



**REGULAR BOARD MEETING**  
**Downtown Development Authority**  
**Tuesday January 17, 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**

- City of West Palm Beach Police Department

Chief Sarah Mooney

**CONSENT CALENDAR**

- Minutes of Board Meeting of December 20, 2016
- Financial Statements of December 31, 2016

Upendo Shabazz

**OLD BUSINESS**

- Office Location

Raphael Clemente

**NEW BUSINESS**

- Mobility Study Presentation by

Scott Kelly

**IDEAS BIG AND SMALL**

- Ideas

Teneka James

**ANNOUNCEMENTS**

**ADJOURNMENT**

Upendo Shabazz



301 Clematis Street, Suite 200  
West Palm Beach, FL 33401  
**MINUTES**  
Regular Board Meeting  
Downtown Development Authority  
Tuesday, December 20, 2016

**ATTENDANCE**

Board Members in attendance included Chairwoman Upendo Shabazz, Vice Chairman Rob Samuels, Clint Fowlkes, Mary Hurley Lane, James Hansen and Howard Pincus. DDA staff in attendance included Raphael Clemente, Penny DeStefano, Leslie Piester, Tiffany Faublas, Judy Rinehart, Teneka James and Abigail Jorandby, Esq (Lohman Law Group). Guests in attendance included Anthony Pizzarelli, Allison Justice (CRA), Steve Daniels, Paul Snitkin and Ivan Dominguez.

**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. Dominguez voiced his concerns to the Board about the homeless and their increased harassment. Responses from the Board included becoming more vocal to the City and increasing the Downtown Safety Meetings to keep the businesses involved. Clemente suggested addressing the homeless concerns with the new police chief. Samuels agreed the police need to be more visible and protect Downtown from a bad image. Shabazz requested Clemente keep the Board aware of meeting dates with the City and/or police.

**CONSENT CALENDAR**

Minutes of Regular Board Meeting of November 15, 2016

**Board Action:** Hurley Lane made a motion to approve the Minutes of November 15, 2016.  
Samuels seconded the motion. The motion passed unanimously.

Financial Statements of November 30, 2016

**Board Action:** Hurley Lane made a motion to approve the Financial Statements of November 30, 2016. Samuels seconded the motion. The motion passed unanimously.

**OLD BUSINESS**

**Okeechobee Intersection Discussion**

Clemente reported on the meeting and showed the Board a video of the crossing and traffic patterns. The outcome of the discussion was to explore at grade options, which would include widening the mediums, redesigning lanes and better lighting. Pincus stated that the right group of people attended the discussion and committees were formed to explore the best options.

## **NEW BUSINESS**

### **Office Location Discussion**

Clemente distributed a memo detailing the DDA's options (attached to minutes) and requested direction from the Board. Discussions included percentages and buildout of the space under consideration at 300 Clematis. Snitkin stated that negotiations are encouraged and that it would benefit the building to have the DDA as a tenant. Clemente stated that the DDA has money in First Bank to help cover the cost of the buildout. Samuels stated that money is for public interest. The Board suggested that Clemente and staff move forward with negotiations and come back to the Board with a new proposal.

### **Executive Director Contract Renewal Discussion**

Shabazz thanked the Board for their input on Clemente's contract renewal. The Board was in support of a new five-year contract and an increase in salary. Jorandby briefly outlined the new contract.

**Board Action:** Samuels made a motion to approve Clemente's contract. Hurley Lane seconded the motion. The motion passed unanimously.

### **Travel Policy Revision**

Clemente informed the Board that the auditors suggested the travel policy be changed to require written authorization by the Executive Director prior to booking any travel. Fowlkes questioned the emergency cancellation clause and the Board recommended the use of travel insurance to cover all areas of the travel.

**Board Action:** Pincus made a motion to accept the travel policy with changes to require travel insurance as approved by Hurley Lane. Fowlkes seconded the motion. The motion passed unanimously.

## **ANNOUNCEMENTS**

### **New Agenda Item in January – bring ideas**

James explained to the Board the idea that Board members give ideas on things they would like to discuss at the Board meetings. James encouraged Board members to email the DDA with ideas for the downtown.

### **PR Report**

Faublas highlighted the response to Sandi and the Canvas sponsorship. Videos are being produced highlighting downtown businesses and she showed the Board the first video showcasing the downtown jewelry stores, titled Jewels of Downtown.

## **ADJOURNMENT**

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

**Board Action:** Samuels made a motion to adjourn the meeting at 10:00 a.m. Hurley Lane seconded the motion. The motion passed unanimously.



**West Palm Beach Downtown Development Authority**  
**Balance Sheet**  
**December 31, 2016**

**ASSETS**

**Current Assets**

PNC Bank - Operating	4,071,788
First Bank - Money Market	202,753
Petty Cash	50
Due From West Palm Beach - Shuttle	33,842
Due from Employees	643
	<u>4,309,076</u>

**Total Current Assets**

4,309,076

**Other Assets**

Lease Security Deposit	6,876
Last Month Lease Payment	7,960
	<u>14,836</u>

**Total Other Assets**

14,836

**Total Assets**

4,323,913

**CURRENT LIABILITIES**

Accounts Payable	
Deferred Revenue	
<b>Total Current Liabilities</b>	

19,444  
19,444

**FUND BALANCE**

Fund Balance at Beginning of Year	1,518,601
Net Excess Income (Expense) Year-To-Date	<u>2,785,868</u>

**Total Fund Balance**

4,304,469

**Total Liabilities and Fund Balance**

4,323,913

No CPA provides any assurance on these financial statements.

**West Palm Beach Downtown Development Authority**  
**Statement of Revenues And Expenditures**  
**December 31, 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>3,354,615</b>	<b>3,639,744</b>	<b>3,988,323</b>	<b>91.3%</b>	<b>3,639,744</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Expenditures</b>									
Business Development - Schedule 2	54,659	76,228	428,009	17.8%	76,228				0
Physical Environment - Schedule 3	148,289	338,680	2,106,711	15.6%	145,157	101,701		81,822	
Marketing/Public Relations- Schedule 4	36,012	199,416	567,500	35.1%	0		199,416		
Residential Quality of Life - Schedule 5	83	4,964	33,000	15.0%	4,964				
General Office - Schedule 6	4,117	12,202	102,000	12.0%	12,202				
Operations - Schedule 7	1,127	6,435	36,491	17.6%	6,435				
Professional Services - Schedule 8	1,275	8,958	139,000	6.4%	8,958				
Personnel Expense	51,873	157,245	670,775	23.4%	157,245				
Insurance Expense	0	19,582	30,000	65.3%	19,582				
Rent Expense	8,618	33,648	120,000	28.0%	33,648				
Tax Collection	2,903	5,050	12,000	42.1%	5,050				
Marketing Program, Equipment, Web	609	1,468	56,718	2.6%	1,468				
Travel and Training	0	0	15,000	0.0%	0				
Reserves	0	0	136,925	0.0%					
<b>Total Expenditures</b>	<b>309,565</b>	<b>853,876</b>	<b>4,454,129</b>	<b>19.2%</b>	<b>470,937</b>	<b>101,701</b>	<b>199,416</b>	<b>81,822</b>	<b>0</b>
<b>Current Year Surplus (Deficit)</b>	<b>3,045,050</b>	<b>2,785,868</b>	<b>(465,806)</b>	<b>0.0%</b>	<b>3,168,807</b>	<b>(101,701)</b>	<b>(199,416)</b>	<b>(81,822)</b>	<b>0</b>
<b>Carry Forwards From Prior Years</b>									
DDA Carryforward	609	1,468	175,297	0.8%	1,468	.	0	0	
CRA Carryforward	17,800	95,559	290,509	32.9%	95,559	0	0		
<b>Total Carry Forwards</b>	<b>18,409</b>	<b>97,027</b>	<b>465,806</b>	<b>20.8%</b>	<b>97,027</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Total Surplus (Deficit)</b>	<b>3,063,459</b>	<b>2,882,895</b>	<b>0</b>	<b>0.0%</b>	<b>3,265,834</b>	<b>(101,701)</b>	<b>(199,416)</b>	<b>(81,822)</b>	<b>0</b>

No CPA provides any assurance on these financial statements.

SCHEDULE 1 - CURRENT YEAR REVENUES				
Current Year Revenues	Month	Year-to-Date	Gross	Budget %
			Annual Budget	
Tax Revenues	1,127,813	1,403,537	1,642,509	85.5%
TIF	(1,460,523)	(1,460,523)	(1,460,523)	100.0%
DDA /CRA Interlocal Agreement	3,683,032	3,683,032	3,103,032	118.7%
CRA Project Funding	0	0	580,000	0.0%
Interest - Money Market - First Bank	103	305	100	305.0%
Checking - Wells Fargo	0	0	0	0.0%
Retail Loans	0	0	0	0.0%
Sponsorships	3,889	11,667	0	0.0%
Fees	0	0	0	0.0%
Grants and Contributions	0	0	0	0.0%
Reimbursements	301	1,726	0	0.0%
City/Place Shuttle	0	0	123,205	0.0%
Total Current Year Revenues	3,354,615	3,639,744	3,988,323	91.3%

**No CPA provides any assurance on these financial statements.**

**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**December 31, 2016**

				Gross	
	Month	Year-to-Date	Annual Budget	Budget %	
SCHEDULE 2 - BUSINESS DEVELOPMENT					
Property Incentives	0	0	150,000	0.0%	0
Facade Improvements	34,166	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	17,800	30,675	150,000	20.5%	30,675
Retail Promotion	82	8,126	25,000	32.5%	8,126
Historic Projects/Tours	0	0	509	0.0%	0
Downtown Events	2,611	2,611	10,000	26.1%	2,611
Grand Opening/New Bus Training	0	0	0	0.0%	0
Total Business Development	54,659	76,228	428,009	17.8%	76,228
SCHEDULE 3 - PHYSICAL ENVIRONMENT					
Studies and Surveys	0	24,369	50,000	48.7%	24,369
Pressure Washing/Street Clean	1,769	55,659	350,000	15.9%	55,659
Graffiti Maintenance	0	0	1,711	0.0%	0
Landscape Maintenance	23,416	54,684	250,000	21.9%	54,684
Security Contract	61,366	81,822	550,000	14.9%	81,822
Trolley Contract	56,177	101,701	675,000	15.1%	101,701
Trolley Signs & Ped Wayfinder	0	0	100,000	0.0%	0
Capital Projects/Alleys	5,561	10,445	130,000	8.0%	10,445
Total Physical Environment	148,289	328,680	2,106,711	0	145,157

Work Plan	Trolley Services	Marketing	Security	Incentives
Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
0				0
34,166				
0				
650				
30,675				
8,126				
0				
2,611				
0				
76,228	0	0	0	0

No CPA provides any assurance on these financial statements.

**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**December 31, 2016**

	Gross								
	Month	Year-to-Date	Annual Budget		Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
<b>SCHEDULE 4 - MARKETING/PR</b>									
Survey	0	0	50,000	0.0%			0		
Marketing Postage	0	3,500	3,500	100.0%			3,500		
PR/Marketing	3,600	29,025	125,000	23.2%			29,025		
Advertising Campaign	5,357	65,509	150,000	43.7%			65,509		
Holiday Lights	3,740	36,240	75,000	48.3%			36,240		
Community & Cultural Promotion	23,315	65,142	164,000	39.7%			65,142		
<b>Total Marketing/PR</b>	<b>36,012</b>	<b>199,416</b>	<b>567,500</b>	<b>35.1%</b>	<b>0</b>	<b>0</b>	<b>199,416</b>	<b>0</b>	<b>0</b>
<b>SCHEDULE 5 - RESIDENTIAL QUALITY OF LIFE</b>									
Meetings	83	83	1,000	8.3%	83				
Communication/Newsletter	0	0	2,000	0.0%					
Residential Events/DNA Sponsor	0	4,881	30,000	16.3%	4,881				
<b>Total Residential Quality of Life</b>	<b>83</b>	<b>4,964</b>	<b>33,000</b>	<b>15.0%</b>	<b>4,964</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

No CPA provides any assurance on these financial statements.



**West Palm Beach Downtown Development Authority**  
**Supplemental Schedules**  
**December 31, 2016**

	Gross					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
SCHEDULE 6 - GENERAL OFFICE										
General Office Expense	3	1,010	20,000	5.1%	1,010					
Equipment	0	1,083	60,000	1.8%	1,083					
General Postage	0	22	2,000	1.1%	22					
Computer and Programs	3,425	8,534	0	0.0%	8,534					
Office Supplies	689	1,553	20,000	7.8%	1,553					
Total General Office	4,117	12,202	102,000	12.0%	12,202	0	0	0	0	0
SCHEDULE 7 - OPERATIONS										
Automobile Expense	500	1,500	6,000	25.0%	1,500					
Dues	0	1,855	7,000	26.5%	1,855					
Hospitality	244	327	9,791	3.3%	327					
Board Mtgs/Retreat/Training	58	1,096	3,000	36.5%	1,096					
Publications	0	237	700	33.9%	237					
Telephone Expense	325	1,420	10,000	14.2%	1,420					
Total Operations	1,127	6,435	36,491	17.6%	6,435	0	0	0	0	0

No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority  
Supplemental Schedules  
December 31, 2016

	Month		Year-to-Date		Gross Annual Budget		Trolley				
	Month	Year-to-Date	Year-to-Date	Year-to-Date			Work Plan Y-T-D	Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
<b>SCHEDULE 8 - PROFESSIONAL SERVICES</b>											
Accounting	0	4,000	24,000	16.7%			4,000				
Professional Services	1,275	4,520	50,000	9.0%			4,520				
Audit	0	0	25,000	0.0%			0				
Legal	0	438	40,000	1.1%			438				
<b>Total Professional Services</b>	<b>1,275</b>	<b>8,958</b>	<b>139,000</b>	<b>6.4%</b>			<b>8,958</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Some rounding error may occur.

No CPA provides any assurance on these financial statements.



## MEMO

TO: **DDA Board**  
Upendo Shabazz, Chair  
Robert Samuels, Vice Chair  
Howard Pincus  
Clint Fowlkes  
Mary Hurley Lane  
Bob Sanders  
James Hansen

FROM: Raphael Clemente

RE: DDA Office Lease/Potential Relocation

DATE: Tuesday, January 18<sup>th</sup>, 2017

---

Per the Board's direction, staff worked with the property representative to refine the proposal for 300 Clematis Street, Suite 200:

The terms as proposed are contained in the attached letter. Mr. Snitkin will be in attendance at the Board meeting for discussion.

January 9, 2017

Raphael Clemente, Executive Director  
Downtown Development Authority  
West Palm Beach  
301 Clematis Street, Suite #200  
West Palm Beach, Florida 33401

Re: Proposal to lease the second floor of the Dana Building, 300 Clematis Street, West Palm Beach, Florida.

Dear Raphael,

Based on your interest of the building at 300 Clematis Street, West Palm Beach, Florida we submit the following proposal. Currently the second floor is split into two spaces, part restaurant and part office/gym. Our intentions are to separate the floors and connect the units to make a large office space on the second floor (5,500 SF) and a smaller retail space for the first floor. We will have two access points for the second floor. The second floor office space will be delivered as per building plans to be drawn up by architect. We have had a preliminary proposal for this build out at \$181,000, see attached sketch. Based on the size of the space and the work needed, we are going to estimate the build out at \$150,000. If this changes the landlord has right to adjust pricing. The cost of this build out will be spread out over the first five (5) year of the lease. This equates to \$5.77/SF, which is added directly to the rental amount. The initial term of the lease will be ten (10) years. The Downtown Development Authority is a 501c3 non-profit organization. Therefore, no sales tax will be charged. The rental rates below reflect a modified gross rate which includes all expenses as of the base year. If the expenses in the building increase above the base year the tenant would be responsible for their pro-rata share of the overage. The pricing we are proposing is as follows;

Year 1:	\$18.50/SF	Build-out: \$5.77/SF	Total: \$24.27/SF
Year 2:	\$19.00/SF	Build-out: \$5.77/SF	Total: \$24.77/SF
Year 3:	\$20.00/SF	Build-out: \$5.77/SF	Total: \$25.77/SF
Year 4:	\$20.60/SF (+3%)	Build-out: \$5.77/SF	Total: \$26.37/SF
Year 5:	\$21.22/SF (+3%)	Build-out: \$5.77/SF	Total: \$26.99/SF
Year 6:	\$21.87/SF (+3%)		Total: \$21.87/SF
Year 7:	\$22.51/SF (+3%)		Total: \$22.51/SF
Year 8:	\$23.19/SF (+3%)		Total: \$23.19/SF
Year 9:	\$23.88/SF (+3%)		Total: \$23.88/SF
Year 10:	\$24.60/SF (+3%)		Total: \$24.60/SF





The approximate start date would be August 1, 2017.

Two (2) Options to renew for 5 years each. The options to renew will be adjusted to market rate based on office rentals in the Clematis area and downtown West Palm Beach.

The cost of the buildout is just an estimate based on a sketch, that's attached. Figures are all subject to change once estimates are received based on architect's finished plans.

The architectural plans are to be supplied by tenant and not included in the build out cost.

The preceding proposal is subject to change due to approval from Landlord (George Jay I).

We are very excited about the possibility of having the DDA as one of our tenants. If you have any questions or concerns please contact me.

Best Regards,



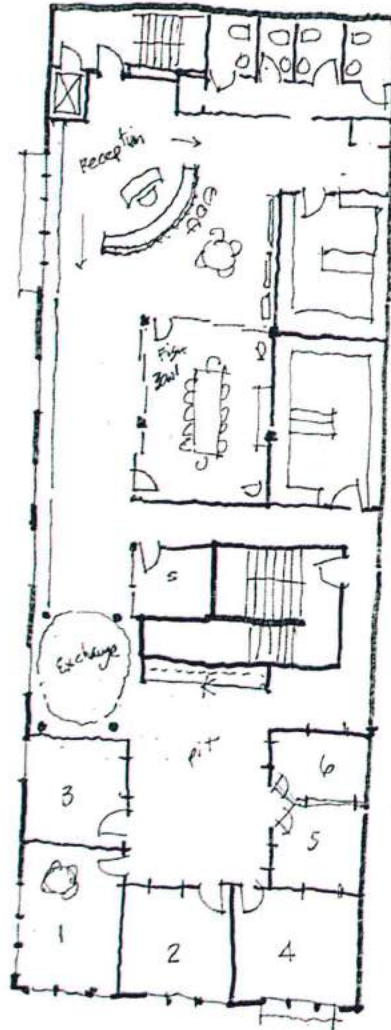
Paul Snitkin, Manager, George Jay I



## SKETCH

REQ  
12.5.16

PDX



REQ JTG #14034



## MEMO

TO: **DDA Board**  
Upendo Shabazz, Chair  
Robert Samuels, Vice Chair  
Howard Pincus  
Clint Fowlkes  
Mary Hurley Lane  
Bob Sanders  
James Hansen

FROM: Raphael Clemente

RE: Downtown Mobility Study

DATE: Tuesday, January 18<sup>th</sup>, 2017

---

Assistant City Administrator Scott Kelly will present an overview of the City's Mobility Study of the Downtown Area. The study will recommend ways to improve the overall mobility – including transit, bicycle, pedestrian and automobile modes - for residents, businesses, and visitors, while minimizing impacts to neighborhoods and communities.

The study will include the development of alternatives to the Roadway Impact Fee system currently imposed by the County, along with recommendations for system upgrades and changes. Potential changes to roadway configuration that may be considered include lane eliminations on Flagler Drive, Dixie Highway, and Olive Avenue. Other recommendations may include expansions to the trolley and bike share systems.

Project scope:

1. Assess Existing Conditions and Deficiencies
2. Project Growth and Future Demand
3. Assess and Evaluate Future Conditions
4. Develop Multimodal Mobility Plan Downtown WPB
5. Develop Mobility Fees for Downtown WPB
6. Develop Downtown Implementation Plan
7. Develop Citywide Multimodal Mobility Plan
8. Develop Citywide Mobility Fees
9. Develop Citywide Implementation Plan