



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
Monday, August 10, 2026 – 12:00pm – 3:00PM
CITY HALL COMMISSION CHAMBERS
100 NW 1st Ave, Delray Beach, FL 33444

Call to Order of the August 10th, 2026 BOARD MEETING – 12:02 PM

Members Present: Bob Cantwell, Cole Devitt, Jim Knight, Brian Rosen, Jason Lakow, Jule Guaglardi, Alan Costilo.

Members Absent: None.

Ex-Officio Members present: Mayor Tom Carney.

Staff: Laura Simon, Liliana Fino, Emily Oliveras, Shelly Likosar, Quentin Morgan.

The Pledge of Allegiance is recited.

1. AGENDA APPROVAL – Additions or Deletions

Motion by Cole Devitt seconded by Jule Guaglardi to approve the August 10, 2026 Board meeting Agenda as presented.

Motion carries (6 - 0). All in favor (Alan Costilo not present).

2. PUBLIC COMMENTS & PARTNERS REPORTS – limited to 3 Minutes

Public Comment by Partners:

- Report by Stephanie Immelman, Delray Beach Chamber of Commerce, Chief Executive Officer.
- Report by Sgt. Schmidt, City of Delray Beach, Police Department, Sergeant.

Public Comment by Cynthia Ridley (The SET Neighborhood Alliance, Member):

Ms. Cynthia Ridley requests the collaboration and support of the DDA Board members for the organization's *12 Days of Christmas* initiative, with particular emphasis on the *Santa Pajama Block Party*, scheduled for December 17, 2026. As part of this initiative, the organization provides toys to children in the community in the spirit of the holiday season. Ms. Ridley notes that the initiative also serves older youth between the ages of 13 and 17. To ensure that these youth receive age-appropriate gifts, she requests assistance with collecting gift cards to distribute at the event. The organization's goal is to collect approximately 50 gift cards for the participating youth. Ms. Ridley further states that the event continues to grow each year and invites the DDA Board members to attend the event and demonstrate their support for the community. Several DDA Board members express their willingness to support the initiative and contribute to the organization's efforts.

12:12 p.m. – Alan Costilo arrives to the meeting.

3. CONSENT AGENDA for APPROVAL

3A: Board Meeting Minutes Approval

- 1.) July 13, 2026 Board Meeting Minutes
- 2.) Agreement with SB Productions for contract services

Board Vice Chair Rosen refers to the July 13, 2026 Board Meeting Minutes and requests that the incorrect reference to “Board Vice Chair Knight” be corrected.

Motion by Bob Cantwell seconded by Brian Rosen to approve the Consent Agenda items *July 13, 2026 Board Meeting Minutes* as amended and *Agreement with SB Productions for contract services* as presented.

Motion carries (7 - 0). All in favor.

4. PRESENTATIONS:

4A: DDA Recognition - L. Simon

DDA Executive Director Simon recognizes two team members of the Delray Beach Parks and Recreation Department, Ms. Debbie Burgess and Mr. Celso Flores, for their continued dedication and care of the Old School Square campus. She commends the team for their positive attitude and professionalism, as well as their commitment to ensuring that the grounds are maintained in excellent condition before and after each event.

Subsequently, DDA Executive Director Simon recognizes Ms. Shelly Likosar, a member of the DDA team serving as Visitor Information Center Coordinator. She acknowledges Ms. Likosar’s significant contributions to the day-to-day operations of the Visitor Information Center, as well as her positive impact on the visitor and business experience and the economic activity generated through various initiatives. Executive Director Simon commends Ms. Likosar for her exceptional organizational skills, dedication, leadership, and strong relationships within the community. She recognizes Ms. Likosar’s continued efforts and commitment to enhancing the Visitor Information Center’s role in supporting visitors, businesses, and the broader Delray Beach community.

5. OLD BUSINESS

5A: FY2024-25 DDA Annual Financial Audit for Board Acceptance – Brandon Lopez, CBIZ

Mr. Brandon Lopez provides an overview of the results of the DDA’s 2024–2025 Annual Financial Audit. He explains that the audit is conducted in accordance with applicable governmental auditing standards and notes that the process identifies several recommendations related to record maintenance and documentation.

Mr. Lopez states that the recommendations are not considered significant and do not have an impact on the overall results of the audit. He further reports that, according to the independent auditor, the DDA receives a favorable “**unmodified clean opinion**,” reflecting that the financial statements are presented fairly, in all material respects, in accordance with the applicable financial reporting framework.

Motion by Brian Rosen, seconded by Cole Devitt to accept the FY 2024–2025 DDA Annual Financial Audit for inclusion in the official records.

Motion carries (7 - 0). All in favor.

5B: Downtown Beautification Task Force Committee Approval & Updates – Guaglardi/L. Simon

DDA Executive Director Simon introduces the item for discussion and reports that 27 applications have been received. She reminds the Board that, pursuant to the previously adopted resolution, the Board will select 15 candidates to serve in the Task Force. Executive Director Simon further notes that, for the most part, the established selection criteria have been met. She identifies one exception, noting that there are no applicants specifically representing downtown retail businesses; however, there are applicants representing the downtown restaurant industry. She then turns the discussion over to Board Secretary Guaglardi.

Board Secretary Guaglardi introduces the item for discussion and states that she and DDA Executive Director Simon have met to review the applications received for the Downtown Beautification Task Force Committee. She mentions that following their review of the applications and consideration of the established criteria for the composition of the Task Force, she has discussed and identified the candidates she considers most suitable for appointment to the Committee. Board Secretary Guaglardi then opens the floor for Board discussion and clarifies that the candidates identified by her and Executive Director Simon are presented solely as recommendations. She emphasizes that the recommendations are not intended to limit the Board's discretion and that each Board member may select the candidates they deem most appropriate for appointment to the Task Force.

Board Member Costilo Alan suggests that Ms. Guaglardi be given authority to provide the recommendations for the Task Force, noting that the proposed selections were carefully selected to represent different communities and stakeholders.

Board Chair Knight highlights the importance of ensuring that all communities are adequately represented in the Task Force.

Discussion follows regarding the proposed list of candidates. Vice Chair Rosen suggests deferring consideration of the matter to an upcoming meeting, while Board Member Lakow expresses opposition to delaying the process and emphasizes the urgency of the matter. Further discussion ensues, with several Board members expressing the view that each member should have an opportunity to participate in the selection process and nominate several candidates for consideration. DDA Executive Director Simon notes that, regardless of the method ultimately determined for selecting the Task Force members, the selection process should proceed during the current meeting. Following further discussion and an impasse regarding the selection process, the Board agrees to hear Board Secretary Jule Guaglardi's recommendations regarding the 15 candidates.

Board Secretary Guaglardi proceeds, naming the proposed 15 candidates reviewing their qualifications based on the established criteria. The candidates discussed include Bruce Leish, Charlene Farrington, John Miller, Josh Lerman, Kelli Freeman, Lucille Acocella, Matt O'Connell, Michael Trampas, Patrick Fogarty, Rim Milunas, Rita Rana, Samantha Shireman, Tyler Roberts, William Willsher, and Linda Purdo.

12:47 p.m. – Mayor Tom Carney leaves the meeting.

Board Members Costilo and Cantwell voice their agreement with Ms. Guaglardi's suggested candidates.

Board Chair Knight inquires whether the Task Force may consist of more than 15 members and DDA Counsel Morgan explains that, in order to increase the membership beyond the 15 members authorized under the previously adopted resolution, the Board would first need to amend the resolution accordingly.

Board Vice Chair Rosen suggests that each Board member make their selections in accordance with the provisions established in the resolution.

Board Chair Knight requests clarification as to whether a quorum is required for the Task Force to conduct its meetings and DDA Counsel Morgan confirms that a quorum is not required, as the meetings are structured as workshop-style sessions.

Board Member Costilo notes that adding additional members may slow down the process.

The Board discusses whether to postpone the selection process to allow additional individuals an opportunity to submit applications. Several Board members suggest permitting additional applications, noting that relatively few applicants from the West Atlantic area have applied. In response, it is noted that all interested individuals have been afforded the same opportunity to apply. Board Member Lakow specifically states that he has personally reached out to 15 individuals in the area to encourage their participation in the application process. DDA Executive Director Simon Laura further notes that the application deadline has already been extended once.

Motion by Alan Costilo, seconded by Bob Cantwell to approve the list of applicants for the Downtown Beautification Task Force Committee as suggested by Ms. Guaglardi.

Motion carries (5 - 2) through roll call:

Bob Cantwell – Yes

Cole Devitt – Yes

Jim Knight – Yes

Brian Rosen – **No**

Jason Lakow – **No**

Jule Guaglardi – Yes

Alan Costilo – Yes.

Discussion ensues regarding whether the matter may be addressed at a future time to allow additional applicants to be added to the Task Force.

Ultimately, Board Members Rosen and Lakow express their concerns regarding the manner in which the applicant selection process has proceeded during the meeting. However, they acknowledge that the Board has taken action on the matter and indicate that they are prepared to move forward in accordance with the Board's vote.

5C: DDA/OSS Program Updates for July and upcoming – DDA Team

Ms. Emily Oliveras provides an overview of DDA marketing activities and highlights for the month of July. She discusses the "Feel Good Summer" Campaign and its focus on highlighting experiences and deals throughout the Palm Beaches, as well as community events (Tribute Concerts at the Old School Square campus, Art & Jazz on the Avenue, 4th of July Festival). She also highlights upcoming initiatives, including "Restaurant Month" and the completion of the "Merchant Handbook".

Ms. Emily Oliveras continues, providing marketing highlights for the Old School Square activities (including art talks at the Cornell Art Museum and the WPTV "Let's Hear it" community outreach event at

the museum), and updates on coming events (including the “Delray’s Hottest Party”, the tribute to Jimmy Buffett concert and the Free Full Moon Yoga event).

5D: DDA Monthly Financials - L. Simon

DDA executive Director Simon gives an overview of the DDA and Old School Square financial highlights for the month of June of 2026.

Board Vice Chair Rosen notes that there is a correction to be made, as the balance sheet reports to a previous date for 2025.

Motion by Alan Costilo, seconded by Cole Devitt to approve the June 2026 Financials as amended.

Motion carries (7 - 0). All in favor.

6. NEW BUSINESS

6A: Old School Square Fee Waiver Request: Witches Ride - ACCF

Ms. Sarah Martin (Epic Events, Chief Executive Officer and Founder; contracted with Achievement Centers to help produce their events) mentions that the request seeks a full waiver of the applicable rental fees and adds that the permitting process was already underway when the changes with rental charges and fees by the management of Old School Square took place, and that, therefore the budget presented does not account for the cost with the venue rental fees associated with the event.

Ms. Stephanie Siebel (Achievement Centers for Children and Families, Chief Executive Officer) notes that the event generates approximately \$40,000 in participation fees.

Board Vice Chair Rosen expresses support for granting a full waiver of the rental fees, while recommending that the organization requesting the waiver be responsible for covering the hard costs associated with venue management.

Board Member Lakow asks for clarification regarding the Board’s previous determination concerning requests for waivers of venue rental fees and what had been agreed upon moving forward.

DDA Executive Director Simon explains that the Board previously agreed to continue offering a 50% rental fee discount for nonprofit organizations but did not recommend granting full fee waivers. She clarifies that no change to the existing policy has taken place; rather, the Board’s recommendation is that fee waivers should not be granted when doing so would result in the DDA absorbing the associated costs.

Board Member Costilo agrees that, at a minimum, staff-related costs should be covered. Board Members Cantwell and Devitt likewise express support for ensuring that the associated costs are covered.

Motion by Alan Costilo, seconded by Jason Lakow to approve a full waiver of rental fees under the nonprofit rate, but to charge for the hard costs related with the venue staff management (\$1,500.00 in Administration and On-Site Venue Management Fee).

Motion carries (7 - 0). All in favor.

6B: FY2026-27 Budget and Work Plan Discussion: L. Simon

1:34 p.m. – Jule Guaglardi leaves the room.

DDA Executive Director Simon provides an overview of the timeline and important dates associated with the Fiscal Year 2026–2027 DDA and Old School Square budget approval process.

Afterwards, DDA Executive Director Simon reviews the DDA's priorities for the upcoming fiscal year. She highlights that the City will be celebrating its 100th anniversary in 2027. She then refers to the DDA's organization projected revenue based on the 1 mil levy and proposed sponsorships.

She continues with a review of proposed expenses and outlines anticipated spending and priorities for the budget buckets of marketing and advertising, economic vitality, and development.

1:44 p.m. – Jule Guaglardi returns to the room.

DDA Executive Director Simon continues reviewing the priorities and projected expenses for placemaking and presents proposed recommendations regarding the team restructuring plan for Administration and Operations.

She then shifts the discussion to Old School Square management and operations and reviews the priorities for the upcoming fiscal year.

1:55 p.m. - Cole Devitt leaves the room.

DDA Executive Director Simon starts by highlighting the upcoming fiscal year forecasted revenues.

1:57 p.m. - Cole Devitt returns to the room.

DDA Executive Director Simon continues reviewing priorities and proposed expenses, opening the floor for discussion afterwards.

Board Treasurer Devitt noted that the DDA needs to remain competitive in order to attract and retain qualified personnel. Given the current staffing shortages within the office, he emphasized that moving forward with the proposed restructuring is necessary to ensure the organization has the capacity and resources needed to effectively fulfill its responsibilities.

Board Member Lakow recommends considering the consolidation of the part-time Event Coordinator and other related functions and suggests that full-time positions might be more beneficial. He states that the remaining proposed roles and responsibilities appear appropriate. He also questions the reductions in the Old School Square budget, particularly for campus security, which he considers a role of critical importance.

DDA Executive Director Simon explains that campus security expenses relate to security for specific events. She notes that on Fridays and Saturdays, four ambassadors are utilized to provide coverage for Old School Square events.

The Board discusses administrative and legal fees and notes that these expenses may be adjusted as necessary.

Board Member Lakow recommends bringing again to the table discussion as to a sunset period be considered for the DDA's management of Old School Square and states that further discussion is necessary regarding the management structure and available funding.

Board Member Costilo notes the need to address staff salaries and agrees with Board Member Lakow's recommendation to schedule a workshop to further discuss the DDA's management of Old School Square. He notes that, in light of funding reductions for the management of Old School Square and the need to identify additional funding sources to support the program, he recommends seeking financial support from the City and the Community Redevelopment Agency (CRA) for the Ambassador Program, estimated at approximately \$330,000 annually. He suggests that the corresponding funds currently allocated to the Ambassador Program be reallocated to support Old School Square.

Board Member Cantwell expresses the opinion that the Ambassador Program should receive partial funding and suggests that the City consider covering approximately 50 percent of the program's cost. He recommends presenting the proposal to the City Commission for consideration.

Discussion ensues regarding staff salaries and budget allocations. Board Vice Chair Rosen requests additional details regarding the salary budget and asks whether the addition of an in-house accountant position could result in cost savings. DDA Executive Director Simon confirms that the proposed staffing changes could result in savings.

Board Vice Chair Rosen expresses concern regarding reductions in funding for Old School Square and raises the possibility of having another entity assume management of the facility.

Board Chair Knight discusses potential changes associated with upcoming elections and proposed legislation. He notes that the legislation is currently being revised and requests an update from DDA Counsel Morgan regarding its status.

DDA Counsel Morgan states that he has not yet received confirmation regarding the proposed changes.

Board Chair Knight explains that he does not anticipate the proposed changes having a significant impact on the DDA but believes they could have implications for the City and the CRA. He requests that the City provide confirmation regarding the potential effects.

Assistant City Manager Jeff Oris states that, if the proposed changes are approved, the impact on the City could be significant.

Board Chair Knight asks about the potential impact on the CRA. Jeff explains that the CRA has some homesteaded properties but does not anticipate the impact being as significant, noting that the value of the property is a determining factor.

Board Chair Knight emphasizes that, if the legislation passes, coordination with the City is important.

Assistant City Manager Oris mentions that infrastructure and public s are in the grey area as of now as interpretation goes.

DDA Counsel Morgan states that, while the impact on the DDA may not be as significant as the impact on the City, the legislation could have a substantial effect on the DDA budget. He notes that supporting the City's efforts may be necessary if the legislation passes.

Board Member Costilo enquires on the wide discussion status of the sunset date for the CRAs and Assistant City Manager Oris states that the current date is 2037 but notes that the matter remains under discussion.

The Board continues discussing the potential impacts of the proposed legislation.

DDA Counsel Morgan asks when the Old School Square study is expected to be released and Assistant City Manager Jeff Oris states that the study findings will be presented to the City Commission on September 22nd.

DDA Executive Director Simon reports that the building in which the DDA offices are currently located is for sale. She explains that the DDA will therefore need to secure a new office location and notes that, pursuant to the organization's by-laws, the new location must be within the Downtown District. She further informs the DDA Board that the organization's reserves are in a healthy position, with reserves representing approximately 32% of the budget (an ideal percentage goes from 25% and up).

Board Member Costilo notes that maintaining payroll at approximately 30% is an impressive achievement.

6C. DDA Board Organization of the Executive Committee

DDA Counsel Morgan introduces the item regarding the organization of the DDA Executive Committee, consisting of the Chair, Vice Chair, Treasurer, and Secretary, and invites the Board to lead the discussion.

CHAIR

Board member Rosen nominates Board member Knight for the position of Chair. Board member Knight accepts the nomination.

By **motion** by Brian Rosen, seconded by Cole Devitt the Board approves unanimously (7-0).

VICE-CHAIR

Board member Knight nominates Board member Rosen for the position of Vice Chair. Board member Rosen accepts the nomination.

By **motion** by Jim Knight, seconded by Jule Guaglardi the Board approves unanimously (7-0).

TREASURER

Board member Rosen nominates Board member Devitt for the position of Treasurer. Board Member Devitt accepts the nomination.

By **motion** by Brian Rosen, seconded by Jason Lakow the Board approves unanimously (7-0).

SECRETARY

Board member Rosen nominates Board member Guaglardi for the position of Secretary. Board member Guaglardi accepts the nomination.

By **motion** by Brian Rosen, seconded by Cole Devitt the Board approves unanimously (7-0).

7. COMMENTS

Assistant City Manager Oris provides updates regarding important City matters.

Board Member Cantwell suggests that the Board conduct a visit to the Visitor Information Center to review the proposed building changes.

2:58 p.m. – Board Secretary Guaglardi leaves the room and returns approximately one minute later.

Board Member Cantwell highlights the significant need for maintenance of the public restrooms located near the Visitor Information Center.

Board Vice Chair Rosen suggests pursuing sponsorships to support maintenance of the restrooms, including the possibility of a branding collaboration. He recommends that the DDA reach out to stakeholders to explore potential sponsorship opportunities.

Board Secretary Guaglardi notes that restroom maintenance is included among the items being discussed by the Beautification Task Force. She also offers to volunteer her expertise in the design of the restrooms.

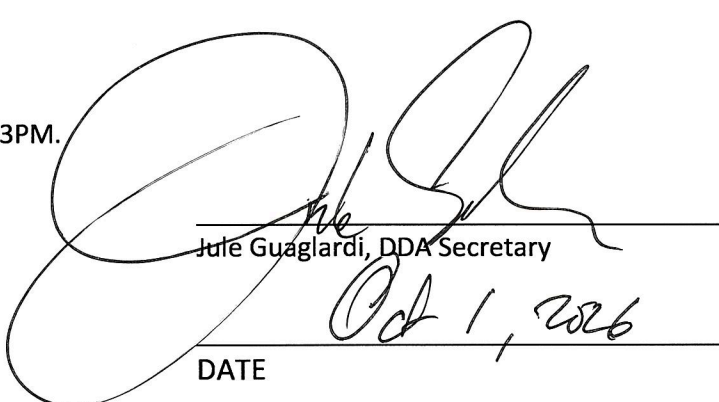
Board Member Costilo applauds Board Vice Chair Rosen's suggestion.

Board Chair Knight references an article distributed to the Board during the meeting concerning business closures during the summer slow season. He highlights the concerns raised regarding these closures and emphasizes the importance of maintaining a vibrant downtown environment to encourage visitation.

8. ADJOURNMENT

The meeting is adjourned at 3:03PM.

Respectfully submitted,
Liliana Fino



Jule Guagliardi, DDA Secretary

DATE

Oct 1, 2026