

**OLD BUSINESS**

No Old Business.

**NEW BUSINESS**

**Sunshine/Public Meeting**

Jorandby spoke about Sunshine Law and Ethics. She explained how we are in compliance by publishing meeting notices and minutes. She explained that Board matters may not be discussed outside of the public hearings. Jorandby also stated that if Clemente sends an email to the entire board any comments should only be sent to Clemente and or our attorneys.

If Board member has a conflict of interest in matter the Board is voting on that board member is required to recuse themselves from the vote. Jorandby explained that if a board member is unsure they can reach out to her to confirm.

Jorandby explained emails and all documents are considered public records. If any Board member receives a request for records please let DeStefano or DDA staff know so it can be fulfilled and addressed properly. Clemente added that all minutes and budget information are posted on the DDA website.

Jorandby stated that DDA board members are governed by the sunshine law and are free to contact her directly via email or telephone with any questions or concerns.

Clemente reminded the board that the DDA does not get involved with political issues. If anyone asked you as the DDA to host a political event we cannot. The most the DDA can do is publish polling locations.

**Board and Staff Retreat March 2018**

Clemente reported that with a changing district, growing group of stakeholders, and entering into the last year of our current interlocal agreement with the City and CRA now is the time to reexamine the DDA work plan. He suggested that the retreat be a full day and that a facilitator be hired. The focus will be on the organization as a whole. He explained that the purpose of the retreat is to better connect with the community. The business community is relatively easy to connect with but we need to connect with the residents more.

Hansen, Hurley Lane, and Sanders all agreed that a full day retreat would be appropriate.

Sanders suggested Roy Assad to facilitate because he is a former board member. Shabazz suggested it would be better to hire an outside facilitator.

Clemente and staff will work on contracting a facilitator, venue, and date for the retreat.

**Downtown Projects 2017/2018**

Memo and Draft Timeline attached to minutes.

Clemente commented that from past experience the streetscape must be started by May to be done in time for season. Justice explained that the City has an ongoing contract with Kimley Horn.

Ward spoke on behalf of the CRA in regards to the 314 Clematis, Banyan Hub, and alleyway projects. Ward stated that repairs and replacements are needed to enhance the area and make it somewhere people want to hang out. Improvements are needed on Clematis Street to obtain different and new businesses. The CRA and City are working with Van Halen and Ecosistema Urbano to design 314 Clematis. Working with the Knight City Challenge grant, CRA and City funds 314 Clematis will be broken into smaller spaces for many businesses to use.

Muriente explained that the 12x12 project is an opportunity for an online business to get retail space of approximately 1000sq ft. as a start and then grow into more.

Shabazz asked what the DDA's role will be and if funding is included in approved budget. Clemente explained that we will play a supporting and collaborative role. The DDA alone does not have the necessary funding.

Shore to core phase 1 has rolled out and the DDA is a big part of it. Clemente shared a video highlighting activation of Flagler Drive as a destination for pedestrians to come and enjoy the waterfront.

Muriente explained that events are being held weekly to attract residents such as Monday Morning coffee meet-ups and food truck lunches on Wednesdays.

Phase 2 will be to rebuild the Banyan Garage. Ward explained the plan is to build 10 floors and use the upper levels for outdoor venues and activations. Phase 3 will be to connect the waterfront to other areas.

Reikenis asked if the city is ready for the influx of people visiting from Miami once Brightline is open. Clemente stated that we have been working on changing or adding trolley routes and additional bike stations.

### **ANNOUNCEMENTS**

#### **Marketing/ PR Highlights**

Faublas provided highlights of marketing efforts for the last few months. She reported that all social media channels continue to increase in followers with Twitter having the highest increase.

The newest addition to our social media channels is a Facebook page dedicated to the DDA to express to the community the role of the DDA. The plan is to highlight projects the DDA spearheads and provide information about the DDA.

Recently an Australian journalist that was on the FAM tour hosted by the Cultural Council wrote an article on West Palm Beach.

Sherryl Muriente was introduced as the newest staff member of the DDA, her official position is Manager of Urban Placemaking.

Moonfest scheduled for October 28, will be the entire corridor down to the waterfront. The police asked it be run this way for safety issues.

### **ADJOURNMENT**

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

**Board Action:** Reiknes made a motion to adjourn the meeting at 10:30 a.m.  
Hurley Lane seconded the motion. The motion passed unanimously.

West Palm Beach Downtown Development Authority

Balance Sheet

October 31, 2017

ASSETS

Current Assets		
PNC Bank Operating	1,459,357	
First Bank - Money Marke	203,765	
Petty Cash	50	
Accounts Receivable - Shuttle P	33,842	
Total Current Assets		1,697,014
Other Assets		
Prepaid Rent	8,479	
Lease Security Deposit	29,876	
Last Month Lease Payment	7,960	
Total Other Assets		46,315
Total Assets		1,743,329
CURRENT LIABILITIES		
Due to Lincoln National	5,780	
Deferred Revenue	0	
Total Current Liabilities		5,780
FUND BALANCE		
Fund Balance	1,946,964	
Net Income	(209,415)	
Total Fund Balance		1,737,549
Total Liabilities and Fund Balance		1,743,329

No CPA provides any assurance on these financial statements.



West Palm Beach Downtown Development Authority

Statement of Revenues And Expenditures

October 31, 2017

	Year-to-Date		Gross Annual		Budget			Work Plan		Trolley Services		Marketing		Security		Incentives	
	Month	103	103	Budget	%		Y-T-D	0	Y-T-D	0	Y-T-D	Y-T-D	0	Y-T-D	0	Y-T-D	0
Current Year Revenues - Schedule 1	103		103	4,387,937	0.0%		103										
Expenditures																	
Business Development - Schedule 2	928		928	443,279	0.2%												
Physical Environment - Schedule 3	44,314		44,314	2,075,000	2.1%				21,973					0			178
Marketing/Public Relations- Schedule 4	38,045		38,045	628,500	6.1%							38,045					
Residential Quality of Life - Schedule 5	0		0	33,000	0.0%												
General Office - Schedule 6	8,389		8,389	204,045	4.1%												
Operations - Schedule 7	2,339		2,339	51,700	4.5%												
Professional Services - Schedule 8	0		0	125,000	0.0%												
Total Personnel Expense	70,777		70,777	737,922	9.6%												
Insurance Expense	22,784		22,784	50,000	45.6%												
Rent Expense	18,745		18,745	142,000	13.2%												
Tax Collection	3,197		3,197	13,000	24.6%												
Marketing Programs	0		0	20,000	0.0%												
Travel and Training	0		0	15,000	0.0%												
Reserves	0		0	400,000	0.0%												
Total Expenditures	209,518		209,518	4,938,446	4.2%				21,973			38,045		0			178
Current Year Surplus (Deficit)	(209,415)		(209,415)	(550,509)	0.0%				(21,973)			(38,045)		0			(178)
Carry Forwards From Prior Years																	
DDA Carryforward	0		0	400,000	0.0%				0			0		0			
CRA Carryforward	178		178	150,509	0.1%				0			0		0			
Total Carry Forwards	178		178	550,509	0.0%				0			0		0			0
Net Total Surplus (Deficit)	(209,237)		(209,237)	0	0.0%				(21,973)			(38,045)		0			(178)

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

**SCHEDULE 1 - CURRENT YEAR REVENUES**

Current Year Revenues	Gross		Trolley		Marketing		Security		Incentives	
	Month	Year-to-Date	Annual Budget	Budget %	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D	Y-T-D
Tax Revenues	0	0	1,842,316	0.0%	0					
TIF	0	0	(1,660,331)	0.0%	0					
DDA/CRA Interlocal	0	0	3,502,647	0.0%						
CRA Project Funding	0	0	580,000	0.0%						
Interest Income	103	103	100	103.0%	103					
Sponsorships	0	0	0	0.0%	0					
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>103</b>	<b>103</b>	<b>4,387,937</b>	<b>0.0%</b>	<b>103</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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