



**REGULAR MEETING MINUTES
MELBOURNE DOWNTOWN REDEVELOPMENT COMMITTEE
CITY HALL COUNCIL CHAMBER
October 6, 2017 • 8:00 A.M.**

1. A regular meeting of the Melbourne Downtown Redevelopment Committee was held in the Council Chamber at 900 East Strawbridge Avenue, and was called to order at 8:00 a.m. by Chairman Jack Ryals.

2. All present said the Pledge of Allegiance.

3. The following members were:

Present: Jack Ryals, Chairman
JoAnn Davis, Vice-Chairman
Randy Carmichael, Member
Dan Porsi, Member
Gerry Smith, Member
LeAnn Smithson, Member

Absent: Lisa Herendeen, Alternate Member (excused)
Trish Nichols, Member
John Lucas, Alternate Member

Also Present: Doug Dombroski, Economic Development Manager
Kelly Hyvonen, Planner
Mary Wolak, Recording Secretary

4. **Approval of Minutes – August 4, 2017 Regular Meeting**

Moved by Carmichael/Smith to approve the August 4, 2017 regular meeting minutes as presented.

Motion carried unanimously.

5. **Downtown Parking Management Update**

Ms. Hyvonen mentioned that on October 14, 2016, Jarin Eisenberg, Executive Director of Melbourne Main Street (MMS), presented a request from the MMS Board and many downtown property owners and business representatives to “support the City of

Melbourne's efforts to better manage existing parking in downtown Melbourne and to inquire about providing additional public parking in the near future."

Ms. Hyvonen said the purpose of the request was to call attention to the need for parking management in the downtown core. The increased parking demand, along with lack of turnover in the core is cited for reasons why they were requesting the City to look into parking management options.

She said Ms. Eisenberg asked the Melbourne Downtown Redevelopment Committee for a recommendation to ask City Council to look into more effective parking management strategies in the downtown core.

Ms. Hyvonen said the Redevelopment Committee unanimously voted to support the request by MMS to have the city look in to more effective parking management in the downtown core.

Ms. Hyvonen said on December 13, 2016, Council discussed parking management for downtown Melbourne. The Community Development Department staff recommended that City Council direct them to work with MMS to assist in proposing a conceptual parking management program for the downtown area. She said City Council did not object to this recommendation, however, there was no consensus on how to move forward or improve the parking situation. She said City Manager Mike McNees cautioned that the parking issues needed to be identified before any solutions are debated and that it was clear the city has parking capacity that is not being used.

Ms. Hyvonen said staff determined that the best course of action would be work with MMS and hold a public workshop to specifically discuss and determine what the parking issues were downtown, and then report these findings to Council.

She said on January 31, 2017, city staff and MMS hosted a Downtown Parking Issues meeting at the Henegar Center at 8:45am and 5:15pm. The purpose of the workshop was to have the public identify the parking issues in downtown.

She said staff gave an introduction to educate the group on current parking availability and management practices, as well as the cost of providing public parking. Next the group brainstormed what they perceived to be the parking issues in downtown. The issues were grouped into similar categories and everyone was given the opportunity to vote on which issues they thought were the most important.

She said the result of the Downtown Parking Issues public meeting was the identification of the most important issues. The results, in order of number of votes, are:

1. Increase parking turnover in the core (customers should be parking in the core and long term parkers, like employees, should be parking outside the core) – 14 votes
2. Clear directions to parking – 8 votes

3. Security and lighting – 5 votes
4. Lack of consistent enforcement – 3 votes
5. Safety at Strawbridge crosswalk – 2 votes
6. Oversize vehicles in angled parking – 1 vote

She said staff is now bringing the results back to the Redevelopment Committee for a discussion and recommendation, prior to returning to Council for additional direction.

Mr. Carmichael asked what kind of crowd attended the public meeting.

Ms. Hyvonen responded there were approximately 20 business owners, property owners and a few residents.

Mr. Dombroski said MMS recently held an unrelated meeting with Downtown property owners and many of the same parking issues were brought up in that meeting. He said parking issues are a priority to the community.

Mr. Ryals felt that many of the business owners should focus on the customer's convenience and not their own.

Mr. Porsi said there is parking enforcement in place already. He suggested the problem be taken care of with higher enforcement standards in place.

Ms. Hyvonen said there is a Community Policing Officer for Downtown, but parking enforcement is not his only responsibility.

Ms. Hyvonen asked if the Committee agreed with the identified parking issues list acquired from the public meeting.

The unanimous consensus of the Melbourne Downtown Redevelopment Committee is they agree with the issues identified by the public at the Downtown Parking Issues meeting.

6. CRA Plan Amendment

Extension of Public-Private Development Program

Ms. Hyvonen said on August 9, 2016, the Melbourne Downtown CRA Plan was amended to extend the Public-Private Development Program "through December 31, 2017, at which time the CRA will reevaluate the program in terms of location and sunset."

She said staff is seeking to amend the CRA Plan to extend the Public-Private Development Program to December 31, 2019 and give the CRA Board the ability to extend the Program after that. The intent of the amendment is to allow the CRA Board to evaluate and make periodic recommendations on whether to continue to extend the program.

Ms. Hyvonen said by leaving the program in place, proposed developments would continue to be allowed the opportunity to be reviewed and considered. There is still an application process and the CRA and Council would make approvals on a case-by-case basis.

She said a program application has been previously approved for Highline apartments. There is currently one active application under review for a boutique hotel that is proposed for the southeast corner of Strawbridge Avenue and Waverly Place.

Ms. Hyvonen said in the south expansion area, a property owner has been aggregating property and may be interested in the future in applying for this program. These aggregated properties have redevelopment potential and would be eligible to apply.

Ms. Davis asked which properties are getting aggregated.

Ms. Hyvonen said the area near Groundswell.

Mr. Porsi requested that this item come back to the Committee in two years with an update. He asked what the City's cost was to have the PPDP in place, and wanted more detail on how it operated.

Mr. Ryals said it is a good idea to review the PPDP every two years. He said this can be regarded as a cost of deferring future revenue. He said it is tax money that does not exist unless the project happens. He stated that the City does not have alternative uses of the funds, because they would not if the project isn't conflicted.

Mr. Dombroski said staff proposed that the two-year review does not need to be finalized as a plan amendment. He said it will be reviewed every two years by the CRA Board and require formal approval from City Council. He said the program will not go on forever, the purpose is to get the market going.

Mr. Ryals said this will keep it simple yet it will be reviewed every two years without a plan amendment.

Moved by Smithson/Smith to recommend approval of the draft ordinance to amend the CRA plan to extend the Public-Private Development Program to December 31, 2019, and give the CRA Board the ability to extend the program after that.

Motion carried unanimously.

7. Façade Improvement Program Funding Guidelines Discussion

Ms. Hyvonen said as of October 1, 2017 there is \$50,000 available in the façade grant program. She said two years ago, \$20,000 was set aside for the south expansion area until April 1st and, if at that time, the money was not used, it would be available to all the areas. She asked if similar guidelines should be implemented this fiscal year.

Ms. Davis thought there was a lot of interest in the south area. She asked staff to send out a mailer regarding the façade grant opportunity.

Ms. Hyvonen said in 2016 and 2017 several people spoke with her about the façade grant program, but no one moved forward with an application.

A discussion took place between Mr. Dombroski, Ms. Hyvonen, Ms. Davis and Mr. Porsi regarding the budget and the financials available for the Façade Improvement Program and the Retail Core Commercial Lighting Program.

Mr. Porsi asked if money can be used for parking signage in Downtown Melbourne if necessary.

Mr. Dombroski said all the reserve is targeted to the South Expansion Streetscape Project because that was the direction from this Committee and City Council.

Moved by Davis/Carmichael to set aside \$20,000 from the Façade Improvement Program funding exclusively for the south expansion area until April 1, 2018.

Motion carried unanimously.

8. Melbourne Main Street Annual Report & Funding Recommendation

Jarin Eisenberg, Melbourne Main Street Executive Director

Ms. Eisenberg announced that Crush XI is moving to Downtown Melbourne. She said Melbourne Main Street (MMS) reached out to Crush XI and asked if they were interested in moving their restaurant to Downtown Melbourne. They were introduced to the property owners and visited the space available and there was an immediate connection. She said the new upscale restaurant addition will be a huge benefit to Downtown Melbourne.

Ms. Eisenberg said six more murals will be organized Downtown by using a \$10,500 grant. She said the mural on the Seafood Station wall is almost complete. She said the Downtown directory was revamped and distribution increased.

Ms. Eisenberg said the Streets to Home movement received \$50,000 from the City to hire an outreach worker, which was approved by City Council. She said 5,000 people signed up for the Downtown newsletter which is a useful marketing tool.

Ms. Eisenberg said the 2nd Annual Downtown Food and Wine Festival is almost sold out of their 1,500 tickets. She said there was also a Downtown Botanical festival this year which was a success.

Ms. Eisenberg said they will receive their final permit for the arch entrance way for the Light-Up the Night event.

Ms. Eisenberg said membership is on-track and memberships are getting renewed. She said MMS continues to receive large grants from the Brevard Cultural Alliance and the Office of Tourism.

Don DiFrisco, MMS Treasurer, went over the financials. He explained the cash flows, balance sheet and profit & losses from January through August 2017.

Mr. Ryals thanked Ms. Eisenberg and Mr. DiFrisco for an outstanding job and good news.

Moved by Smithson/Porsi to recommend approval of Melbourne Main Street's funding request totaling \$87,500, which was the same as the previous year.

Motion carried unanimously.

9. Community Policing Quarterly Report

Officer Ryan Allen, Community Policing Officer

Ms. Hyvonen said that Officer Allen was not present so this item will be added to the agenda for the next regular scheduled meeting.

Ms. Davis asked what Officer Allen's top three priorities were.

Ms. Eisenberg said a lot of Officer Allen's time is dedicated to do homeless outreach work, she said he spends time handling parking issues on the west end of downtown and responds to the merchants various issues and problems.

Ms. Davis asked how many hours a week does Officer Allen work.

Ms. Eisenberg said he works Tuesday through Saturday from 8:30 – 6:00 p.m.

Ms. Hyvonen said he is a 40 hour full-time employee and works over-time as well.

Mr. Ryals said that it is evident how valuable Officer Allen is, and the fact that he has been on the job approximately seven years, is very beneficial to the community.

10. Program and Project Updates

Regarding the US 1 Streetscape Project, Ms. Hyvonen said this Committee recommended approval for a work order for an additional \$19,000 - \$20,000 for engineering and surveying services. She said this will go before City Council on October 24th. She said staff is setting up a meeting with Florida Power & Light (FPL) to discuss the lighting along the west side of US 1 regarding the overhead power lines. She said FDOT does not want district lighting in their medians because they feel it poses a safety hazard.

Ms. Davis asked for clarification on where the lighting will be placed.

Ms. Hyvonen said there cannot be any decorative lighting along the west side because the transmission lines are there. She said all the lighting on the east side will be removed and the new district decorative lighting will be added to the east side.

11. General Public Comment

There was no public comment.

12. Additional Business

Mr. Porsi asked if the Farmer's Market is leaving the 1900 Building.

Ms. Hyvonen said it will be moving. She said the Parks Department will be hosting a larger farmer's market at Riverview Park on Saturdays.

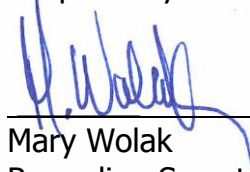
Ms. Hyvonen said the City Clerk will be at the December 1st regular advisory meeting to complete board training. She said staff will be doing board training with all the advisory boards. She reminded the Committee that October 17th is the Annual Board Reception at 6:00 p.m. at Front Street Civic Center and the invitations were in the mail.

13. Adjournment

Moved by Carmichael/Smith to adjourn at 8:58 a.m.

Motion carried unanimously.

Respectfully submitted,



Mary Wolak
Recording Secretary