

**WORKSHOP MEETING
MARCH 8, 2011**

A Workshop Meeting of the City Commission of the City of Delray Beach, Florida, was called to order by Vice-Mayor Adam Frankel in the First Floor Conference Room at City Hall at 6:00 p.m., on Tuesday, March 8, 2011.

Roll call showed:

Present - Commissioner Gary P. Eliopoulos
Vice-Mayor Adam Frankel
Commissioner Angeleta E. Gray

Absent - Commissioner Fred B. Fetzer
Mayor Nelson S. McDuffie

Also present were - David T. Harden, City Manager
Brian Shutt, City Attorney
Chevelle D. Nubin, City Clerk

Vice-Mayor Adam Frankel 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. PRESENTATION OF WI-FI, MEGA APPLICATION AND VIRTUAL KIOSKS BY DOWNTOWN MARKETING COOPERATIVE, INC.

Ms. Sarah Martin, Executive Director of the Downtown Marketing Cooperative (DMC), gave a brief overview regarding the DMC and introduced Daniel J. Kinney, Chairman of the Board, Blue Web Mobile Media. She stated the DMC, in partnership with Blue Web Mobile Media, via an agreement would like to provide Digital Signage, Interactive Kiosks and free Wi-Fi within the downtown corridor between 5th Avenue (West) to A1A (East) and NE 2nd Ave (Pineapple Grove).

Ms. Martin conducted a PowerPoint presentation regarding the use of the proposed technology in the downtown area. The agreement with Blue Web Mobile Media provides for the sharing of revenue generated from the sale of advertisements that are accessed by iPhone, Blackberry and Android users as they enter into the Wi-Fi area. In addition, the DMC would like to erect four to eight Virtual Kiosks and several digital touch pad signage locations in store windows. She stated Interactive Mega-applications may also be projected from the sides of buildings or sidewalks.

Mrs. Gray asked who will be responsible for the maintenance of the equipment at the end of the agreement and will generated funds be used for advertising the downtown area.

Ms. Martin stated unless we renew the agreement at the end of the year, Blue Web Media will come in and remove the equipment and they are responsible for the maintenance. She stated the generated funds will be used to advertise the downtown area.

Mr. Eliopoulos stated this is exciting and cutting edge. However, he fears the unknown side of this. He stated regarding the city's ordinances what are we expecting from these kiosks and how will they be set up. Mr. Eliopoulos asked if there are examples of where this has been done.

Ms. Martin replied that we will be the first downtown area to utilize this.

Vice-Mayor Frankel stated the downtown area is cluttered and he is concerned with the placement of the kiosks. He stated the technology is great.

Mr. David T. Harden, City Manager, stated that we will have to write ordinances to address this issue first. Mrs. Lula Butler, Community Improvement Director, elaborated on the changes that will have to be made to the sign code to accommodate this technology.

Mr. Eliopoulos stated the information should be brought back to the Commission before it becomes final.

Ms. Martin asked to display a test kiosk at 110 East Atlantic Avenue in the portico area.

Mr. Brian Shutt, City Attorney, explained the process regarding the ordinances.

It was the consensus of the Commission that Mrs. Butler will contact Ms. Martin regarding the sign code and ordinances.

2. GREEN IMPLEMENTATION ADVANCEMENT BOARD ANNUAL REPORT

Mr. Richard Reade, Sustainability Officer, on behalf of, the City's Green Implementation Advancement Board (GIAB) provided the City Commission with an annual status report and recommendations related to the City's green and sustainability efforts to proceed forward. Mr. Reade also highlighted information on the Roles & Principles of the Green Implementation Advancement Board, information related to the recommendations that have been provided to the City by the GIAB, and reviewed Green & Sustainable City Projects that are in progress/completed. He also discussed specific ICON Projects expected to begin/be completed during the upcoming year regarding Land Development Regulations, reviewing and updating the original Green Task Force Report and the Public Bike Sharing System. In addition, Mr. Reade introduced the board members: David Hawke, Vice Chair; Jayne King, Ana DeMelo, former board member Nancy Schneider and Sarah Martin who was present earlier in the meeting.

Mr. Eliopoulos stated he liked the presentation and would like to see something about the shared bike system. He commented that he likes the checks and balances; and commended the board on a good job.

Mrs. Gray asked if we are going to pursue state and federal grants. She thanked Mr. Reade for the presentation and asked if we are still moving forward with LEED certifications. Mrs. Gray stated she is in support of the shared bicycle program.

Mr. Reade stated we have a resolution that addresses LEED certifications.

Vice-Mayor Frankel thanked Mr. Reade and the board for all of their time and concurs with Mr. Eliopoulos and Mrs. Gray. He asked what locations will be targeted for the bike sharing program.

3. DISCUSSION REGARDING A PROPOSED FINANCIAL LITERACY PROGRAM

Mr. Bill Wood, former Chamber of Commerce President, now with Consumer Credit Management Services (CCMS), introduced this item as well as Mr. John Gormley III of CCMS who gave an overview of the current functions of CCMS and the programs/assistance they provide. He stated CCMS would like the City to partner in a financial literacy program titled "Operation: Money Makeover" with CCMS. Ms Maria Gaitan, Vice President of CCMS, discussed the proposed program.

Ms. Gaitan stated April is National Financial Literacy Month and this will be a twelve (12) month program. The proposed financial literacy program is intended to raise awareness of the importance of being "financially fit", to develop and encourage a more "financially fit" Delray Beach community, and to help local families and individuals reduce debt and increase savings in hopes of improving credit scores.

Mrs. Gray asked are there any fees associated when the person enters the program and what will be the locations for the classes/seminars.

Ms. Gaitan stated this will be free to the citizens of Delray Beach and they are asking for the city's help with the promotion of this contest and venues.

Mr. Eliopoulos stated he supports this program and asked where is the new location for CCMS.

Mr. Frankel asked Mr. Harden what is the city's position on this.

Mr. Harden stated from his understanding, CCMS is asking the city to lend its name to the contest by assistance with the promotion of it and locations for the classes/seminars.

Mrs. Gray asked if local persons will be hired.

Mr. Shutt clarified with the Commission that the city is only supporting the contest itself.

It was the consensus of the Commission to support the contest.

4. DISCUSSION OF A PROPOSED ORDINANCE OUTLINING THE CONCEPT OF COMMUNITY GARDENS

Mrs. Butler stated she was initially introduced to the concept of community gardens approximately twenty (20) years ago on a site visit in Boston, Massachusetts. She gave a PowerPoint presentation highlighting certain gardens throughout the city and stated Commission is asked to consider the rules, standards and other conditions proposed to be included in a new ordinance governing the permitting and approval of community gardens. Mrs. Butler stated in structuring the proposed ordinance, staff took into consideration the common basic elements of successful community gardens, past experience and other Municipal/County ordinances that are in place. The ordinance is modeled after the City of West Palm Beach's ordinance and is intended to provide for the implementation of community gardens, setting forth standards and zoning area criteria where such gardens shall be permitted. The intent of permitting community gardens is to allow a group of residents to grow produce and horticultural plants for their consumption and enjoyment without creating adverse environmental impact or land use incompatibilities.

In addition, all community gardens shall require administrative plan approval through the Community Improvement Department. The application shall require the property owner's consent and the following items will be attached: layout of plots and other components proposed on the site of the community garden, setbacks from adjacent properties, identification of water supplies, established operating rules identifying the governance structure of the garden and maintenance and security responsibilities; contact information for the person responsible for the oversight of the garden. The owner of the property on which the garden is located shall be responsible for maintaining the property. If the property is not used as a community garden for 120 or more consecutive days, the site shall be restored back to its normal condition.

Mr. Eliopoulos supports this in general and stated it is a good use of vacant land. He is concerned with the management of the gardens and the structures. He wants to make sure that we are well aware of who will manage them.

Mrs. Gray asked about insurance and who will be held responsible for any injuries that may occur. She also asked if the city will offer education regarding the community gardens. She stated she supports this.

Mrs. Butler stated the land owner will be held responsible for injuries that may occur and staff is in the process of preparing an educational curriculum regarding community gardens.

Vice-Mayor Frankel stated this is great.

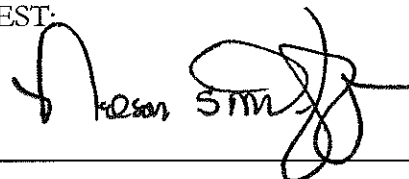
Mrs. Butler stated staff will move forward with the ordinance.

Vice-Mayor Frankel adjourned the Workshop Meeting at 7:28 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, March 8, 2011, which Minutes were formally approved and adopted by the City Commission on March 15, 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.