



DELRAY BEACH MARKETING COOPERATIVE, INC. BOARD OF DIRECTOR'S REGULAR MEETING MINUTES

Tuesday, February 27th, 2018 9:30 A.M.

1. Call to Order/Roll Call - Present: Cathy Balestriere, Stephanie Immelman, Dan Castrillon, Kelli Freeman, Lori Hayward, Jill Brown. Caryn Gardner Young not present.
2. Public Comments
 - a. None.
3. Consent Agenda
 - a. January Dashboard, November & January Minutes – Motion to approve consent agenda by Kelli Freeman, second by Dan Castrillon. All in Favor. **Approved.**
4. Agenda – **ACTION**
 - a. January Financials
 - i. Lori stated that we need to rework the year to date and the percentage over and under. Motion to approve the January Financials with the changes to the percentage over budget by Lori Hayward. Second by Kelli Freeman. All in Favor. **Approved.**
 - b. Frog Alley Caribbean Festival Update
 - i. Stephanie gave an updated on the Frog Alley Caribbean Festival. This is being planned by The Set Branding Committee. They would like a portion of Atlantic Avenue closed as well as SW 5th Avenue. Stephanie attended a walk through with the PD. If we close Atlantic Ave we will have to barricade the entire area, which will cost upwards of \$5,000, a third of the entire event budget. This is not a cost that the DBMC can absorb. We have requested a grant from the City to cover the cost. We've reached out to about 10 Caribbean vendors, however, we have not received the paperwork back from any of them.
 - c. July 4th Update
 - i. Stephanie and Jarrod gave an update on July 4th. The biggest issue with planning is the beach erosion. We do not have enough beachfront for a 400ft blast radius. The Fire Department would like us to reach out to a few different barge companies. We are also looking at other options with the fireworks company, either close proximity fireworks from the beach, or potentially two locations with close proximity fireworks launching from both north and south.

Delray Beach Marketing Cooperative

Mission: To attract people to the City, create a positive image and increase awareness of Delray Beach for a positive economic impact through Destination Marketing, marketing programs, events and community collaboration.

- City of Delray Beach • Community Redevelopment Agency • Greater Delray Beach Chamber of Commerce
- 140 NE 1st St, Delray Beach, FL 33444 • Tel: 561.279.1380, ext 108 • Fax: 561.921.6384
www.VisitDelrayBeach.org



5. Executive Director Updates:

- a. Stephanie reported that the Destination Map is done. We worked with a private entity on this project, we did struggle with advertisers, however we will net about \$10,000 from this project.
- b. DelrayBeachCalendar.com is launching March 1st. This was an idea from Rob Steele from Old School Square and a project that was undertaken during Team Delray, and paid for by the City. The Chamber organized the development and now Tiffany is running the back-end of the website.
- c. Civitas Update – we’ve requested an update from them regarding the lawsuit in Ybor City. As soon as we receive that, we will share that information with the Board.
- d. Destination Marketing – Stephen went with Ocean Properties to LA, they had 16 in person appointments with media out there. We will be hosting Peter Greenberg’s Radio show in Delray Beach at the Marriott. Stephanie updated on our new website and app. We are working with a company called Visit Widget to create a new app and also a new website – it is interactive and you can plan your trip here. Cathy suggested that the DBMC ensures the website is ADA compliant.

6. Board Comments – none.

7. Adjournment – Motion to adjourn by Kelli Freeman, second by Dan Castrillon. All in favor.

Approved.

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