

**WORKSHOP MEETING
MAY 10, 2011**

A Workshop Meeting of the City Commission of the City of Delray Beach, Florida, was called to order by Mayor Nelson S. McDuffie in the First Floor Conference Room at City Hall at 6:00 p.m., on Tuesday, May 10, 2011.

Roll call showed:

Present - Commissioner Thomas F. Carney, Jr.
 Commissioner Fred B. Fetzer
 Commissioner Adam Frankel
 Commissioner Angeleta E. Gray
 Mayor Nelson S. McDuffie

Absent - None

Also present were - Robert Barcinski, Assistant City Manager
 Brian Shutt, City Attorney
 Chevelle D. Nubin, City Clerk

Mayor Nelson S. McDuffie called the workshop meeting to order and announced that it had been called for the purpose of considering the following Items.

WORKSHOP MEETING AGENDA

1. DELRAY BEACH MARKETING COOPERATIVE 1ST AND 2ND QUARTER MARKETING REPORT

Ms. Sarah Martin, Executive Director, Delray Beach Marketing Cooperative (DBMC), discussed the DBMC's first and second quarter marketing reports highlighting several events that had taken place, marketing collateral, as well as advertising and publicity. In addition, she discussed the marketing summaries for both quarters.

Mayor McDuffie stated at the end of the Bed Race this year, someone from Pineapple Grove approached him and stated they would not be able to hold the event again due to sponsorships, etc. He asked Ms. Martin if there is something we can do to assist them.

Mrs. Gray asked if S.W. 5th Avenue will be included in December's Art & Jazz event. Ms. Martin stated gospel is planned for the area.

Mr. Fetzer stated he is thrilled to see all that has been accomplished. He asked where do we stand now with the DBMC and the Downtown Development Authority (DDA) regarding the split of responsibilities.

Mr. Frankel stated he likes what the DBMC is doing now and mentioned Art & Jazz. He asked Ms. Martin if there were any updates regarding the virtual kiosks. Ms. Martin discussed the meeting she had with city staff and the status of the project.

2. DELRAY BEACH MARKETING COOPERATIVE - MARKETING PLAN SUMMARY

Ms. Martin, DBMC, stated they had an offsite staff meeting to discuss what would be the best use of partner as well as the DBMC dollars. She stated they developed five (5) strategies and their mission statement. This is also the time they decided to change their name. Ms. Martin outlined the marketing plan and stated the focus will be "Destination Marketing". She also discussed events, marketing programs, and their plan to assist DBMC partners with their goals.

Mr. Fetzer asked if the definitions of what the DBMC and DDA do are clear now. He stated both organizations are doing a great job for Delray Beach and he wants to make sure there is no overlap.

Mrs. Gray asked if the Downtown Development Authority will give a presentation to the Commission soon. Mrs. Marjorie Ferrer stated it will be in July or August.

Mr. Frankel stated he has been appointed to the Palm Beach County Tourism Development Council and referenced their focus. He stated he would like to see dollars made available by the TDC to the south end of the county and asked Ms. Martin to let him know if they need help with anything.

Ms. Martin asked for Commission feedback on the DBMC plan.

Mayor McDuffie stated this is working well and mentioned Art & Jazz. He thinks it is good that the DBMC is looking at the events and coming up with new ideas. He congratulated everyone.

3. ALTERNATIVE FLOOR PLAN FOR LITTLE FENWAY PARK CONCESSION BUILDING AT ROBERT P. MILLER PARK

Mr. Richard Hasko, Environmental Services Director, discussed the background information provided in the cover memo and stated Bucky Dent has decided after careful thought to withdraw from the project and they have offered a small donation. He stated the staff asked Jose to take another look at the building and introduced Jose Aguila, Currie Sowards Aguila Architects, who discussed the original and new site plans for the project. He outlined the original and new floor plan (the new plan is 150 feet larger) and discussed the roof and 2nd floor plan. In addition, he discussed the original and new elevations.

Mr. Robert Barcinski stated the City Manager is looking for direction from Commission and he favors the new plan over the original one. Mr. Barcinski stated we currently have \$500,000 budgeted for this in this year's Capital Improvement Program (CIP).

Mr. Fetzer asked for which year do we have funding allocated and stated he is disappointed to hear Bucky Dent withdrew. He stated he would like to have a better idea as to why did Bucky Dent withdrew from this project. Mr. Hasko and Mr. Aguila stated it was economic.

Mr. Fetzer stated he would like to see this be a quality facility typical of Delray Beach and asked Mrs. Linda Karch for her take on this facility. Mrs. Karch stated she would like to see the project get completed.

Mr. Frankel asked what people are complaining, discussed the facility and the donation. He asked how are we with our budget. Mr. Barcinski stated the City Manager is working on a mid-year budget. Mr. Frankel stated he would like to know where we are with this year's budget before approving this.

Mr. Jose Aguila discussed Plan B for the facility as an alternative at a lower cost.

Mr. Frankel stated if we decide that only the city is paying for this and if we can save money he will be more in favor of this.

Mr. Hasko discussed the dimensions regarding Plan B. He stated this reduces the cost we will incur because of the excavation we will have to do due to the former landfill use of the project.

Mrs. Gray stated she is glad to see the new plan and that it is in the budget for this year. She discussed the donation and naming rights. She stated she wants to make sure that this will have to come back before Commission for approval and that it is not a done deal at this point. She believes the city should have control over all of its fields and we need to be fair to all organizations.

Mr. Carney stated he has noticed that there have been a lot of capital improvements we have not done and asked why we think spending \$500,000 for this project now is a good thing to do. He mentioned the donation and stated the design is great. He asked what revenue do we receive when organizations use the facility; for whose benefit are we building this. He stated he is trying to understand what the direct economic benefit for this expenditure is. He continued to discuss the field.

Discussion continued between staff and Commission. Mr. Hasko discussed how we base the annual administration of the program.

Mayor McDuffie stated there are some things that could bring revenue if this is built. He discussed fantasy baseball camps, etc. In addition, this is heads and beds for Delray Beach if this happens. He stated we built the soccer complex and Hilltopper and we do not charge anyone to use these facilities either. He stated he agrees that this is a lot of money. Mayor McDuffie discussed Plan B and stated this is what we need to build ultimately on this site. He stated Commission needs to decide if we want to fund this. He discussed naming rights and donations.

It was the consensus of the Commission that they like Plan B with the width; but are concerned with the dollar amount in view of not knowing where we are with mid-year and once they know that will make a decision on whether this is a priority in comparison with other things.

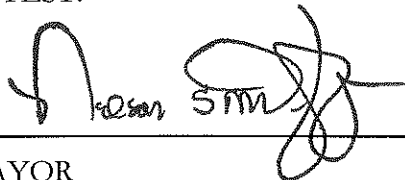
Mr. Fetzer stated we should see where we stand at mid-year and this may need to be scaled back further.

Mayor Nelson S. McDuffie adjourned the Workshop Meeting at 7:22 p.m.



City Clerk

ATTEST:



MAYOR

The undersigned is the City Clerk of the City of Delray Beach, Florida, and the information provided herein is the Minutes of the Workshop Meeting of the City Commission held on Tuesday, May 10, 2011, which Minutes were formally approved and adopted by the City Commission on May 17, 2011.



City Clerk

NOTE TO READER: If the Minutes you have received are not completed as indicated above, this means they are not the official Minutes of the City Commission. They will become the official Minutes only after review and approval, which may involve amendments, additions or deletions to the Minutes as set forth above.