DOWNTOWN DEVELOPMENT AUTHORITY
WEST PALM BEACH
Always Original

REGULAR BOARD MEETING
Downtown Development Authority
Tuesday June 20, 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	
CONSENT CALENDAR	**Upendo Shabazz**
• Minutes of Board Meeting of May 16, 2017	
• Financial Statements of May 31, 2017	
OLD BUSINESS	
• New office space update	**Raphael Clemente**
• DDA Annual Budget Process and Tentative Hearing Dates	**Raphael Clemente**
• Blue Line Trolley Update	**Raphael Clemente**
NEW BUSINESS	
• First Preliminary FY 2017-2018 Budget	**Raphael Clemente**
• CityPlace	**Raphael Clemente**
• Incentive Application Review	**Raphael Clemente**
ANNOUNCEMENTS	
ADJOURNMENT	**Upendo Shabazz**

DOWNTOWN DEVELOPMENT AUTHORITY
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301 Clematis Street, Suite 200
West Palm Beach, FL 33401
MINUTES
Regular Board Meeting
Downtown Development Authority
May 16, 2017

ATTENDANCE

Board Members in attendance included, Vice Chairman Rob Samuels, Clint Fowlkes, James Hansen, Mary Hurley Lane, and Robert Sanders, Esq. DDA staff in attendance included Raphael Clemente, Penny Destefano, Catherine Ast, Tiffany Faublas, Samantha Murrell, and Abigail Jorandby Esq. (Lohman Law Group). Guests in attendance included Melissa Nash, Ed Davis, Commissioner Paula Ryan, Allison Justice, Steve Daniels, Ryan Hallihan, Willie Perez, Bob Katzen, Barry O'Brian, Phil Growick, Tom Griffen, and Sara Griffen.

CALL TO ORDER

Vice Chairman Samuels called the meeting to order at 8:30 a.m.

PUBLIC COMMENTS

Samuels welcomed the new Parking System Administrator, Ed Davis.
Ryan Hallihan, Commissioner Ryan, Willie Perez, and Melisa Nash were all present to support the Police Athletic League.

PRESENTATION

Marketing Presentation to the Board given by Tiffany Faublas, Downtown Development Authorities Marketing Director. Presentation is attached to minutes. Faublas highlighted success of Instagram, Facebook, Twitter and all social media outlets. She also shared new video content that will be used to promote downtown activities, restaurants, businesses, and events.

CONSENT CALENDAR

Minutes of Regular Board Meeting of April 18, 2017

Board Action: Hansen made a motion to approve the Minutes of April 18, 2017. Hurley Lane seconded the motion. The motion passed unanimously.

Financial Statements of April 30, 2017

Board Action: Fowlkes made a motion to approve the Financial Statements of April 18, 2017. Hansen seconded the motion. The motion passed unanimously.

OLD BUSINESS

New office space Floorplan

Clemente shared with the Board the Floorplan for the new office space. Clemente stated that the new office is 5,500 square feet which is enough room for what the DDA needs now as well as room to grow. He explained that bids on construction build out will begin shortly and that he expects the DDA to be in the new office space for the next 15 years.

Commissioner Ryan suggested having a camera installed now to record a time lapse video of the progress from construction to finished space.

NEW BUSINESS

Police Athletic League (PAL)

Clemente stated that the Related group and Melissa Nash approached him about supporting a summer program run by PAL. The DDA has been a big supporter of the juvenile curfews in our district and PAL provides an alternative for youth who have nothing to do in the evenings and during the summer months.

Nash, PAL board member, stated that the program coordinator has been asked repeatedly by the students why can't they stay past 7pm. Nash stated that PAL will be running a test program and is looking for financial support for 90 days during the summer months to have extended hours on weekdays until 9pm and until midnight on Fridays and Saturdays. Additionally they want to be able to take the kids on field trips or outdoor activities to get them out of the center and staying active. Nash also explained that one of the main goals is to have police presence and build relationships so that if the teens do get into trouble they feel comfortable going to a Police officer rather than a gang member. PAL asked the DDA to help fund the program at a cost of $6,000 per month for a total of $18,000 for the 90 trial period.

Commissioner Ryan stated that there are no parks or playgrounds within her district, the PAL community center is the only option for youth.

Hallihan explained to the Board that CityPlace is committed to being partners with the DDA for this program.

Hurley Lane asked what the target age group is and how many kids can they accommodate?
Nash explained that they welcome kids of all ages but 11-15 year olds are the target age and they can accommodate up to 100 kids at a time.

Sanders commented that he is in favor of the program and has been a fan for many years.

Fowlkes asked Jorandby to make sure we are fulfilling our role and goals for the downtown.
Jorandby explained that although this is not our traditional role the program will benefit downtown stakeholders.

Hansen stated he is supportive of the program but asked with it being a pilot what is the measure of success for the 90 day trial period.

Clemente commented that he would like to see how many kids attend, as well as what is happening downtown and how is it different from last summer.

Samuels explained that he is most comfortable with funding the program as a pilot program. He feels that this program should not be funded by the DDA long term but instead by the City. Samuels suggested writing a letter to the City announcing the DDA's support of the program.

Board Action: **Sanders made a motion to fund the summer PAL program for a total amount of $18,000. Also write a letter to the City announcing the DDA's support of the program. Hansen seconded the motion.** The motion passed unanimously.

Downtown Enhancement Team/ Partnership with The Lord's Place
Clemente explained that for a number of years we have been trying to come up with ideas to improve the cleanliness of downtown as well as address the issues of homelessness. Ast researched and found that there is a very successful program in place in Miami that addresses both cleanliness and homelessness. Recently DDA, City of West Palm Beach, and The Lord's Place staff took a trip down to Miami to learn more about the program.

Katzen stated that The Lord's Place is very interested in creating a program like this in West Palm Beach. Based on The Lord's Place experience he stated that transitional housing and job skills training are the most successful to get homeless people off the streets. It is a 9 to 12 month process and has a high success rate because they not only provide housing and jobs but teach valuable life skills that many of us take for granted. Katzen explained that the Lord's Place has meetings scheduled with Camillus house to find out more about how to get the program set up and running, determine a potential budget and what financial support they would need from the DDA.

Fowlkes asked if they are paid while in the program.
Katzen explained that Miami pays an hourly rate to participants but what the Lord's place is successful with is offering a stipend, which they increase after every 3 months of completion. The goal is to have the person move on after 9 to 12 months of job training and social adjustment.

Clemente asked how long it takes to go from homeless to working at Café Joshua.
Katzen stated it happens fairly quickly, they have a week to adjust doing nothing but learning how to live in a home and be a part of a team before they start working.

Clemente explained that he is not looking for support from the Board to fund the project yet, more so looking for approval to continue moving forward with pursuing options and developing the program with The Lord's Place.

Sanders, Hurley Lane, and Fowlkes all stated they are supportive of the program,

Samuels does not feel it is the DDA's responsibility to address homelessness. He feels that over the last three to four years the DDA has spread its budget away from the core and that it has had a negative effect on the core. Samuels's feels that we need to fix the core first before expanding. He also would like to find out how much it would cost to have an hourly maintenance company versus the cost of this program.

Hurley Lane stated that she understands Samuels point but also feels the homelessness is a major issue in downtown that needs to be addressed. She requested that the Lord's Place come back with more data showing how many people they have gotten off the streets when they meet again.

ANNOUNCEMENTS
Clemente will be presenting to the City Commissioners about changing ground floor code requirements to allow more businesses to occupy vacant ground floor spaces. Clemente also is proposing readdressing the streetscape.

Justice, CRA Senior Project Manager, explained that they have restarted a monthly meeting with CRA, DDA, and the City to talk about downtown issues and solutions. The CRA is working with shore to core to

improve the alleys in the 100, 200 and 300 blocks of clematis. The CRA is willing to earmark funds in budget to redesign the streetscape of Clematis Street.

Samuels stated that we are a venue and we compete against other venues. If Clematis is not clean, safe, and occupied people are going to choice a different venue.

Destefano stated that we are approaching TRIM season. She proposed potential dates of September 12th and September 19th. All board members present are available for suggested dates.

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 10:15 a.m. Hurley-Lane seconded the motion.** The motion passed unanimously.

West Palm Beach Downtown Development Authority

Statement of Revenues And Expenditures

May 31, 2017

	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
Current Year Revenues - Schedule 1	12,195	3,882,192	3,988,323	97.3%	3,882,192	0	0	0	0
Expenditures									
Business Development - Schedule 2	9,830	167,532	537,251	31.2%	167,176				356
Physical Environment - Schedule 3	122,641	1,031,426	2,432,011	42.4%	422,857	322,020		286,549	
Marketing/Public Relations- Schedule 4	28,629	428,127	565,731	75.7%	0		428,127		
Residential Quality of Life - Schedule 5	659	14,146	53,154	26.6%	14,146				
General Office - Schedule 6	3,021	35,398	149,159	23.7%	35,398				
Operations - Schedule 7	1,826	17,055	54,192	31.5%	17,055				
Professional Services - Schedule 8	3,558	64,490	165,877	38.9%	64,490				
Personnel Expense	55,930	438,842	689,684	63.6%	438,842				
Insurance Expense	0	19,863	36,088	55.0%	19,863				
Rent Expense	8,703	71,135	143,632	49.5%	71,135				
Tax Collection	0	8,073	12,000	67.3%	8,073				
Marketing Progam, Equipment, Web	64	4,905	42,452	11.6%	4,905				
Travel and Training	0	699	22,018	3.2%	699				
Reserves	0	0	401,227	0.0%					
Total Expenditures	234,861	2,301,691	5,304,476	43.4%	1,264,639	322,020	428,127	286,549	356
Current Year Surplus (Deficit)	(222,666)	1,580,501	(1,316,153)	0.0%	2,617,553	(322,020)	(428,127)	(286,549)	(356)
Carry Forwards From Prior Years									
DA Carryforward	3,133	110,232	570,570	19.3%	53,297		0	56,935	
RA Carryforward	9,005	454,709	745,583	61.0%	371,767	82,942	0		
Total Carry Forwards	12,138	564,941	1,316,153	42.9%	425,064	82,942	0	56,935	0
Net Total Surplus (Deficit)	(210,528)	2,145,442	0	0.0%	3,042,617	(239,078)	(428,127)	(229,614)	(356)

No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority
Supplemental Schedules
May 31, 2017

CHEDULE 1 - CURRENT YEAR REVENUES			Gross			Trolley			
			Annual	Budget	Work Plan	Services	Marketing	Security	Incentives
urrent Year Revenues	Month	Year-to-Date	Budget	%	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
ax Revenues	8,025	1,617,360	1,642,509	98.5%	1,617,360				
F	0	(1,460,523)	(1,460,523)	100.0%	(1,460,523)				
DA /CRA Interlocal Agreement	0	3,103,032	3,103,032	100.0%	3,103,032				
RA Project Funding	0	580,000	580,000	100.0%	580,000				
terest - Money Market - First Bank	103	808	100	808.0%	808				
Checking - Wells Fargo	0	0	0	0.0%	0				
Retail Loans	0	0	0	0.0%	0				
onsorships	3,889	31,111	0	0.0%	31,111				
es	178	3,678	0	0.0%	3,678				
rants and Contributions	0	5,000	0	0.0%	5,000				
eimbursements	0	1,726	0	0.0%	1,726				
ityPlace Shuttle	0	0	123,205	0.0%	0				
otal Current Year Revenues	12,195	3,882,192	3,988,323	97.3%	3,882,192	0	0	0	0

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West Palm Beach Downtown Development Authority

Supplemental Schedules

May 31, 2017

	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
CHEDULE 2 - BUSINESS DEVELOPMENT									
operty Incentives	0	356	150,000	0.2%	356				356
icade Improvements	0	49,118	139,860	35.1%	49,118				
easing/Brokers Meeting	0	545	2,963	18.4%	545				
usiness Training and Support	4,525	7,875	46,865	16.8%	7,875				
alue Added Events	0	88,544	137,745	64.3%	88,544				
etail Promotion	5,305	17,483	40,205	43.5%	17,483				
istoric Projects/Tours	0	0	509	0.0%	0				
owntown Events	0	3,611	19,104	18.9%	3,611				
rand Opening/New Bus.Training	0	0	0	0.0%	0				
otal Business Development	9,830	167,532	537,251	31.2%	167,532	0	0	0	356
CHEDULE 3 - PHYSICAL ENVIRONMENT									
udies and Surveys	0	24,369	50,000	48.7%	24,369				
essure Washing/Street Clean	1,806	179,687	410,360	43.8%	179,687				
raffitti Maintenance	0	0	1,711	0.0%	0				
ndscape Maintenance	15,066	161,708	282,803	57.2%	161,708				
ecurtiy Contract	40,420	286,549	606,935	47.2%				286,549	
olley Contract	65,349	322,020	757,942	42.5%		322,020			
olley Signs & Ped Wayfinder	0	0	113,342	0.0%		0			
apital Projects/Alleys	0	57,093	208,918	27.3%	57,093				
otal Physical Environment	122,641	1,031,426	2,432,011	0	422,857	322,020	0	286,549	0

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West Palm Beach Downtown Development Authority

Supplemental Schedules

May 31, 2017

	Month	Year-to-Date	Gross Annual Budget		Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
CHEDULE 4 - MARKETING/PR									
ırvey	0	0	52,453	0.0%			0		
arketing Postage	0	3,500	7,078	49.4%			3,500		
R/Marketing	8,400	88,284	109,067	80.9%			88,284		
dvertising Campaign	13,429	115,380	158,133	73.0%			115,380		
ɔliday Lights	0	65,294	75,000	87.1%			65,294		
ɔmmunity & Cultural Promotion	6,800	155,669	164,000	94.9%			155,669		
'otal Marketing/PR	28,629	428,127	565,731	75.7%	0	0	428,127	0	0
CHEDULE 5 - RESIDENTIAL QUALITY OF LIFE									
eetings	106	604	1,496	40.4%	604				
ɔmmunication/Newsletter	0	1,860	5,085	36.6%					
esidential Events/DNA Sponsor	553	11,682	46,573	25.1%	11,682				
'otal Residential Quality of Life	659	14,146	53,154	26.6%	12,286	0	0	0	0

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West Palm Beach Downtown Development Authority

Supplemental Schedules

May 31, 2017

	Month	Year-to-Date	Gross Annual Budget		Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
CHEDULE 6 - GENERAL OFFICE									
eneral Office Expense	843	3,875	47,145	8.2%	3,875				
quipment	0	1,083	68,892	1.6%	1,083				
eneral Postage	237	272	4,382	6.2%	272				
omputer and Programs	1,632	27,226	0	0.0%	27,226				
ffice Supplies	309	2,942	28,740	10.2%	2,942				
otal General Office	3,021	35,398	149,159	23.7%	35,398	0	0	0	0
CHEDULE 7 - OPERATIONS									
utomobile Expense	500	4,000	6,000	66.7%	4,000				
ues	305	4,875	9,670	50.4%	4,875				
ospitality	516	2,154	14,510	14.8%	2,154				
oard Mtgs/Retreat/Training	34	1,341	5,670	23.7%	1,341				
ublications	146	533	1,341	39.7%	533				
elephone Expense	325	4,152	17,001	24.4%	4,152				
otal Operations	1,826	17,055	54,192	31.5%	17,055	0	0	0	0

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West Palm Beach Downtown Development Authority

Supplemental Schedules

May 31, 2017

	Month	Year-to-Date	Gross Annual Budget		Work Plan Y-T-D	Trolley Services Y-T-D	Marketing Y-T-D	Security Y-T-D	Incentives Y-T-D
CHEDULE 8 - PROFESSIONAL SERVICES									
ccounting	2,000	14,000	24,000	58.3%	14,000				
ofessional Services	0	21,432	61,852	34.7%	21,432				
udit	0	21,850	26,550	82.3%	21,850				
egal	1,558	7,208	53,475	13.5%	7,208				
otal Professional Services	3,558	64,490	165,877	38.9%	64,490	0	0	0	0

ome rounding error may occur.