	25,031	135,000	18.5%	25,031				
Tax Collection	(755)	2,148	12,000	17.9%	2,148				
Marketing Program, Equipment, Web	586	859	56,718	1.5%	859				
Travel and Training	0	0	0	0.0%	0				
Reserves	0	0	136,925	0.0%					
<b>Total Expenditures</b>	<b>287,305</b>	<b>545,317</b>	<b>4,454,129</b>	<b>12.2%</b>	<b>314,932</b>	<b>45,524</b>	<b>164,406</b>	<b>20,455</b>	<b>0</b>
<b>Current Year Surplus (Deficit)</b>	<b>(6,167)</b>	<b>(260,188)</b>	<b>(465,806)</b>	<b>0.0%</b>	<b>(29,803)</b>	<b>(45,524)</b>	<b>(164,406)</b>	<b>(20,455)</b>	<b>0</b>
<b>Carry Forwards From Prior Years</b>									
DDA Carryforward	586	859	175,297	0.5%	859		0	0	
CRA Carryforward	23,321	77,759	290,509	26.8%	77,759	0	0		
<b>Total Carry Forwards</b>	<b>23,907</b>	<b>78,618</b>	<b>465,806</b>	<b>16.9%</b>	<b>78,618</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Total Surplus (Deficit)</b>	<b>17,740</b>	<b>(181,570)</b>	<b>0</b>	<b>0.0%</b>	<b>48,815</b>	<b>(45,524)</b>	<b>(164,406)</b>	<b>(20,455)</b>	<b>0</b>

No CPA provides any assurance on these financial statements.

**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**November 30, 2016**

**SCHEDULE 1 - CURRENT YEAR REVENUES**

Current Year Revenues	Gross		Budget	%	Trolley				
	Month	Year-to-Date	Annual Budget		Work Plan Y-T-D	Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
Tax Revenues	275,724	275,724	1,642,509	16.8%	275,724				
TIF	0	0	(1,460,523)	0.0%	0				
DDA /CRA Interlocal Agreement	0	0	3,103,032	0.0%	0				
CRA Project Funding	0	0	580,000	0.0%	0				
Interest - Money Market - First Bank	100	202	100	202.0%	202				
Checking - Wells Fargo	0	0	0	0.0%	0				
Retail Loans	0	0	0	0.0%	0				
Sponsorships	3,889	7,778	0	0.0%	7,778				
Fees	0	0	0	0.0%	0				
Grants and Contributions	0	0	0	0.0%	0				
Reimbursements	1,425	1,425	0	0.0%	1,425				
CityPlace Shuttle	0	0	123,205	0.0%	0				
<b>Total Current Year Revenues</b>	<b>281,138</b>	<b>285,129</b>	<b>3,988,323</b>	<b>7.1%</b>	<b>285,129</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**November 30, 2016**

	Month	Year-to-Date	Gross Annual Budget	Budget %	Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
SCHEDULE 2 - BUSINESS DEVELOPMENT									
Property Incentives	0	0	150,000	0.0%	0				0
Facade Improvements	0	0	70,000	0.0%	0				
Leasing/Brokers Meeting	0	0	2,500	0.0%	0				
Business Training and Support	650	650	20,000	3.3%	650				
Value Added Events	875	12,875	150,000	8.6%	12,875				
Retail Promotion	8,044	8,044	25,000	32.2%	8,044				
Historic Projects/Tours	0	0	509	0.0%	0				
Downtown Events	0	0	10,000	0.0%	0				
Grand Opening/New Bus Training	0	0	0	0.0%	0				
Total Business Development	9,569	21,569	428,009	5.0%	21,569	0	0	0	0
SCHEDULE 3 - PHYSICAL ENVIRONMENT									
Studies and Surveys	0	24,369	50,000	48.7%	24,369				
Pressure Washing/Street Clean	37,345	53,891	350,000	15.4%	53,891				
Graffiti Maintenance	0	0	1,711	0.0%	0				
Landscape Maintenance	31,269	31,269	250,000	12.5%	31,269				
Security Contract	20,455	20,455	550,000	3.7%				20,455	
Trolley Contract	36,228	45,524	675,000	6.7%		45,524			
Trolley Signs & Ped Wayfinder	0	0	100,000	0.0%		0			
Capital Projects/Alleys	3,446	4,884	130,000	3.8%	4,884				
Total Physical Environment	128,743	180,392	2,106,711	8.6%	114,413	45,524	0	20,455	0

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**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**November 30, 2016**

	Gross			Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
	Month	Year-to-Date	Annual Budget					
<b>SCHEDULE 4 - MARKETING/PR</b>								
Survey	0	0	50,000			0		
Marketing Postage	3,500	3,500	3,500			3,500		
PR/Marketing	19,425	25,425	125,000			25,425		
Advertising Campaign	19,848	61,153	150,000			61,153		
Holiday Lights	0	32,500	75,000			32,500		
Community & Cultural Promotion	29,828	41,828	164,000			41,828		
<b>Total Marketing/PR</b>	<b>72,601</b>	<b>164,406</b>	<b>567,500</b>	<b>0</b>	<b>0</b>	<b>164,406</b>	<b>0</b>	<b>0</b>

<b>SCHEDULE 5 - RESIDENTIAL QUALITY OF LIFE</b>								
Meetings	0	0	1,000			0		
Communication/Newsletter	0	0	2,000					
Residential Events/DNA Sponsor	4,881	4,881	30,000	4,881				
<b>Total Residential Quality of Life</b>	<b>4,881</b>	<b>4,881</b>	<b>33,000</b>	<b>4,881</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**November 30, 2016**

					Gross				
					Annual				
					Budget				

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**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**November 30, 2016**

				Gross Annual Budget					
Month	Year-to-Date				Work Plan	Trolley Services	Marketing	Security	Incentives
					Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
SCHEDULE 8 - PROFESSIONAL SERVICES									
Accounting	2,000	4,000	24,000	16.7%	4,000				
Professional Services	3,245	3,245	50,000	6.5%	3,245				
Audit	0	0	25,000	0.0%	0				
Legal	438	438	40,000	1.1%	438				
Total Professional Services	5,683	7,683	139,000	5.5%	7,683	0	0	0	0

Some rounding error may occur.

No CPA provides any assurance on these financial statements.

**West Palm Beach Downtown Development Authority**  
**Balance Sheet**  
**November 30, 2016**

**ASSETS**

<b>Current Assets</b>	
PNC Bank - Operating	1,040,526
First Bank - Money Market	202,550
Petty Cash	50
Due From West Palm Beach - Shuttle	33,843
	<hr/>

**Total Current Assets** 1,276,969

<b>Other Assets</b>	
Lease Security Deposit	6,876
Last Month Lease Payment	<u>7,960</u>

**Total Other Assets** 14,836

**Total Assets** 1,291,805

**CURRENT LIABILITIES**

Accounts Payable	
Deferred Revenue	<u>27,222</u>
<b>Total Current Liabilities</b>	<u>27,222</u>

**FUND BALANCE**

Fund Balance at Beginning of Year	1,536,126
Net Excess Income (Expense) Year-To-Date	<u>(271,543)</u>

**Total Fund Balance** 1,264,583

**Total Liabilities and Fund Balance** 1,291,805

No CPA provides any assurance on these financial statements.

# **CONFERENCE AND TRAVEL EXPENSE POLICY**

## **POLICY STATEMENT**

The Downtown Development Authority has developed the following Conference and Travel Expense Policy in order to assist employees in understanding and following the Downtown Development Authority's reimbursement process for conference and travel expenses. It is the policy of the Downtown Development Authority to reimburse employees for all authorized conferences and all necessary and reasonable travel expenses incurred in connection with approved travel on behalf of the Downtown Development Authority. Travel expenses shall be limited to those expenses necessarily incurred in the performance of a public purpose. Employees seeking reimbursement should incur the lowest reasonable travel expenses.

## **AUTHORIZATION**

Employees shall obtain written authorization from the Executive Director or designee prior to attending any conference. Furthermore, Employees shall obtain written authorization from the Executive Director or designee prior to incurring any travel expense in order to receive reimbursement. If an employee has any question as to whether a proposed expense will be reimbursed, the employee shall put the request in writing to the Executive Director or designee and obtain a response prior to incurring the expense. All expenses incurred without prior approval are incurred at the sole risk of the employee.

## **TRAVEL EXPENSES REIMBURSEMENT**

Reimbursement shall be per diem as permitted by Chapter 112, *Florida Statutes*, in the amounts as follows:

- Eighty Dollars (\$80.00) per diem; or
- if the actual expenses exceed Eighty Dollars (\$80.00), then reimbursement shall be pursuant to the amount permitted for subsistence under Chapter 112, *Florida Statutes*, plus actual expenses for lodging at a single-occupancy rate to be substantiated by paid bills therefor.

The following items will not be reimbursed:

- Alcoholic beverages;
- Room Service.

## **AIRFARE TRAVEL**

Employees are expected to obtain the lowest available airfare (coach or equivalent) that reasonably meets business travel needs. At all possible, airfare should be booked at the earliest time in order to avoid premium airfare pricing.

## **PARKING/TOLLS/MISCELLANEOUS TRANSPORTATION EXPENSES**

Original receipts are required for reimbursement of parking, tolls, taxi, bus, subway and metro fees.

## **NONREIMBURSABLE TRAVEL EXPENSES**

The following items will not be reimbursed:

- Airline upgrades;
- Personal entertainment;

- Additional costs for travel, lodging, meals or other travel expenses for spouses or other family members or friends;
- Other expenses not directly related to the business travel as determined by the Executive Director or designee.

### **EMERGENCY CANCELLATION**

In the event that an employee is required to cancel travel arrangements due to a bona fide emergency\*, the employee shall:

- notify immediately the Executive Director or designee in writing of the emergency including a full description of the emergency;
- obtain written approval from the Executive Director or designee to cancel the travel arrangements; and
- take all necessary steps to cancel and obtain a full refund for any travel expenses for the travel arrangements.

\*The determination of what constitutes a bona fide emergency shall be in the sole discretion of the Executive Director or designee. If the Executive Director or designee determines that a bona fide emergency does not exist and the travel expenses/reservations cannot be canceled and/or a full refund obtained, then the employee shall conduct the travel as previously contemplated or be liable to reimburse the DDA for all nonrefundable expenses/reservations incurred due to the non-emergency.

### **EXCEPTIONS**

An employee may request an exception to this travel expense policy. Such request must be in writing and approved by the Executive Director or designee prior to incurring the expense.