



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

**Wednesday, April 11<sup>th</sup>, 2018 11:30am  
Board of Directors Minutes**

**1. Call to Order/Roll Call**

- Kelli Freeman, Lori Hayward, Jill Brown and Dan Castrillon in attendance. Caryn Gardner Young arrived at 11:50am.

**2. Public Comments**

- None.

**3. Consent Agenda – March Dashboard, March Minutes**

- **Motion to approve consent agenda by Kelli Freeman, seconded by Dan Castrillon. All in Favor. Approved.**

**4. Agenda – ACTION**

**a. February & March Financials –**

- Lori is happy with the updated financials from February and March.
- **Motion to approve the financials by Lori Hayward, seconded by Dan Castrillon. All in Favor. Approved.**

**b. Frog Alley Caribbean Festival Update**

- Stephanie gave an update on the event. The creative is fantastic and the website went live this week. The brochure will be delivered next week and it will be distributed throughout the town. The event takes place on May 12<sup>th</sup> from 6-10pm on 2 blocks of eastbound Atlantic Avenue and along SW 5<sup>th</sup> Avenue. Entertainment includes a steel drum band, Milagro Center steel drum performance, a reggae band and roaming Junkanoos. We've struggled with vendors due to more stringent city requirements and insurance constraints. The Set Branding committee is helping to recruit more vendors.

**c. Motion to add in July 4<sup>th</sup> discussion by Kelli Freeman, seconded by Lori Hayward. All in Favor. Approved.**

- Stephanie gave an update. There is currently is not enough beach to allow for a 400 foot blast radius to shoot the fireworks from. Caryn brought the prospect of engaging a barge to the City Manager who agreed. The City will cover the costs. The DBMC will contract with the barge company Beyel Brothers who were recommended by Zambelli. The company has their own berth in Ft Pierce so we will not have to pay a docking fee which significantly

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- City of Delray Beach • Community Redevelopment Agency • Greater Delray Beach Chamber of Commerce  
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lowers the cost. We've added two aspects to the event – the US Army Jazz Ambassadors and a car show. The band will need a 30x30 setup which is difficult, we're thinking either Veteran's Park just west of the intracoastal or near the flag raising. Wheels from the Heart approached us about doing an All-American Car Show within the July 4<sup>th</sup> footprint. This would take place between 7<sup>th</sup> and the bridge. We're still working out the logistics of both.

- 11:50am – Caryn Gardner-Young arrived.

#### **d. DBMC Strategy Discussion**

- Chamber Update – Dan gave an update regarding the CEO position. The Chamber had both of the final candidates in last week. They decided to go with the candidate from Indiana. His official start day will be June 1<sup>st</sup>. They are working out his contract as we speak.
- Kelli was in the meeting with the Community Partners. It seemed as though all of the community partners were in favor of the other candidate. She asked that Dan ask the Board effectively communicate the reasons for their decision to the partners.
- Stephanie spoke to the Chamber Board and official proposed the idea of merging the DBMC with the Chamber. The Chamber Board agreed that we should pursue this idea. Stephanie is going to meet with Rob Posilico, Chair of the Chamber, to further discuss this proposition and create a pro forma budget.
- Dan wanted to know if this was contingent on who was hired. Stephanie assured the Board that it is the right time for this to all happen and isn't contingent on the choice.
- Dan – Regardless of who is sitting in that seat, the Board is going to choose the vision and direction of the chamber.
- Stephanie has already spoken with four out of five commissioners regarding merger and they are all in favor of this.
- Dan would like to ensure that all of the sponsors that currently work with the DBMC would be properly communicated to.
- Lori said that the DBMC should ask if the Chamber has a Donor Bill of Rights.
- Caryn – We need to understand that the Commission did not dissolve the CRA. They just took over the Board. What the CRA does, they will continue to do until there is a policy change. Mostly it's a funding mechanism. A lot of the non-profits are not expecting a change. I think the Chamber would be the start of a new era. Brand new executive – brand new board, new things – new initiatives.

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- Jill - from the CRA perspective everyone is worried. However I feel that the current Commission does have the best interests of the CRA and staff at heart– the quickest decision was to take over the board – they’re going to have to see how things play out and how things work and function before they make any additional huge changes.
- Dan – I agree. Looking at the commission we have, it was a quick decision yes- every one of them had been thinking about it and thought through the pros and cons – well thought out by everyone – I think the Chamber is going in the right direction. Merging the DBMC and the Chamber will benefit the Chamber quite a bit.
- Kelli – so what are the next steps for this?
- Stephanie – I’ll work with Rob Posilico on a pro forma to see how this will work out financially. I also need to talk to Caryn to see where the rest of the team will fit in and going forward who will be responsible for the Tree. We need to sit down and figure out the timeline, as we are funded through September 30<sup>th</sup>. If this change happens sooner, Stephanie and Lori can sit down and figure out the final funding from the CRA.
- Lori – I think it’s definitely the right time for you to be doing this.
- Kelli – The second part of the plan would include a big PR announcement. It’s important that we craft a positive message about this merger
- Jill – It may be nice to bring all of the DBMC previous sponsors in to give them a presentation and thank them for all of their support and let them know that we are still here in a different capacity and they can still get involved.
- Steph – The City is having their goal setting session April 20<sup>th</sup> and 21<sup>st</sup>, I will be out of town – Caryn you’re our liaison and if they have any questions, please answer on our behalf. I will try to talk to Shirley before that meeting.
- Jill – I’d just like to share that the City Manager gave a fantastic presentation last night it was pretty inspiring and the way that he looks at the City and where he wants to go with everything. It was great.

## 6. Board Comments

- None.

## 7. Adjournment

12:30

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