



**REGULAR BOARD MEETING**  
**Downtown Development Authority**  
**Tuesday November 15, 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 October 18, 2016
- Financial Statements of October 31, 2016

**OLD BUSINESS**

**NEW BUSINESS**

- Office Location
- SkyBike Update
- State of Downtown
- IFEA Awards

Raphael Clemente  
Raphael Clemente  
Raphael Clemente  
Tiffany Faublas

**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, October 18, 2016

**ATTENDANCE**

Board Members in attendance included Chairwoman Upendo Shabazz, Vice Chairman Rob Samuels, Bob Sanders, Clint Fowlkes, James Hansen, Jr., Mary Hurley Lane and Howard Pincus. DDA staff in attendance included Raphael Clemente, Teneka James, Penny DeStefano, Catherine Ast, Leslie Piester and Tiffany Faublas, DDA Attorney Max Lohman (Lohman Law Group), and resident Steve Daniels.

**CALL TO ORDER**

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

**PUBLIC COMMENTS**

Daniels expressed resident's concerns about the amount of current traffic and that the addition of a thirty-story building would generate even more traffic. Several Board members also expressed concern about the proposed building.

**CONSENT CALENDAR**

Minutes of First Public Hearing of September 15, 2016

**Board Action:** Fowlkes made a motion to approve the Minutes of First Public Hearing of September 15, 2016. Hansen seconded the motion. The motion passed unanimously.

Minutes of Regular Board Meeting of September 20, 2016

**Board Action:** Fowlkes made a motion to approve the Minutes of Regular Board Meeting of September 20, 2016. Hansen seconded the motion. The motion passed unanimously.

Minutes of Final Public Hearing of September 22, 2016

**Board Action:** Fowlkes made a motion to approve the Minutes of Final Public Hearing of September 22, 2016. Hansen seconded the motion. The motion passed unanimously.

Financial Statements of September 30, 2016

**Board Action:** Fowlkes made a motion to approve the Financial Statements of September 30, 2016. Hansen seconded the motion. The motion passed unanimously.

#### **NEW BUSINESS**

Fowlkes and Hurley Lane motioned that New Business be added to the Agenda to discuss the Related Group building and the City code changes.

#### **Master Plan Change**

Clemente reported that the proposed change to the Downtown Master Plan to allow up to 30 stories along the Flagler Waterfront was brought to his attention and the process has moved very quickly. The proposed change will be presented to the Downtown Action Committee today and to the City Commission on November 7<sup>th</sup> for approval. Samuels stated that 30 floors on the Waterfront would impact current residents and investors, adding that the existing Downtown Master Plan allows up to 30 story buildings along Quadrille Boulevard, keeping the waterfront open for views and scenery. Clemente stated that in reading the DAC report and talking with the City's Economic Development Director, Chris Roog, this change is to attract tenants to the City's Flagler Financial District by creating new Class A office space along the waterfront. Fowlkes stated that regardless of the DAC decision, the DDA needs to state its position concerning the code change. Samuels, Shabazz, Hurley Lane, Hansen and Pincus agreed that the DDA needs to take a position. Sanders recused himself due to an existing business relationship with the Related Group. Lohman suggested Clemente meet one on one with the Commissioners.

**Board Action:** Samuels made a motion that the DDA does not support a change to the Downtown Master Plan allowing up to 30-story buildings on the waterfront. Pincus seconded the motion.

The motion passed.

Sanders abstained because his firm represents Related Group nationally.

#### **OLD BUSINESS**

#### **Shore to Core Update**

Clemente updated the Board on the design competition conducted by the CRA through Van Allen Design Institute, which is highly regarded as recruiters of talent for buildings around the world. Proposals have been received. Mentions made to rebuild the Banyan Parking Garage and 70 million for rebuilding of the Waterfront. Board requested Clemente keep the Board updated.

#### **PSC Contract**

Clemente reported that during contract negotiation PSC made a request for a different type of security vehicle. It was discussed by the Board and the decision was made that an SUV would not be a good option due to the cost and limitations. The DDA will research better quality utility vehicles.

**Board Action:** Samuels made a motion to renew the PSC Contract effective October 1, 2016 through September 30, 2019. Hurley Lane seconded the motion. The motion passed unanimously.

#### **Springboard Contract**

Thirteen cameras will be installed. The initial term has been reduced from five years to three years, which reduces the total cost to \$48,737.90. Sanders questioned if the City would share the cost. Clemente stated that Chris Roog from the City is agreeable.

**Board Action:** Hurley Lane made a motion to approve the Springboard Contract. Sanders seconded the motion. The motion passed unanimously.



### **ANNOUNCEMENTS**

#### **Business Activity Report**

James updated the Board on businesses. Pincus asked if retail space would be approved in the 1<sup>st</sup> floor of the Florida Crystal building. Clemente stated he has not received an update. The City is working on more visibility for storefronts. Questions were raised concerning vacant space at Rosemary and Clematis. There is also discussions about redesigning the Don Ramon space to make a better fit for retail.

#### **Public Relations/Marketing Report**

Public Relations report attached. Faublas reported on upcoming events and social media. Canvas will be from November 11<sup>th</sup> through November 20<sup>th</sup>.

### **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 AM, Hurley Lane seconded the motion. The motion passed unanimously.

**West Palm Beach Downtown Development Authority**  
**Balance Sheet**  
**October 31, 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	
<b>Total Current Assets</b>		1,276,969
<b>Other Assets</b>		
Lease Security Deposit	6,876	
Last Month Lease Payment	7,960	
<b>Total Other Assets</b>		14,836
<b>Total Assets</b>		<u><u>1,291,805</u></u>
<b>CURRENT LIABILITIES</b>		
Accounts Payable		27,222
Deferred Revenue		<u>27,222</u>
<b>Total Current Liabilities</b>		
<b>FUND BALANCE</b>		
Fund Balance at Beginning of Year	1,536,126	
Net Excess Income (Expense) Year-To-Date	<u>(271,543)</u>	
<b>Total Fund Balance</b>		1,264,583
<b>Total Liabilities and Fund Balance</b>		<u><u>1,291,805</u></u>

No CPA provides any assurance on these financial statements.

# West Palm Beach Downtown Development Authority

## Statement of Revenues And Expenditures

October 31, 2016

	Month		Year-to-Date		Gross Annual		Budget	
	3,992		3,992		Budget		%	
<b>Current Year Revenues - Schedule 1</b>								
<b>Expenditures</b>								
Business Development - Schedule 2	12,000		12,000		428,009		2.8%	
Physical Environment - Schedule 3	69,173		69,173		2,106,711		3.3%	
Marketing/Public Relations- Schedule 4	91,805		91,805		567,500		16.2%	
Residential Quality of Life - Schedule 5	0		0		33,000		0.0%	
General Office - Schedule 6	4,816		4,816		102,000		4.7%	
Operations - Schedule 7	2,740		2,740		36,491		7.5%	
Professtional Services - Schedule 8	2,000		2,000		139,000		1.4%	
Personnel Expense	53,841		53,841		670,775		8.0%	
Insurance Expense	19,582		19,582		30,000		65.3%	
Rent Expense	16,404		16,404		120,000		13.7%	
Tax Collection	2,903		2,903		12,000		24.2%	
Marketing Program, Equipment, Web	273		273		56,718		0.5%	
Travel and Training	0		0		15,000		0.0%	
Reserves	0		0		136,925		0.0%	
<b>Total Expenditures</b>	275,537		275,537		4,454,129		6.2%	
<b>Current Year Surplus (Deficit)</b>	(271,545)		(271,545)		(465,806)		0.0%	
<b>Carry Forwards From Prior Years</b>								
DDA Carryforward	273		273		175,297		0.2%	
CRA Carryforward	54,438		54,438		290,509		18.7%	
<b>Total Carry Forwards</b>	54,711		54,711		465,806		11.7%	
<b>Net Total Surplus (Deficit)</b>	(216,834)		(216,834)		0		0.0%	

	Work Plan		Services		Marketing		Security		Incentives	
	Y-T-D		Y-T-D		Y-T-D		Y-T-D		Y-T-D	
	3,992		0		0		0		0	
	12,000									0
	42,353		26,820				0			
	0				91,805					
	0									
	4,816									
	2,740									
	2,000									
	53,841									
	19,582									
	16,404									
	2,903									
	273									
	0									
	156,912		26,820		91,805		0		0	
	(152,920)		(26,820)		(91,805)		0		0	
	273				0		0			
	54,438		0		0					
	54,711		0		0		0		0	
	(98,209)		(26,820)		(91,805)		0		0	

No CPA provides any assurance on these financial statements.

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

**SCHEDULE 1 - CURRENT YEAR REVENUES**

<b>Current Year Revenues</b>	<b>Gross</b>		<b>Trolley</b>				<b>Work Plan</b>	<b>Incentives</b>
	<b>Month</b>	<b>Year-to-Date</b>	<b>Annual</b>	<b>Budget</b>	<b>%</b>	<b>Y-T-D</b>	<b>Y-T-D</b>	<b>Y-T-D</b>
Tax Revenues	0	0	1,642,509	0.0%		0		
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	103	103	100	103.0%		103		
Checking - Wells Fargo	0	0	0	0.0%		0		
Retail Loans	0	0	0	0.0%		0		
Sponsorships	3,889	3,889	0	0.0%		3,889		
Fees	0	0	0	0.0%		0		
Grants and Contributions	0	0	0	0.0%		0		
Reimbursements	0	0	0	0.0%		0		
CityPlace Shuttle	0	0	123,205	0.0%		0		
<b>Total Current Year Revenues</b>	<b>3,992</b>	<b>3,992</b>	<b>3,988,323</b>	<b>0.1%</b>		<b>3,992</b>	<b>0</b>	<b>0</b>

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

	Gross		Year-to-Date	Budget		Budget %	Trolley Services				Work Plan			
	Month	Annual		Budget	%		Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
SCHEDULE 2 - BUSINESS DEVELOPMENT														
Property Incentives	0	150,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Facade Improvements	0	70,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Leasing/Brokers Meeting	0	2,500	0	0.0%	0	0	0	0	0	0	0	0	0	0
Business Training and Support	0	20,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Value Added Events	12,000	150,000	12,000	8.0%	0	0	0	0	0	0	0	0	0	0
Retail Promotion	0	25,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Historic Projects/Tours	0	509	0	0.0%	0	0	0	0	0	0	0	0	0	0
Downtown Events	0	10,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Grand Opening/New Bus. Training	0	0	0	0.0%	0	0	0	0	0	0	0	0	0	0
Total Business Development	12,000	428,009	12,000	2.8%	0	0	0	0	0	0	0	0	0	0
SCHEDULE 3 - PHYSICAL ENVIRONMENT														
Studies and Surveys	24,369	50,000	24,369	48.7%	0	0	0	0	0	0	0	0	0	0
Pressure Washing/Street Clean	16,546	350,000	16,546	4.7%	0	0	0	0	0	0	0	0	0	0
Graffiti Maintenance	0	1,711	0	0.0%	0	0	0	0	0	0	0	0	0	0
Landscape Maintenance	0	250,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Security Contract	0	550,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Trolley Contract	26,820	675,000	26,820	4.0%	0	0	0	0	0	0	0	0	0	0
Trolley Signs & Ped Wayfinder	0	100,000	0	0.0%	0	0	0	0	0	0	0	0	0	0
Capital Projects/Alleys	1,438	130,000	1,438	1.1%	0	0	0	0	0	0	0	0	0	0
Total Physical Environment	69,173	2,106,711	69,173	3.3%	0	0	0	0	0	0	0	0	0	0

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West Palm Beach Downtown Development Authority

Supplemental Schedules

October 31, 2016

	Gross Annual Budget			Work Plan		Trolley Services		Marketing		Security		Incentives	
	Month	Year-to-Date	Budget	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
<b>SCHEDULE 4 - MARKETING/PR</b>													
Survey	0	0	50,000					0					
Marketing Postage	0	0	3,500					0					
PR/Marketing	6,000	6,000	125,000					6,000					
Advertising Campaign	41,305	41,305	150,000					41,305					
Holiday Lights	32,500	32,500	75,000					32,500					
Community & Cultural Promotion	12,000	12,000	164,000					12,000					
<b>Total Marketing/PR</b>	<b>91,805</b>	<b>91,805</b>	<b>567,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>91,805</b>	<b>0</b>	<b>0</b>	<b>0</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	0	0	30,000					0					
<b>Total Residential Quality of Life</b>	<b>0</b>	<b>0</b>	<b>33,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</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

October 31, 2016

	Gross Annual Budget			Work Plan		Trolley Services		Marketing		Security		Incentives	
	Month	Year-to-Date	Budget	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
<b>SCHEDULE 6 - GENERAL OFFICE</b>													
General Office Expense	127	127	20,000	127									
Equipment	538	538	60,000	538									
General Postage	0	0	2,000	0									
Computer and Programs	3,820	3,820	0	3,820									
Office Supplies	331	331	20,000	331									
<b>Total General Office</b>	<b>4,816</b>	<b>4,816</b>	<b>102,000</b>	<b>4,816</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SCHEDULE 7 - OPERATIONS</b>													
Automobile Expense	500	500	6,000	500									
Dues	675	675	7,000	675									
Hospitality	0	0	9,791	0									
Board Mtgs/Retreat/Training	1,003	1,003	3,000	1,003									
Publications	237	237	700	237									
Telephone Expense	325	325	10,000	325									
<b>Total Operations</b>	<b>2,740</b>	<b>2,740</b>	<b>36,491</b>	<b>2,740</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</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

October 31, 2016

	Gross		Trolley				Incentives
	Month	Year-to-Date	Annual Budget	Work Plan Y-T-D	Services Y-T-D	Marketing Y-T-D	
SCHEDULE 8 - PROFESSIONAL SERVICES							
Accounting	2,000	2,000	24,000	2,000			
Professional Services	0	0	50,000	0			
Audit	0	0	25,000	0			
Legal	0	0	40,000	0			
Total Professional Services	2,000	2,000	139,000	2,000	0	0	0

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: State of Downtown Report

DATE: Tuesday, November 15, 2016

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Data is increasingly important for downtown management organizations, whether it is retail growth, crime rates, or trolley ridership. The most recent in-depth study of economic and business conditions was conducted by the Lambert Advisory Group in preparation for the 2007 Downtown Master Plan update.

In recent years, the DDA has become much more effective at collecting and using data to inform decision-making and set budgetary priorities. In addition to guiding the work of this organization, current market data is an important component for recruiting new investors and new businesses, as well as supporting existing businesses.

Staff is working with Florida Atlantic University's Center for Urban and Environmental Solutions to develop a scope of work for the first State of Downtown Report. This report will include demographic, economic, transportation, employment, housing and sales data and will provide insight into the current socio-economic characteristics of Downtown. Staff seeks input from the board regarding the content of the report and which areas should be focused on with this work.

A presentation on the draft scope will be given during the board meeting.





## MEMO

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

FROM: Teneka James

RE: Idea's Big or Small

DATE: Tuesday, November 15, 2016

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Over the past few years we have continued to review and asses our programs, events and initiatives that will continue increasing the visibility and economic development of Downtown West Palm Beach.

Most recently, I was selected by the International Downtown Association to participate in the Emerging Leader Fellowship program. This is an inaugural program for professionals working in an urban district industry. As one of 26 participants internationally, we learned essential leadership skills, place management and practical tools in the areas focused on place making, economic development, and public private partnerships.

We also discussed leadership roles of our board and committee members, as it relates to the success of an organization.

We value our board members and the input you provide in shaping our organization. We would like to include a new section to the DDA Board agenda that is solely focused on initiatives presented by the DDA board members that coincide with our mission. This will provide an opportunity for the DDA Board members to discuss additional ideas and concepts that will be beneficial for downtown, the residents, business owners and visitors.