



REGULAR BOARD MEETING
Downtown Development Authority
Tuesday February 21, 2017
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

PRESENTATION

- Scott Lewis

Raphael Clemente

CONSENT CALENDAR

- Minutes of Board Meeting of January 17, 2017
- Financial Statements of January 31, 2017

Upendo Shabazz

OLD BUSINESS

- Office Location

Raphael Clemente

NEW BUSINESS

- A&E 501c3
- Carry Forwards

Upendo Shabazz

Raphael Clemente

ANNOUNCEMENTS

ADJOURNMENT

Upendo Shabazz



301 Clematis Street, Suite 200
West Palm Beach, FL 33401
MINUTES
Regular Board Meeting
Downtown Development Authority
Tuesday, January 17, 2017

ATTENDANCE

Board Members in attendance included Chairwoman Upendo Shabazz, Vice Chairman Rob Samuels (via Phone), Clint Fowlkes, Mary Hurley Lane, Robert Sanders Esq, and Howard Pincus. DDA staff in attendance included Raphael Clemente, Penny DeStefano, Leslie Piester, Tiffany Faublas, Judy Rinehart, Teneka James, Catherine Ast, Samantha Murrell and Max Lohman Esq (Lohman Law Group). Guests in attendance included Anthony Pizzarelli, Chief Sarah Mooney (City of West Palm Beach Police), Sgt. Daniel Turner (City of West Palm Beach Police), Steve Daniels, Scott Kelly (Asst. City Administrator of West Palm Beach), Uyen Dang (Transportation Engineer City of West Palm Beach), William Cummings, Paul Snitkin, and Yancy Meza Ramos (PSC).

CALL TO ORDER

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

PUBLIC COMMENTS

Chairwoman Shabazz welcomed all guests and asked for any comments. Shabazz turned the meeting over to Clemente for the presentation of Police Chief Mooney.

PRESENTATION

Clemente thanked Chief Mooney for coming to speak to the board. Chief Mooney introduced herself and gave a brief description of background with the City of West Palm Beach. She assured the Board she is aware of the issues and concerns of downtown and the request of businesses and residents for more police presence in the downtown core. Chief Mooney informed the Board that she requested a new position for the DDA and CRA districts. She also explained the cost and budget involving the additional position. Shabazz suggested a letter of support from the DDA in favor of the additional staff. Members of the Board voiced their concerns about the perception of the downtown area. Chief Mooney replied that the police would do their best to address the visibility issue downtown. Clemente and the Board thanked Mooney for coming and answering their questions.

Clemente introduced Meza Ramos from PSC and showed the Board the new body cameras that the security ambassadors will be wearing on their shifts.

CONSENT CALENDAR

Minutes of Regular Board Meeting of December 20, 2016

Board Action: Sanders made a motion to approve the Minutes of December 20, 2016.
Hurley Lane seconded the motion. The motion passed unanimously.

Financial Statements of December 31, 2016

Board Action: Sanders made a motion to approve the Financial Statements of December 31, 2016. Hurley Lane seconded the motion. The motion passed unanimously.

OLD BUSINESS

Office location

Clemente reviewed attached memo and letter from Anderson Carr. Clemente reminded the Board that the current lease will be up on August 31, 2017 and that the DDA is at capacity for both staff and storage in current location. Staff recommends relocating to accommodate business needs. Clemente opened discussion to Board. Board discussed terms of new lease. Sniktins answered questions and will go back to owner with the DDA concerns. Samuels suggested Clemente speak to Gschwend. Fowlkes referred to last sentence of lease and asked for a breakout of the expenses.

Board Action: Samuels made a motion to change proposal to keep a 3% increase through whole 10-year lease with an option for a five-year extension with 3% increase. Sanders seconded the motion. The motion passed unanimously.

NEW BUSINESS

Mobility Study Presentation

Kelly and Dang presented on multimodal mobility study (attached to minutes). The first phase of the study will be the Okeechobee Corridor. Kelly explained that we need to transition impact fees to mobility fees and that they have met with the county to address the change. Dang informed the Board they are working with the CRA looking into adding trolleys to extend service to Antique row and Northwood areas. Kelly spoke about initiative to clean up alleys starting with the alley in the 300 block as a prototype. Kelly answered Board questions and concerns. Board asked Kelly to keep them informed of progress throughout the study.

BUSINESS ACTIVITY

James distributed business activity reports. James reported on why businesses closed and that 14 new businesses are to open by end of fiscal year with two opening this month. Clemente reported a full service pharmacy has asked the DDA to support a variance to allow the National chain to sell beer and wine. Sanders voiced concerns about how chains would affect local business. Shabazz suggested waiting to get feedback from the Mayor before drafting a support letter.

PR REPORT

Faublas reported Sandi Tree following on social media has increased 112%. Faublas is working with travelers to increase Sandi's presence throughout the year. Faublas gave a briefing of upcoming events including Fotofusion hosted by the DDA on January 27, 2017. As well as Continuum in City Place starting this week and Subculture City Sweats in February. Faublas showed newly launched Scout Guide with the A&E District pullout ad.

IDEAS BIG AND SMALL

No new ideas presented by Board members.

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Regular Board Meeting
January 17, 2017

ANNOUNCEMENTS

New Employee

Clemente introduced and welcomed Samantha Murrell to the DDA. Murrell is the new front desk administrative assistant.

Shabazz reminded Board members of by-laws stating that we will behave in a professional manner. She reminded Board members to lift up the organization as well as lift and support each other as an extension of the DDA.

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 10:30 a.m. Pincus seconded the motion. The motion passed unanimously.

West Palm Beach Downtown Development Authority

Balance Sheet

January 31, 2017

ASSETS

Current Assets

PNC Bank - Operating	3,894,396	
First Bank - Money Market	202,856	
Petty Cash	50	

Total Current Assets

4,097,302

Other Assets

Lease Security Deposit	6,876	
Last Month Lease Payment	7,960	

Total Other Assets

14,836

Total Assets

4,112,138

CURRENT LIABILITIES

Accounts Payable		
Deferred Revenue		15,566
Total Current Liabilities		15,566

FUND BALANCE

Fund Balance at Beginning of Year	1,518,601	
Net Excess Income (Expense) Year-To-Date	2,577,981	

Total Fund Balance

4,096,582

Total Liabilities and Fund Balance

4,112,138

No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority
Statement of Revenues And Expenditures

January 31, 2017

	Gross Annual Budget				Trolley				
	Month	Year-to-Date	Budget	Budget %	Work Plan Y-T-D	Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
Current Year Revenues - Schedule 1	74,168	3,713,912	3,988,323	93.1%	3,713,912	0	0	0	0
Expenditures									
Business Development - Schedule 2	9,592	85,820	428,009	20.1%	85,464				356
Physical Environment - Schedule 3	134,200	462,879	2,106,711	22.0%	207,937	149,793		105,149	
Marketing/Public Relations- Schedule 4	56,509	255,925	567,500	45.1%	0		255,925		
Residential Quality of Life - Schedule 5	1,513	6,477	33,000	19.6%	6,477				
General Office - Schedule 6	6,776	18,978	102,000	18.6%	18,978				
Operations - Schedule 7	1,519	7,952	36,491	21.8%	7,952				
Professional Services - Schedule 8	3,875	12,832	139,000	9.2%	12,832				
Personnel Expense	56,787	214,032	670,775	31.9%	214,032				
Insurance Expense	0	19,582	30,000	65.3%	19,582				
Rent Expense	8,620	42,268	120,000	35.2%	42,268				
Tax Collection	0	5,050	12,000	42.1%	5,050				
Marketing Program, Equipment, Web	2,464	3,932	56,718	6.9%	3,932				
Travel and Training	200	200	15,000	1.3%	200				
Reserves	0	0	136,925	0.0%					
Total Expenditures	282,055	1,135,927	4,454,129	25.5%	624,704	149,793	255,925	105,149	356
Current Year Surplus (Deficit)	(207,887)	2,577,985	(465,806)	0.0%	3,089,208	(149,793)	(255,925)	(105,149)	(356)
Carry Forwards From Prior Years									
DDA Carryforward	2,464	3,932	175,297	2.2%	3,932		0	0	
CRA Carryforward	13,459	109,018	290,509	37.5%	109,018	0	0		
Total Carry Forwards	15,923	112,950	465,806	24.2%	112,950	0	0	0	0
Net Total Surplus (Deficit)	(191,964)	2,690,935	0	0.0%	3,202,158	(149,793)	(255,925)	(105,149)	(356)

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West Palm Beach Downtown Development Authority
Supplemental Schedules

January 31, 2017

SCHEDULE 1 - CURRENT YEAR REVENUES

Current Year Revenues	Gross				Work Plan Y-T-D	Trolley			
	Month	Year-to-Date	Annual Budget	Budget %		Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
Tax Revenues	69,731	1,473,268	1,642,509	89.7%	1,473,268				
TIF	0	(1,460,523)	(1,460,523)	100.0%	(1,460,523)				
DDA /CRA Interlocal Agreement	0	3,103,032	3,103,032	100.0%	3,103,032				
CRA Project Funding	0	580,000	580,000	100.0%	580,000				
Interest - Money Market - First Bank	103	408	100	408.0%	408				
Checking - Wells Fargo	0	0	0	0.0%	0				
Retail Loans	0	0	0	0.0%	0				
Sponsorships	3,889	15,556	0	0.0%	15,556				
Fees	445	445	0	0.0%	445				
Grants and Contributions	0	0	0	0.0%	0				
Reimbursements	0	1,726	0	0.0%	1,726				
City/Place Shuttle	0	0	123,205	0.0%	0				
Total Current Year Revenues	74,168	3,713,912	3,988,323	93.1%	3,713,912	0	0	0	0

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West Palm Beach Downtown Development Authority
Supplemental Schedules

January 31, 2017

	Gross								
	Month	Year-to-Date	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	356	356	150,000	0.2%	356				356
Facade Improvements	0	34,166	70,000	48.8%	34,166				
Leasing/Brokers Meeting	0	0	2,500	0.0%	0				
Business Training and Support	0	650	20,000	3.3%	650				
Value Added Events	7,542	38,217	150,000	25.5%	38,217				
Retail Promotion	694	8,820	25,000	35.3%	8,820				
Historic Projects/Tours	0	0	509	0.0%	0				
Downtown Events	1,000	3,611	10,000	36.1%	3,611				
Grand Opening/New Bus Training	0	0	0	0.0%	0				
Total Business Development	9,592	85,820	428,009	20.1%	85,820	0	0	0	356
SCHEDULE 3 - PHYSICAL ENVIRONMENT									
Studies and Surveys	0	24,369	50,000	48.7%	24,369				
Pressure Washing/Street Clean	32,291	87,950	350,000	25.1%	87,950				
Graffiti Maintenance	0	0	1,711	0.0%	0				
Landscape Maintenance	30,489	85,173	250,000	34.1%	85,173				
Security Contract	23,328	105,149	550,000	19.1%				105,149	
Trolley Contract	48,092	149,793	675,000	22.2%		149,793			
Trolley Signs & Ped Wayfinder	0	0	100,000	0.0%		0			
Capital Projects/Alleys	0	10,445	130,000	8.0%	10,445				
Total Physical Environment	134,200	462,879	2,106,711	0	207,937	149,793	0	105,149	0

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West Palm Beach Downtown Development Authority

Supplemental Schedules

January 31, 2017

	Month	Year-to-Date	Gross			Trolley				
			Annual	Budget		Work Plan	Services	Marketing	Security	Incentives
SCHEDULE 4 - MARKETING/PR						Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
Survey	0	0	50,000	0.0%				0		
Marketing Postage	0	3,500	3,500	100.0%				3,500		
PR/Marketing	19,750	48,775	125,000	39.0%				48,775		
Advertising Campaign	11,902	77,411	150,000	51.6%				77,411		
Holiday Lights	0	36,240	75,000	48.3%				36,240		
Community & Cultural Promotion	24,857	89,999	164,000	54.9%				89,999		
Total Marketing/PR	56,509	255,925	567,500	45.1%		0	0	255,925	0	0
SCHEDULE 5 - RESIDENTIAL QUALITY OF LIFE										
Meetings	98	181	1,000	18.1%		181				
Communication/Newsletter	0	0	2,000	0.0%						
Residential Events/DNA Sponsor	1,415	6,296	30,000	21.0%		6,296				
Total Residential Quality of Life	1,513	6,477	33,000	19.6%		6,477	0	0	0	0

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West Palm Beach Downtown Development Authority
Supplemental Schedules

January 31, 2017

	Month	Year-to-Date	Gross		Work Plan	Trolley Services	Marketing	Security	Incentives
			Annual	Budget					
SCHEDULE 6 - GENERAL OFFICE									
General Office Expense	1,176	2,186	20,000	10.9%	2,186				
Equipment	0	1,083	60,000	1.8%	1,083				
General Postage	13	35	2,000	1.8%	35				
Computer and Programs	5,426	13,960	0	0.0%	13,960				
Office Supplies	161	1,714	20,000	8.6%	1,714				

Total General Office	6,776	18,978	102,000	18.6%	18,978	0	0	0	0	0
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SCHEDULE 7 - OPERATIONS

Automobile Expense	500	2,000	6,000	33.3%	2,000					
Dues	0	1,855	7,000	26.5%	1,855					
Hospitality	264	590	9,791	6.0%	590					
Board Mtgs/Retreat/Training	50	1,146	3,000	38.2%	1,146					
Publications	0	237	700	33.9%	237					
Telephone Expense	705	2,124	10,000	21.2%	2,124					

Total Operations	1,519	7,952	36,491	21.8%	7,952	0	0	0	0	0
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