



Meeting Minutes

Community Redevelopment Agency

Tuesday, July 8, 2025

6:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

The meeting was called to order on the above date by Chair Todd Drosky at 6:00 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present:

Mr. Michael Hudak
Mr. Tom Plaut
Mr. Daniel Shanetzky
Vice Chair Ben Preston
Chair Todd Drosky

Also Present:

City Manager Rodney Brimlow
City Attorney Anthony Soroka
City Clerk Heather Montemayor

PLEDGE OF ALLEGIANCE

There was a moment of silence, followed by the Pledge of Allegiance.

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes - June 17, 2025

MOTION was made by Vice Chair Preston, seconded by Mr. Plaut, to approve the June 17, 2025 minutes as submitted.
Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky
Nays: 0

APPROVAL OF AGENDA

July 8, 2025

MOTION was made by Mr. Plaut, seconded by Vice Chair Preston, to approve the agenda as submitted. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Mayor Preston, and Chair Drosky
Nays: 0

GENERAL ITEMS

- 1. CRA Resolution 2025/006 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency (CRA), approving a management agreement with the City of Deerfield Beach and the New World Aquarium, Inc., an affiliated entity of the Museum of Discovery and Science, Inc., ("New World") for New World to serve as the manager and operator of the Marine Science Center at Sullivan Park for a 10-year term, with one additional ten year renewal term; authorizing execution of the Management Agreement; waiving the requirements for competitive solicitations set forth in Section 38-116 of the Procurement Code; providing for implementation and an effective date. (Funds from multiple accounts)**

The Resolution was read by title only.

Kris Mory, CRA Director, highlighted a brief PowerPoint presentation. She outlined the vision for the project, which includes public purpose; reinforcement of Deerfield Beach as a nautical destination; activation of Sullivan Park and the Cove Shopping Center; removal of slum and blight; support of marine science (STEM) education, support of eco-tourism; and collaboration with Deerfield Island Park. Thereafter, she introduced Meredith Feder, Deputy Director of the Museum of Discovery and Science (MODS).

Ms. Feder said this project has a tremendous amount of alignment with what the MODS' goals and priorities are, in terms of community impact. Thereafter, she provided a brief overview of the MODS' history, as well as their current museum activity. Further, she thanked and expressed her appreciation to Ms. Mory, Anthony Soroka, City Attorney, and Rodney Brimlow, City Manager. Lastly, Ms. Feder expressed the MODS' excitement of the project, and thanked the Board for the consideration.

Ms. Mory briefly outlined the memorandum of understanding and business plan. She stated that the operating cost for the facility will be funded by the CRA in years one, two and three, and in years four and five, it will be funded by the City; thereafter, the operation should be self-sufficient. Thereafter, she displayed photographs of the schematic design. Ms. Mory said the agreement is with New World Aquarium, a not-for-profit business subsidiary of the MODS, and is for 10 years, with a 10-year renewal option. New World is responsible for all aspects of daily center operations, quarterly and annual reporting, shared responsibility for fundraising \$2.1 million, which will be used to pay for the interior buildout of the facility. Additionally, New World is responsible for securing sponsor for exhibits and facility naming rights and enhanced Deerfield Beach tourism marketing. She explained that through the negotiation process it became clear that the financial viability is unknown, so there is an inclusion of mutual termination clause to protect both parties in the event that the Center is not financially viable.

Continuing, Ms. Mory said the CRA is responsible for the facility construction cost of \$8.1 million; overall project management; shared responsibility for fundraising and marketing; financial responsibility for up to \$250,000 to cover potential operational deficit in the first three fiscal years of operation; and will maintain building through warranty expiration period, whereby, the CRA anticipates transfer of facility ownership to the City in 2028/2029. The City is responsible for the maintenance of the grounds and facility exterior; timely approval of proposed facility name; shared responsibility for through marketing through Public Affairs and Marketing; and financial responsibility for up to \$250,000 to cover potential operational deficit in the fourth and fifth fiscal years.

Chair Drosky opened the public hearing.

Joseph Cummings, 267 Oakridge P, Deerfield Beach, spoke in support of the proposed facility, but asked where parking will be located.

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, said Ms. Mory had originally advised the Board that any operating deficit would be covered by the MODS, which was inaccurate, as the Board later found out that the deficit would be covered by the CRA in the first five years, and then the City thereafter, not the MODS. Furthermore, he commended Mr. Cox on his negotiation skills, as he is responsible for protecting the MODS; nonetheless, he wishes the City has the same support. Lastly, he spoke in dismay that the CRA Board was misinformed regarding the operational deficiencies.

Joshua Bass, JM Family, said JM has been proud supporters of the MODS for many years. He stated that he has high confidence in this project and the MODS' ability to run and operate in an excellent way to inspire both children and adults. Thereafter, he spoke in support of the project.

GENERAL ITEMS - CONTINUED

Lisa Davis, 1405 SW 1st Avenue, Deerfield Beach, said she is also here to support JM Family and their corporate community impact. She reiterated that JM has partnered with the MODS for decades. Further, she commented on JM's recent \$1.5 million contribution to sponsor a discovery spot exhibit. Thereafter, she commented on Joe Cox and Ms. Feder's leadership, whereby, JM not only invests millions of dollars financially, but invests their people, as many sit on the Board of Directors. Lastly, she spoke in support of the project, as it will be a great asset to the community.

Chair Drosky closed the public hearing.

Vice Chair Preston said this project is a winner for Deerfield Beach and the MODS, and it must move forward. Thereafter, he stated that Deerfield Beach is the only city the MODS has partnered with. Further, he said the project's success will be centered around fundraising and marketing, and suggested including things that move in the marketing campaign.

Mr. Shanetzky commented on other projects that people spoke against, but have been successful and become city investments, i.e. Braithwaite. Further, he said Deerfield Beach is in competition with other cities, and it's important that the City shows how and why Deerfield Beach is different. Thereafter, he outlined the various awards received by the MODS and spoke in support of the project.

Mr. Hudak said JM Family is also a first-class organization, so to be affiliated with both JM and the MODS is exemplary for Deerfield Beach. Further, he reiterated that Deerfield Beach is the only city entering into this type of partnership with the MODS, so it is an unknown venture; therefore, a termination clause is plausible. Thereafter, he spoke in support of the project.

Mr. Plaut spoke in support of the project. Thereafter, he commented on his tour experience at the MODS and commended staff for a job well done.

Chair Drosky thanked everyone involved for making this project possible. He explained that when entering into the Memorandum of Understanding, it was the Board's intention to not have any deficits, but as the business plan was developed it became apparent that the first five years could be problematic, so the MODS was originally asking for a \$400,000 annual contribution, but it was renegotiated to \$250,000. Further, this contribution is a cap that the City or CRA would have to pay; however, the payment will not be automatic and will only have to be paid should a deficit occur. Additionally, the City has auditing rights to investigate prior to making the payment. Lastly, the marketing package is a huge win for the City of Deerfield Beach and this project is what the residents have been asking for; therefore, he supports it.

MOTION was made by Mr. Hudak, seconded by Vice Chair Preston, to approve Item 1, adopted CRA Resolution 2025/006. Roll Call:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky

Nays: 0

ADMINISTRATION COMMENTS

None.

BOARD COMMENTS

None.

PUBLIC COMMENT

Dan Herz, 330 SE 19th Avenue, Deerfield Beach, commented on the cost increase to community policing. Thereafter, he commented on crime statistics.

ADJOURNMENT

MOTION was made by Mr. Hudak, seconded by Vice Chair Preston, to adjourn the meeting at 6:53 p.m. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Plaut, Mr. Shanetzky, Vice Chair Preston, and Chair Drosky

Nays: 0

TODD DROSKY, CHAIR

Heather Montemayor, City Clerk