

REGULAR BOARD MEETING

Downtown Development Authority
Tuesday, October 18, 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 First Public Hearing of September 15, 2016

Minutes of Board Meeting of September 20, 2016

Minutes of Final Public Hearing of September 22, 2016

Financial Statements of September 30, 2016

OLD BUSINESS
 Downtown Report Proposal - Presentation

PSC Contract

Springboard Contract

ANNOUNCEMENTS

Business Activity Report

Public Relations/Marketing Report

Raphael Clemente

Raphael Clemente

Raphael Clemente

Teneka James

Tiffany Faublas

Upendo Shabazz

<u>ADJOURNMENT</u>

Ph: 561.833.8873 Fax: 561.833.5870 www.downtownwpb.com



301 Clematis Street, Suite 200 West Palm Beach, FL 33401

MINUTES

First Public Budget Hearing
Downtown Development Authority
Tuesday, September 15, 2016
5:05 PM

ATTENDANCE

Board Members in attendance: Howard Pincus, Clint Fowlkes, Bob Sanders and James Hansen. DDA staff in attendance included Penny DeStefano, Teneka James and Abby Jorandby, Lohman Law Group.

CALL TO ORDER

Pincus called the meeting to order at 5:05 PM.

PUBLIC HEARING FORMAT

Jorandby explained that by State law this budget hearing is a specific, detailed process that needs to be followed to undergo adoption of our millage and budget for Fiscal Year 2016-2017.

STAFF PRESENTATION OF PROPOSED MILLAGE RATE AND TENTATIVE BUDGET

James announced that in July, the DDA set the proposed millage rate at 2.0000 mills, which would result in an 81.98% increase in millage from the rolled back rate (1.0990) necessary to fund the budget.

James stated that subsequent to that time, the DDA Board has continued to refine its budget, and staff is now proposing that the DDA set its millage rate at 1.0000 mill, which would result in a 9.01% decrease in millage from the rolled back rate (10990) necessary to fund the budget.

James stated that a summary of the FY 2016-2017 Budget was previously submitted to the Board and asked if the Board had any questions.

Pincus stated that there being no questions, he called for public comments or questions.

PUBLIC COMMENTS AND QUESTIONS

Pincus stated that there being no public comments or questions, the public comment portion of the meeting is closed.

ADOPTION OF PROPOSED MILLAGE RATE FOR FISCAL YEAR 2016-2017

Pincus called for a motion on the Adoption of the Proposed Millage Rate for Fiscal Year 2016-2017

<u>Fowlkes made the following motion: I move that the proposed millage rate</u>

for fiscal year 2016-2017 be set at 1.0000 mill with Hansen seconding. The
motion passed unanimously.

Page Two
West Palm Beach DDA First Public Budget Hearing
September 15, 2016

ADOPTION OF TENTATIVE BUDGET FOR FISCAL YEAR 2016-2017

Pincus called for a motion for the adoption of the Tentative Budget for fiscal year 2016-2017

Board Action: Fowlkes made the following motion: I move the adoption of the fiscal year 2016-2017 tentative budget as presented with Hansen seconding. The motion

passed unanimously.

ANNOUNCEMENT OF FINAL HEARING

James announced that the final budget hearing will be held on Thursday, September 22, 2016 at 5:05 PM in the office of the Downtown Development Authority located at 301 Clematis Street, Suite 200, West Palm Beach, FL. 33401

ADJOURNMENT

There being no further business to discuss, Pincus called for a motion to adjourn the meeting.

Board Action: Sanders made a motion to adjourn the meeting at 5:15 PM with Hansen

seconding. The motion passed unanimously.



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

ATTENDANCE

Board Members in attendance included Chairwoman Upendo Shabazz, Bob Sanders, Clint Fowlkes, James Hansen, Jr., and Howard Pincus. DDA staff in attendance included Raphael Clemente, Teneka James, Penny DeStefano, Catherine Ast, Leslie Piester, Deborah Mitchell and Abby Jorandby (Lohman Law Group, PA). Guests included, Gemma Noble via telephone, Anthony Pizzarelli, Resident, Peter Pettie, Resident, Ginger Gowing Fowlkes, Resident, Steve Daniels, Resident and Allison Justice, CRA.

CALL TO ORDER

Shabazz called the meeting to order at 8:40 a.m.

PUBLIC COMMENTS

No Public Comments were made at this meeting.

Shabazz welcomed visitors.

CONSENT CALENDAR

Minutes of August 16, 2016 Board Meeting and Financial Statement of August 31, 2016

Board Action: Hansen made a motion to approve the Minutes of August 16,

And Financial Statement of August 31, 2016

Pincus seconded the motion. The motion passed unanimously.

OLD BUSINESS

Springboard Proposal

Clemente said tracking who visits Downtown is a means to calculate the health of an area. He said Springboard allows us to do just that, track who is coming Downtown, why, and by what means.

Noble presented the Springboard tracking service to the Board. She explained that the program uses cameras to track pedestrian, vehicle and bike traffic by measuring the width and height of an object crossing in front of the camera. Noble said the program is simple to set up and needs 24-hour power. She continued to explain that the data is transmitted to Springboard technicians who calculate it and send the information back to DDA in the form of a report. Noble said they have local based companies who will do the installation, calibration and be the local support. She also said the information collected, belongs to the DDA. (The written proposal is attached to the minutes.)

The Board asked a few questions about terms of the agreement, if it records video, the time frame from contract to fully operational and more information about the company.

Page Two Regular Board Meeting September 20, 2016

OLD BUSINESS continued

Springboard Proposal continued

Noble said the company was established 14 years ago in the United Kingdom and 7 years ago in North America. She said there are several locations in Manhattan, and other cities. Noble explained that the first year cost is higher because it includes the equipment, engineering and set-up. The annual cost over the next two years is for the service. She said the camera does not record videos, it is looking for a shape, average height and shoulder size of people. Noble said the time frame from signing the contract to fully operational is generally 6 weeks.

The Board agreed the information captured by this service would be an asset to attract investors, businesses and residents to the Downtown. Sanders asked if other stakeholders, like the Chamber of Commerce, City and CRA would benefit as well, and perhaps, share the cost? Clemente said once the Board approves moving forward, he will ask the City, CRA and Chamber to partner with the DDA to assist in funding the service and receive access to the information.

Board action: <u>Sanders made a motion to move forward with the Springboard Program</u>
<u>for a three-year term. Fowlkes seconded the motion.</u> The motion passed unanimously.

NEW BUSINESS

Professional Security Consultants Contract Renewal

DeStefano reported that the contract would expire on September 30, 2016. She said Lohman would prepare a new contract for the Board to review at the October meeting. DeStefano asked the Board to extend the current contract for 30 days.

Clemente reported that he received a request to provide a different type of security vehicle. A Golf cart is currently used by security; however, it is not very visible, not reliable and not very fast. He said my concern is cost, but I want get feedback from the Board.

After discussion, the Board asked Clemente and staff to explore the cost of an alternative security vehicle and report back at the October Board meeting.

Board Action: Sanders made a motion to extend the contract with PSC for 30 days.

Pincus seconded the motion. The motion passed unanimously.

State of Downtown Report

Clemente said we have an opportunity to work with FAU to compile a report that would include demographics, property value etc. He said the report could be used as a tool to provide information to brokers and other potential investors.

After discussion, the Board agreed it would be a good tool to attract both businesses and residents. The Board asked Clemente to move forward in obtaining a proposal and present it to the Board at the October meeting.

Page Three Regular Board Meeting September 20, 2016

ANNOUNCEMENTS

Clemente reported that prior to the start of the Board meeting, residents present expressed concern over the height of the building The Related Group is proposing on Flagler Drive.

Clemente contacted the City to obtain the approval process. It is as follows:

Approval Process of Related Group Building

- 1. October 12, 2016 DAC Advisory.
- 2. October 18, 2016 Planning Board.
- 3. November 7, 2016 City Commission.

Old City Hall Site

Pincus asked when work on the site of the old City Hall building would begin?

Justice responded that the process will begin in December.

Shore to Core Time Frames

Clemente reported that he attended a Shore to Core meeting yesterday. He said he is very excited with the proposals received by the Committee. Clemente continued to say that the 20 proposals reviewed at the meeting were classic, out of the box ideas.

Justice said the Committee has already identified two research teams and one design team. She said the CRA and Van Allen, will narrow it down to the top four. Justice continued to say that the Committee will introduce the teams to the community. She said our goal is to find a location to host a public workshop.

The time frame is as follows:

- 1. Proposal Review October 17 thru October 18.
- 2. December the jury will meet again with design teams.
- 3. February we will have a presentation for the public.

Transit Village

Fowlkes asked for the status of the garage Masanoff wanted to build.

Justice said the CRA will work with Masanoff to figure out how much funding he needs to construct the garage. She said the CRA Board asked for more detailed information. Justice reported that another meeting will be set up.

Clemente reminded Justice that the DDA Board requested a joint meeting with the CRA Board and Masanoff.

Page Four Regular Board Meeting September 20, 2016

ANNOUNCEMENTS continued

Canvas

The Board asked about the progress of Canvas.

James reported that Canvas received approval from DAC and was going before the Commission on September 26th. Groundbreaking is scheduled for Tuesday, September 27th.

Residential Services

Clemente responded to a comment that it appears that at times the residential component is forgotten. Clemente reminded the Board that the trolley service, clean, green and safe programs make up the majority of the physical environment budget. He continued to say that attracting more retail businesses Downtown would also improve quality of life for current residents, attract new residents and increase the property value for all residents.

Fowlkes suggested an annual meeting with the condominium representatives to showcase projects the DDA is working on.

Daniels suggested Clemente may consider attending the annual meetings of the Condominium Boards in the district.

After discussion, Clemente said he would explore the suggestions provided by the Board and guests.

Final Public Hearing

Clemente reminded the Board that a quorum is needed at the final Public Hearing scheduled on September 22, 2016 @ 5:05 pm.

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 10:00 AM. Pincus seconded the motion. The motion passed unanimously.



301 Clematis Street, Suite 200 West Palm Beach, FL 33401

Minutes Final Public Budget Hearing Tuesday, September 22, 2016 5:05 pm

ATTENDANCE

Board members in attendance: Chairwoman Upendo Shabazz, James W. Hansen, Howard Pincus, and Bob Sanders. Staff in attendance included Penny DeStefano, Catherine Ast and Abigail Jorandby, Lohman Law Group, PA.

CALL TO ORDER

Chairwoman Shabazz called the meeting to order at 5:05 pm.

PUBLIC HEARING FORMAT

Jorandby explained that state law stipulates the process and sequence that the Board is to follow for the final public hearing to adopt the millage rate and the budget for Fiscal Year 2016/2017.

STAFF PRESENTATION OF PROPOSED MILLAGE RATE AND TENTATIVE BUDGET

DeStefano announced that the proposed millage rate of 1.0000 mils necessary to fund the budget is a 9.01% decrease from the rolled back rate of 1.0990 mils.

PUBLIC COMMENTS AND QUESTIONS

Shabazz called for public comments or questions.

CLOSURE OF PUBLIC HEARING

There being no public comments or questions, Shabazz closed the public portion of the hearing.

ADOPTION OF RESOLUTION 4-16 SETTING MILLAGE RATE FOR FISCAL YEAR 2016/2017

Jorandby stated that the West Palm Beach Downtown Development Authority's rolled back rate is 1.0990 mils. The Downtown Development Authority is levying ad valorem taxes at a millage rate of 1.0000 mil, which is a decrease of 9.01% from the rolled back rate.

Shabazz asked for Resolution No. 4-16 to be read by title only Jorandby announced Resolution No. 4-16 is a Resolution of the West Palm Beach Downtown Development Authority adopting a final millage rate for Fiscal Year 2016/2017; providing an effective date; and for other purposes.

Board Action: Hansen made the following motion: I move the adoption of Resolution No. 4-

16 setting the final millage rate for fiscal year 2016/2017 at 1.0000 mil with

Pincus seconding. The motion passed unanimously.

Page Two West Palm Beach DDA Final Budget Hearing September 22, 2016

ADOPTION OF RESOLUTION 5-16 ADOPTING THE FINAL BUDGET FOR FISCAL YEAR 2016/2017

Shabazz asked for Resolution No. 5-16 to be read by title only.

Jorandby announced Resolution No 5-16, a Resolution of the West Palm Beach Downtown Development Authority adopting a final 2016/2017 fiscal year budget; providing an effective date; and for other purposes.

Board Action: Hansen made the following motion: I move the approval of Resolution

No 5-16, adopting the final budget for fiscal year 2016-2017 with Sanders

seconding. The motion passed unanimously.

CLOSE THE PUBLIC HEARING AND ADJOURN

There being no further business to discuss, Shabazz closed the public hearing and called for a motion to adjourn the meeting.

Board Action: Sanders made a motion to adjourn the meeting at 5:08 pm with Pincus

seconding. The motion passed unanimously.

West Palm Beach Downtown Development Authority Balance Sheet September 30, 2016

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1,294,569 202,448 50 643	1,497,710	6,876 7,960	14,836	1,512,546	10,000 31,111 41,111	1,178,208	1,471,435	1,512,546
Current Assets PNC Bank - Operating First Bank - Money Market Petty Cash Due from Employees	Total Current Assets	Other Assets Lease Security Deposit Last Month Lease Payment	Total Other Assets	Total Assets	CURRENT LIABILITIES Accounts Payable Deferred Revenue Total Current Liabilities	FUND BALANCE Fund Balance at Beginning of Year Net Excess Income (Expense) Year-To-Date	Total Fund Balance	Total Liabilities and Fund Balance

No CPA provides any assurance on these financial statements.

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

leS	September 30, 2016	016		-		Trolley			
			Gross Annual	Budget	Work Plan	Services	Marketing	Security	Incentives
'	Month	Year-to-Date	Budget	%	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
Current Year Revenues - Schedule 1	22,988	3,771,249	3,740,140	100.8%	1,966,358	546,500	583,391	525,000	150,000
Expenditures									
Business Development - Schedule 2	8,453	241,625	551,778	43.8%	241,625				0
Physical Environment - Schedule 3	143,229	1,548,918	1,988,917	77.9%	481,172	560,644		507,102	
Marketing/Public Relations- Schedule 4	25,783	685,174	714,258	95.9%	0		685,174		
Residential Quality of Life - Schedule 5	2,396	20,699	30,929	%6'99	20,699				
General Office - Schedule 6	6,092	69,363	97,273	71.3%	69,363				
Operations - Schedule 7	1,433	20,971	38,919	53.9%	20,971				
Professtional Services - Schedule 8	3,637	100,929	151,306	%2.99	100,929				
Personnel Expense	50,448	612,139	651,191	94.0%	612,139				
Insurance Expense	0	38,241	24,747	154.5%	38,241				
Rent Expense	8,378	102,455	128,332	79.8%	102,455				
Tax Collection	2,903	13,123	9,236	142.1%	13,123				
Marketing Progam, Equipment, Web	208	4,211	40,303	10.4%	4,211				
Travel and Training	7,168	20,174	18,289	110.3%	20,174				
Reserves	0	0	132,447	0.0%					
Total Expenditures	260,126	3,478,022	4,577,925	76.0%	1,725,102	560,644	685,174	507,102	0
Current Year Surplus (Deficit)	(237,137)	293,227	(837,785)	0.0%	241,256	(14,144)	(101,783)	17,898	150,000
Carry Forwards From Prior Years									
DDA Carryforward	29,948	134,683	227,122	59.3%	78,316		26,667	29,700	
CRA Carryforward	182,142	714,150	610,663	116.9%	448,924	178,572	86,654		
Total Carry Forwards	212,090	848,833	837,785	101.3%	527,240	178,572	113,321	29,700	0
Net Total Surplus (Deficit)	(25,047)	1,142,060	0	0.0%	768,496	164,428	11,538	47,598	150,000

No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority Supplemental Schedules September 30, 2016

SCHEDULE 1 - CURRENT YEAR REVENUES	REVENUES		Gross			Trolley			
			Annus	Budget	Work Plan	Services	Marketing	Security	Incentives
Current Year Revenues	Month	Year-to-Date	Budget	%	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
Tax Revenues	0	1,461,097	1,447,169	101.0%	1,461,097				
TIF	0	(1,265,184)	(1,265,184)	100.0%	(1,265,184)				
DDA /CRA Interlocal Agreement	0	2,712,353	2,712,353	100.0%	1,147,239	526,500	413,500	525,000	100,114
CRA Project Funding	0	584,234	584,234	100.0%	388,348	20,000	126,000		49,886
Interest - Money Market - First Bank	66	1,210	0	0.0%	1,210				
Checking - Wells Fargo	0	0	0	%0.0	0				
Retail Loans	0	0	0	%0.0	٥				
Sponsorships	8,889	122,288	83,850	145.8%	95,621		26,667		
Fees	0	31,907	4,137	771.3%	30,107		1,800		
Grants and Contributions	0	27,659	50,376	54.9%	12,235		15,424		
Reimbursements	14,000	28,000	0	%0.0	28,000				
CityPlace Shuttle	0	67,685	123,205	54.9%	67,685		j		
Total Current Year Revenues	22,988	3,771,249	3,740,140	100.8%	1,966,358	546,500	583,391	525,000	150,000

No CPA provides any assurance on these financial statements,

West Palm Beach Downtown Development Authority

	orbremon col sono			-					
			Gross			Trolley			
			Annual	Budget	Work Plan	Services	Marketing	Security	Incentives
	Month	Year-to-Date	Budget	%	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
SCHEDULE 2 - BUSINESS DEVELOPMENT	OPMENT								
Property Incentives	0	0	150,000	%0.0	0				0
Facade Improvements	0	15,000	134,860	11.1%	15,000				
Leasing/Brokers Meeting	273	2,727	3,190	85.5%	2,727				
Business Training and Support	0	16,933	18,798	90.1%	16,933				
Value Added Events	8,080	190,044	202,964	93.6%	190,044				
Retail Promotion	100	12,746	28,353	45.0%	12,746				
Historic Projects/Tours	0	0	509	%0.0	0				
Downtown Events	0	175	Φ	%0.0	175				
Grand Opening/New Bus, Training	0	4,000	13,104	30.5%	4,000				
Total Ductures Description	0.463	3631116	861 778	12 80%	3691116	<	c	c	c
I oral Dusiness Developinent	6,470	241,042	011,170	0/0.6+	241,72		2		
SCHEDULE 3 - PHYSICAL ENVIRONMENT	RONMENT								
Pressure Washing/Street Clean	35,117	234,644	355,379	90.99	234,644				
Graffitti Maintenance	0	0	1,711	0.0%	0				
Landscape Maintenance	14,492	214,702	247,505	86.7%	214,702				
Securtiy Contract	57,838	507,102	554,700	91.4%				507,102	
Trolley Contract	34,344	553,301	717,729	77.1%		553,301			
Trolley Signs & Ped Wayfinder	0	7,343	20,685	35.5%		7,343			
Capital Projects/Alleys	1,438	31,826	91,208	34.9%	31,826		ĺ	ĺ	
Total Physical Environment	143.229	1.548.918	1,988,917 77.9%	77.9%	481,172	560,644	0	507.102	0
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No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority

•	Chromos on the								
			Grass			Trolley			
			Annual		Work Plan	Services	Marketing	Security	Incentives
	Month	Year-to-Date	Badget		Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
SCHEDULE 4 - MARKETING/PR									
Survey	0	47,529	49,982	95.1%			47,529		
Marketing Postage	0	1,700	5,278	32.2%			1,700		
PR/Marketing	7,750	96,956	115,830	83.7%			96,956		
Advertising Campaign	13,886	221,974	236,307	93.9%			221,974		
Holiday Lights	0	65,000	61,193	106.2%			65,000		
Community & Cultural Promotion	4,147	252,015	245,668	102.6%			252,015		
Total Marketing/PR	25,783	685,174	714,258	95.9%	0	0	685,174	0	0
SCHEDULE 5 - RESIDENTIAL QUALITY OF LIFE	ALITY OF LI	7E							
Meetings	0	324	820	39.5%	324				
Communication/Newsletter	0	0	3,085	%0:0					
Residential Events/DNA Sponsor	2,396	20,375	27,024	75.4%	20,375				
Total Residential Quality of Life	2,396	20,699	30,929	%6.99%	20,699	0	0	0	0

No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority

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			21033			TOTICS			
			Annual		Work Plan	Services	Marketing	Security	Incentives
1	Month	Year-to-Date	Budget		Y-T-D	Y-T-D	Y-T-D	Y-T-D	V-T-D
SCHEDULE 6 - GENERAL OFFICE									
General Office Expense	2,719	16,843	23,988	70.2%	16,843				
Equipment	2,111	16,646	20,036	83.1%	16,646				
General Postage	0	268	3,286	27.3%	897				
Computer and Programs	784	28,185	33,838	83.3%	28,185				
Office Supplies	478	6,792	16,125	42.1%	6,792				
Total General Office	6,092	69,363	97,273	71.3%	69,363	0	0	0	0
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SCHEDULE 7 - OPERATIONS									
Automobile Expense	200	6,000	6,000	100.0%	6,000				
Dues	900	4,330	7,000	61.9%	4,330				
Hospitality	193	1,394	6,265	22.3%	1,394				
Board Mtgs/Retreat/Training	0	621	3,291	18.9%	621				
Publications	0	570	1,211	47.1%	570				
Telephone Expense	140	8,056	15,152	53.2%	8,056	:			
Total Operations	1.433	20.971	38.919	53.9%	20.971	C	C	c	O
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No CPA provides any assurance on these financial statements.

West Palm Beach Downtown Development Authority

and the required of			Month	SCHEDULE 8 - PROFESSIONAL SERVICES	Accounting 0	Professional Services 2,000	Audit 0	Legal 1,637	
.			Year-to-Date		16,500	49,792	21,850	12,787	000 001
	Gross	Annuel	Budget		12,000	76,144	23,400	39,762	151 206
•					137.5%	65.4%	93.4%	32.2%	702 33
		Work Plan	Y-T-D		16,500	49,792	21,850	12,787	100 030
	Trolley	Services	Y-T-D						-
		Marketing	Y-T-D						•
		Security	Y-T-D					***************************************	
		Incentives	Y-T-D						

No CPA provides any assurance on these financial statements.