



WEST ATLANTIC REDEVELOPMENT COALITION (WARC)
Thursday, August 4, 2016; 6:00pm
First Floor Conference Room – City Hall - 100 NW 1st Avenue

MEETING MINUTES

BOARD MEMBERS PRESENT

Joycelyn Patrick	Sheppard Gross	Stephanie Immelman
Dorothy Ellington	Alfred "Zack" Straghn	Peter Perri
Ann Stacey-Wright	Patricia Wright	

BOARD MEMBERS ABSENT

Chuck Ridley

STAFF PRESENT

Kristyn Cox	Jeff Costello	Scott Pape
Alberta Gaum	Susan Shaw	

OTHERS PRESENT

Carolyn Pendleton-Parker	Victor Kirson	Choli Aronson
Merline St. Louis	Judy Warren	Michael Liberta
Laura Simon	Chief Jeff Goldman	Alice Pullen

WARC BOARD LIAISON

Reggie Cox

1. Call to Order

Chairwoman Joycelyn Patrick called the meeting to order at 6:02.

2. Prayer

Mr. Straghn opened the meeting with a prayer.

3. Approval of Agenda

There was a request to move Item #10, Approval of The Set Marketing Deliverables, to Item #4e since the Damn Good Marketing Firm was on hand to give a presentation. Also, approval of the Engagement Letter for Jay Wray Productions needed to be added, so it became Item #10. The WARC Financials for March through July needed to be added and they became Item #4f.

Ms. Stacey-Wright made a motion to accept the Agenda as amended which was seconded by Ms. Immelman and passed unanimously.

BOARD BUSINESS

4. July 2016 Terms for WARC Board of Directors

a. Peter Perri

Motion: Mr. Straghn Second: Ms. Stacey-Wright Passed Unanimously

b. Dorothy Ellington

Motion: Ms. Stacey-Wright Second: Mr. Straghn Passed Unanimously

c. Stephanie Immelman

Motion: Mr. Perri Second: Ms. Ellington Passed Unanimously

d. Sheppard Gross

Motion: Ms. Ellington Second: Mr. Perri Passed Unanimously

e. Approval of The Set Marketing Deliverables – Stephanie Immelman

Mr. Gavin Robin from Damn Good, a Delray Beach Marketing Agency, gave a brief presentation, noting they are putting together some collateral pieces from the Branding Initiative Report by CaliBrand Consulting. He shared the first set of deliverables, showing a mini-version of the proposed brochure for The Set. Community input has been taken and put in short snippets within the brochure. He also showed the landing webpage, an e-blast template, and stated they were working on street pole banners which will emphasize education, growth, business, heritage, family, and community depicted with The Set brand. Ms. Immelman noted there is a commitment to get Morris the template for the e-blast no later than next week, and everything will be done and ready for The Set weekend. The cost all together is under \$10,000 and the CRA has worked with the DBMC and the DDA to cover the costs.

The Board consensus was supportive of moving forward with The Set Deliverables and suggested edits to the brochure.

f. WARC Financials – March, April, May, June, and July, 2016

Mr. Perri reminded members to pay their pledge/donation if they have not already. Ms. Ellington made a motion to receive and file the Financials which was seconded by Ms. Stacey-Wright and passed unanimously.

5. Elect WARC Board Treasurer

Ms. Stacey-Wright nominated to re-elect Mr. Perri as Treasurer. The motion was made by Ms. Immelman, seconded by Ms. Ellington, and passed unanimously.

REPORTS

6. DBPD Clean & Safe Report – Officer Liberta

Officer Liberta noted no significant crime trends, although there continues to be close monitoring at Libby Wesley Park as well as Dunkin Donuts. Mr. Straghn asked about having cameras facing the Funeral Home parking lot off West Atlantic Avenue. Police Chief Jeff Goldman noted they are working with IT to get cameras in place, and that initially installations will be at the 'hot spots' in the City where there are the most complaints. He said there will be a camera covering Mr. Straghn's property and his parking lot. They are waiting for some more technical items to come in as well as more cameras, and he said that eventually there will be cameras from I-95 to the Beachside. Chief Goldman reported a successful National Night Out event despite the weather,

noting that 800 backpacks of school supplies were given out. There was some discussion about the Police Department's purchase of a 24' trailer that has been named the Party Bus, with Party standing for Partnering with And Recruiting Today's Youth. It will be taken around to community events to interact with the community, will be used for recruiting, and was purchased with trust fund money seized from drug dealers, evidence cases and such. He also noted that August 16th he will be presenting his funding request to the CRA for two more Clean and Safe officers in The Set.

NEW BUSINESS

7. P&Z Class III Site Plan Modification for Uptown Atlantic – Scott Pape

Mr. Pape, Planner for the City, presented a Class III Site Plan Modification for Uptown Atlantic on the south side of West Atlantic Avenue between SW 6th Ave. and SW 9th Ave. The modification calls for the elimination of the first floor residences in the 600 Block in order to accommodate covered parking. It will not change the in-lieu parking nor will it change the number of workforce housing units. Choli Aronson, Currie Sowards Aguila Architects, stated grocery stores need more parking or they will not move to the area. Equity Enterprises is doing everything possible to get a grocery store for The Set and this modification will provide 34 more spaces. Ms. Patrick asked if this would set the project back. Mr. Pape responded that this petition will be expedited and will be approved administratively so as not to have to take it back for board review. It is estimated the project should be shovel-ready by November and Ms. Aronson would like to close before Thanksgiving. Board consensus was supportive.

There was a question from Alice Pullen, resident of The Set. She wanted to know how many workforce housing units there would be. Ms. Aronson noted there will be 22 units with a mix between 1, 2 and 3 bedroom, and they will not be concentrated in one area. There was some discussion about the cost of workforce housing apartments, and it was explained it was not a simple calculation but is based on percentages. Ms. Ellington noted it is Attainable Housing not Affordable Housing.

8. WARC Funding Request to DDA – Laura Simon

DDA Executive Director Laura Simon stated she was present to answer any questions regarding the grant application which WARC is submitting for \$5,000. These monies have been provided annually in the past. She noted there are a lot of other dollars spent by the DDA to help enhance the area, including new inviting rope lighting along West Atlantic Ave. She noted the DDA is charged with Economic Development, Marketing and Placemaking for The Set as well as to help make the downtown a welcoming place to come. The intention will be to make each side of Atlantic have one consistent look. The DDA is also hiring a consultant for a retail and business strategies study similar to the Cluster Study, but will look at the entire downtown to create a strong retail strategy. She will look at having a DDA liaison to the WARC Board to keep her informed. Ms. Patrick said she loves the rope lighting, and thanked Ms. Simon for all the support and the partnership. Ms. Ellington asked if the \$5,000 was for the banners, and Ms. Simon stated that money was to be used as WARC chooses, and the banners will be handled by the DDA separately.

Mr. Zacks made a motion to approve the Grant Application Packet for WARC to receive the \$5,000 from the Downtown Development Authority. Ms. Wright seconded the motion which passed unanimously.

9. Parks & Recreation Tennis Center Wall Mural – Alberta Gaum

Ms. Alberta Gaum, Recreation Superintendent, presented the item, along with Ms. Carolyn Pendleton Parker, member of the Public Art Advisory Board. They are seeking approval of the artwork to be placed as a mural on the Tennis Center wall facing NW 3rd Avenue. Ms. Pendleton-Parker gave some background on the artist. He is a local street artist and was selected as the best of the 10 artists considered.

There was discussion about The Set logo in the mural, and concern that it does not show up in the green color, and would be better in white, red or orange. Ms. Immelman said it would look best in white, and was not sure if red or orange were approved colors. Ms. Wright felt the man in the picture's nose and lips were too big. Mr. Straghn felt that the white background (with people icons) was the preferable of the two pictures, as did some others. The consensus was for the The Set logo in white. Mr. Cox reported that the Sustainability Committee had a consensus that they like the more colorful darker background. Mr. Perri thought both pictures were beautiful but does not think the people are that important. He felt if the background is white and the logo is white it will all blend together, so he recommended the darker background, with a white logo, and no little people around in the background. Mr. Gross agreed with Mr. Perri.

By a show of hands there were two in favor of the white background, and six in favor of the colorful background with a white logo in green circles. The consensus was 6-2 in favor of the colorful background and white logo. Ms. Gaum reported there will be chairs placed around the City depicting. Ms. Pendleton-Parker noted the project is called Art Citywide, and each of 15 chairs will be 8 feet tall, and will be individually painted by 15 local artists. Each will be powder coated, and will have 'quick-readers' so you get information on your cell phones via a QR code. Sites around the City will be chosen with input, and the project will go before the City Commission and the pertinent advisory boards. Some will be placed in The Set, Old School Square, etc., and suggestions as to where are welcome.

10. Approval of The Set Marketing Deliverables – (moved to Item 4e)

10. Engagement Letter – Jay Wray Productions (JWP)

Mr. Cox introduced the item for the hiring of a consultant for The Set Branding Weekend. It is an agreement with Jay Wray Productions to handle the overall logistics, solicit sponsors, and put together sponsorship packages. Mr. Cox clarified that no fee would be paid to Jay Wray Productions on any sponsors secured by anyone other than Jay Wray Productions. Ms. Patrick noted in the letter it says S.E.T. as though it is an acronym, and it should be The SET. Mr. Cox noted that WARC will be paying a flat \$1,500 fee, and Jay Wray will get 15% of all sponsorships they bring in. The Title Sponsor has been pledged, and is Steve Michael of Hudson Holdings. Other sponsors for in-kind services will be the Arts Garage and Old School Square for their donation of the Fieldhouse venue. Ms. Cox commented that regarding the \$5,000 grant from DDA, it is a repayment, so all pertinent invoices that come to WARC are paid and submitted to the DDA for reimbursement. Since The Set Branding Initiative will be in this fiscal year (FY 15/16), the \$5,000 will not cover any of those expenses since it is for FY 2016/17.

Ms. Ellington wanted to be sure it was clear in the contract that the 15% will not be paid Jay Wray on any sponsorships which they did not obtain. Ms. Ellington requested that the agreement state that Jay Wray agrees to wait for sponsorship dollars to come in to WARC prior to their receiving the \$1,500 fee, and that under Payment Terms "by Jay Wray" is added after "Sponsorships Procured". Mr. Cox noted the Title Sponsorship should be received in August for \$7,500. Jay Wray will be putting together a sponsorship letter that board members can use to solicit sponsorships on their own. Clarification was given that once sponsorship money is received by WARC, JWP is to be paid within 2 days.

Mr. Perri made a motion to have the board authorize the Board Chair to sign the Agreement with Jay Wray Productions with the stated modifications. Ms. Ellington seconded the motion which passed unanimously.

OTHER BUSINESS

11. Board Comments

Ms. Ellington noted her excitement about the future of The Set, and stated it looks like the City is buying into what is happening. She asked about the first block on Swinton which is dark. Mr. Costello responded that funding is in the CRA Budget for design of in that area. It will not be this fiscal year, and will be done in conjunction with making the intersection more pedestrian friendly.

Ms. Stacey-Wright announced that the Gentleman's Journey will be honoring locals, and has requested WARC submit a nomination, so she needs suggested names as soon as possible. Ms. Wright will email out the criteria, but basically the criteria to include being born and raised in Delray, left, and come back and made a positive influence in the community.

12. CRA Liaison Comments - None

13. Chair Comments

There was some discussion regarding communication and awareness building tools to apprise people of happenings in The Set.

14. Staff Comments - None

15. Adjournment

There being no further business the meeting was adjourned at 8:10



Kristyn Cox, W. Atlantic Redevelopment Director



Jocelyn Patrick, Board Chair
(w/ corrections)