

**ECONOMIC DEVELOPMENT ZONE COMMITTEE MEETING (EDZC)
MONDAY, JANUARY 25, 2016 10:00 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

A G E N D A

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - A) October 19, 2015
- 3. PUBLIC COMMENT**
- 4. NEW BUSINESS**
- 5. OLD BUSINESS**
 - A) Discuss Updated Action Plan and Revised Boundaries
- 6. NEXT MEETING DATE**
 - A) February 15, 2015
- 7. ADJOURNMENT**

This is a Public Meeting. Should any interested party seek to appeal any decision made by this Committee with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings and that, for such purpose he may need to ensure that a record of the proceedings is made which includes the testimony and evidence upon which the appeal is to be based. Anyone who needs a special accommodation for this meeting may contact the City's Americans with Disabilities Act (ADA) Coordinator at 978-4920 at least 48 hours in advance of the meeting.

ECONOMIC DEVELOPMENT ZONE COMMITTEE MINUTES (EDZC)
Monday, October 19, 2015 – 10:00 A.M.
City Hall, Training Room, Vero Beach, Florida

PRESENT: Terry Torres, Chairman; Scott Chisholm, Vice Chairman; and Member: Jessica Hawkins **Also Present:** Tim McGarry, Planning and Development Director and Sherri Philo, Deputy City Clerk

Unexcused Absence: J. Garry Rooney

1. CALL TO ORDER

Today's meeting was called to order at 10:00 a.m.

2. APPROVAL OF MINUTES

A) August 17, 2015

Mr. Chisholm made a motion to approve the minutes of the August 17, 2015 Economic Development Zone Committee (EDZC) meeting. Mrs. Hawkins seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

None

4. NEW BUSINESS

None

5. OLD BUSINESS

A) Discuss Updated Action Plan and Revised Boundaries

Mr. Tim McGarry, Planning and Development Director, showed on the map where the recently annexed property is located (property is located by Kmart). He noted that the map would need to be updated to show the boundary changes. He felt that it would be a good idea to get the Economic Development plan in place.

Mr. Torres reported that there was discussion at a previous meeting regarding having a shuttle for the Art District and that the Art District would split the cost of \$2,400.00 with the City for a six-month trial period. He said that he spoke with the City Manager and was told that all the details have been worked out and this is now a reality.

Mr. Torres referred to the City of Vero Beach Outdoor Lighting Cost Estimate (attached to the original minutes). He said the lighting is insufficient in the area south of the Twin Pairs and a lot of the merchants have complained about it. He reported that they received a cost of about \$7,000 dollars per light for the old fashioned type of lights. But, they were also given a cost to lease lighting at \$20.00 per light per month, which he felt was doable. He suggested having the City furnish five (5) to 10 lights, which would cost approximately \$200.00 a month noting that the merchants might share the cost.

Mr. Torres referred to the Economic Development plan (attached to the original minutes). He said the Committee members need to put a price on each project and submit it to the City Council along with the boundary changes. He noted that 2015 is the base year and 2016 would be the first increment year.

Mr. McGarry said that he would need to check with the Finance Department to see if there would be funds available in 2016.

Mr. Torres briefly went over the projects listed in their Economic Development plan with the Committee members. He reported that some of the alleyway improvements have already been completed. He then mentioned the crossing times on State Road 60.

Mr. McGarry suggested having a Committee member attend a Metropolitan Planning Organization (MPO) meeting. He reported that the Florida Department of Transportation (FDOT) is pushing walk-able streets, reducing speed limits, etc. He said that he would speak with Mr. Phil Matson of Indian River County MPO to set this up.

Mr. Chisholm volunteered to attend the meeting on behalf of the Committee.

Mr. Chisholm felt that they needed to do one of the projects in the first increment year if there are funds available. He said the project would need to be visible to show that they are spending money to attain what they are trying to do. He said lighting is the first thing that comes to his mind because people would see it. He said there is new lighting at Jacoby Park, which is the kind of lighting they want in the Downtown area.

Mr. Torres suggested moving the Special Themed Lighting from the two to three year projects up on their list to the first year projects. He asked what would be a reasonable amount of lights to place on 14th Avenue south of State Road 60 to 18th Street.

Mr. McGarry said that he would get that information to the Commission members.

Mr. Chisholm said the area on Old Dixie is very dark. He felt lighting would be key in this area.

Mr. Torres suggested placing five (5) lights on Old Dixie and five (5) lights on 14th Avenue.

Mr. Chisholm asked that they look at the lights at Jacoby Park.

Mrs. Hawkins suggested that they use LED lights.

Mr. Torres said that he and Mrs. Hawkins would work on getting the costs for each project listed on the Economic Development plan.

Mr. Chisholm asked the Committee members if they felt they should have someone from the Art District sitting on this Committee.

Mr. Torres felt that it would be wonderful to have someone from the Arts District sitting on this Committee and the first person he would think of was Ms. Lila Blakeslee because she is very proactive with the Arts District. He said that he would extend an invitation to her if the Committee members were in agreement.

Mr. McGarry said that he would need to check the Ordinance to see if she would be eligible to sit on the Committee.

At this time, the Committee members briefly discussed the homeless problems.

Mrs. Hawkins reported that a friend of hers went to facebook to vent about not feeling safe at Pocahontas Park. Mrs. Hawkins read from the facebook page, *“First let me start by saying I feel for the homeless. I think we are responsible for being kind, giving, and tolerant. However, when I can’t feel safe in a City Park then something needs to be done. When two homeless people began to shout, argue, and threaten to pull out a gun right next to where my children are playing then our City needs to step in and figure this out. Needless to say, we left after only getting to play for 10 minutes.”* Mrs. Hawkins suggested asking the Police Department to patrol more often.

Mrs. Helene Castletine, of the Chamber of Commerce, said there is a Police car there every day.

Mr. Torres said at a Downtown Friday event there was a homeless man who was sleeping on the bench with his liquor bottles under the bench.

Mr. Chisholm said it was discussed at an earlier meeting that the benches would have an arm in the middle so people could not sleep on them. He said that he has yet to see them.

The Deputy City Clerk said it was mentioned earlier in today’s meeting that Mr. Torres would work with Mrs. Hawkins on costs for the list of projects in their Economic Development plan. She explained that they could not work on this together.

Mr. Torres said they would work on costs separately and submit the information to the City Clerk’s office for distribution to the other Committee members.

6. NEXT MEETING DATE

A) December 21, 2015

The next EDZC meeting will be held on Monday, December 21, 2015 at 10:00 a.m.

7. ADJOURNMENT

Today's meeting adjourned at 11:00 a.m.

/sp

EXHIBIT A
CITY OF VERO BEACH
ECONOMIC DEVELOPMENT ZONE COMMITTEE'S
ECONOMIC DEVELOPMENT PLAN
REVISED JULY 21, 2015

1. PLANNED PROJECTS WITHIN THE ZONE:

A. 1 YEAR PROJECTS

A.1 Kiosks: These signs would serve as maps of the Zone with Historical Buildings, Restaurants, Galleries, etc. listed. These structures would be three sided with signage, advertisements, upcoming events, and the like displayed with directions to places within the Zone.

*COST: \$3,995 each with 7 possible locations = \$28,000 approx.
Sign proto-type: MAGLIN.com, item MLK-103S - \$3,995 ea. with possible savings by using a local business to fabricate signs. Possibility to have kiosks sponsored as well.*

A.2 Painted Walking Trail: This would provide the community with a Historical walking trail through Downtown Vero Beach showcasing historical and important areas within the District. The walking trail would be designated by a painted hibiscus on the sidewalk.

COST: Approximately \$5 per flower

A.3 Time adjustment for SR60 pedestrian crossings: Our Committee has previously reached out to Mr. Chris Mora from the Indian River County Public Works Dept. regarding this matter. We would like explore our options further with the IRC MPO Division and FDOT to see the time in which the public has to cross either west-bound or east-bound SR60 at 14th Avenue to be extended from its current 15 seconds. This would give the public additional time to cross safely in these high-speed, multi-lane areas.

COST: No cost incurred to EDZ

B. 2-3 YEAR PROJECTS

B.1 Special Themed Lighting: Our Committee would like to expand on the themed antique lighting on Main Street 14th Avenue south on 14th Avenue to 18th Street.

COST: Each pole = \$7,500, these poles can be publicly sponsored OR poles can be rented from the City of \$20 per month, which includes power.

- B.2 Alleyway Improvements between the Twin Pairs: Our Committee has begun coordination with Mr. Monte Falls to make safety improvements to the alleyway. These future improvements will include adding lighting & re-paving the alley way.
COST: No cost incurred to EDZ. Would be a safety upgrade & paid for by the City.

C. 3-5 YEAR PLUS PROJECTS

- C.1 Paver Crosswalks: Our Committee has coordinate with Mr. Monte Falls regarding possible stamped asphalt paver style cross walks within the Zone. We understand that this would be cost prohibitive before the roadway re-paving project takes place, when this is done (approx. 8-10 years) this could be performed as a part of that project.
COST: No cost incurred to EDZ.

- C.2 Sidewalk Widening: Our committee has coordinated with Mr. Monte Falls regarding widening sidewalks within the Zone to enhance walkability both on 14th Avenue and Old Dixie, and side streets, as necessary.
COST: No cost incurred to EDZ. Could be petitioned by the city to be done with the SR60 project.

C.3

D. SUPPORT ITEMS

The following items are those that this Committee fully supports and will remain actively following through to their full potential.

- D.1 Shuttle Service during events in the Zone: Our Committee will continue to support the use of a shuttle, provided by Go-Line, during the Art Stroll. We would like to continue this mission by working with the Go-Line, the Art Galleries, and Main Street in order to provide this service for all events within our Zone (the Art Stroll and Downtown Friday).
- D.2 Stops within the Zone: Our Committee will continue to work with Ms. Karen Diegl to work with the Go-Line transportation service to coordinate additional stops within our Zone during their re-routing process during the development of their new Hub Center, which will be located within our Zone.
- D.3 Banner Program: Our Committee would support the current program being utilized by the Art District and Main Street.
We would also like to coordinate with FDOT and the City to possibly place Historic Downtown signage to be placed within the southern-most, western-most, northern-most, and eastern-most areas of the

District to inform the community & visitors that they have entered the Historic District.

- D.4 Landscaping: Our Committee would support the work currently being done by Main Street Vero Beach on their current landscape ventures, which include hanging flowering pots and sidewalk pots.
- D.5 Public Safety: Our Committee would like to continue its support of the Chief of Police regarding the safety concerns within the Zone. The Chief has been working with this officers in order to be more present within the Downtown area. The Chief is also working to bring back a bike route and this would be added within the Zone.
- D.6 Alleyway Improvements between the Twin Pairs: Our Committee will continue to work with Mr. Monte Falls to make safety improvements to this alleyway. These improvements include making the portion of the alley way between 14th Avenue and 16th Avenue to a one-way westbound only, of which a portion has already been completed. As well as, paving and lighting upgrades in the alleyway from 16th Avenue west to 20th Avenue.
- D.7 Outdoor Dining: Our committee would like to support local business owners, along with the City, to explore the possibilities of expanding restaurant business to add outdoor dining areas.
- D.8 SR60 Re-structuring: Our Committee is committed to work in conjunction with the City and the County in order to provide the best re-structuring plan for the Twin Pairs, thus enhancing the safety, walk-ability, and allure of the Downtown area to both businesses and the public.
- D.9 Band Shell: Our Committee is committed to work to promote the building of a band shell within the Historic Downtown Zone.
- D.10 Art Displays in Green Space: Our Committee is committed to promoting art within the green areas if/when the SR60 calming plan is implemented, and within areas that will not change when the calming plan is implemented (i.e island at SR60 east/west and 20th Avenue north/south).

2. BUDGET

A detailed multi-year budget will be prepared in the proposed amended update to be submitted to the City Council for its consideration within a year or less, as more specifics on the scope, costs, and potential funding sources for projects are identified over the next six months by our Committee.

