

**ECONOMIC DEVELOPMENT ZONE COMMITTEE MEETING  
MONDAY, FEBRUARY 15, 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) January 25, 2016
- 3. ELECTION OF OFFICERS**
  - A) Chairman
  - B) Vice Chairman
- 4. NEW BUSINESS**
  - A) Address the Sandwich Board Signs in the Downtown area – Requested by Mayor Jay Kramer
- 5. OLD BUSINESS**
  - A) Discuss Updated Action Plan and Revised Boundaries
- 6. NEXT MEETING DATE**
  - A) March 21, 2016
- 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 accommodating 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, JANUARY 25, 2016 10:00 A.M.  
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

**PRESENT:** Terry Torres, Chairman; Members: Jessica Hawkins and Garry Rooney **Also Present:** Tim McGarry, Planning and Development Director and Tammy Vock, City Clerk

**Excused Absence:** Mr. Scott Chisholm

**1. CALL TO ORDER**

Mr. Torres called today's meeting to order at 10:02 a.m. He said at their meeting next month they will have Election of Officers.

**2. APPROVAL OF MINUTES**

**A) October 19, 2015**

Mrs. Hawkins made a motion to adopt the October 19, 2016 minutes. Mr. Rooney 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. Torres reported that at today's meeting they will prioritize the list of items on their Action Plan in order to take it to Council in March. He referred to their list date on July 20, 2015. He said that A-1) and A-2) were taken off the list because they dealt with shuttle services. A-3) then became A-1), which is the banner program. The Committee agreed to take the banner program off of their list because this is being handled by other organizations. Item A-1) was maps and signage. The projected cost for each sign was \$3,995.00. The sign would be three (3) sided and displayed in seven (7) different locations. They would have all the points of interest in the City of Vero Beach displayed on these signs. He said maybe they could have a photo of the sign so Council would know what it is going to look like. Item A-2) would be the painted walking trail designated by an emblem. The cost for each emblem will be \$5.00. Mr. Chisholm has prepared a map so maybe they could use that map and just make needed changes to it. They need to determine where the initial trail will be. Item A-3) would be the time adjustment for signal crossings in order for pedestrians to be able to cross the street before the light changes. This would include the crossings on Route 60. The particular crossing being the one located at 14<sup>th</sup> Avenue. Mr. Torres was given some information when he was in Tallahassee. He was told that when you are watching the pedestrian count down there is actually a few more seconds given in order for someone to

cross the street. He felt if the Florida Department of Transportation (FDOT) would allow them eight (8) to 10 more seconds that would help. Mr. Chris Mora, County Engineer, has told them that if they start tampering with a specific crossing then it could lead to tampering of other crosswalks. The Committee still felt that this was a safety concern and wished to have it on their list. They couldn't imagine a mother with children or elderly people being able to get across the street in the time given now. This is an item that will not cost anything to have implemented.

Mr. Tim McGarry, Planning and Development Director, suggested that a member of the Committee attend a CAC/MPO meeting and ask for this request. Mr. Rooney volunteered to attend the meeting. Mr. McGarry said that he would come up with some talking points for Mr. Rooney to discuss at the meeting.

Mr. Rooney asked how many accidents have occurred at that intersection. Mr. McGarry said he will get that information for the Committee. Mr. Rooney wondered if there was any way to slow traffic down when someone gets to that intersection.

Mr. Torres expressed that they just need to be persistent in getting this done.

Mr. Torres continued with item A-4), which is landscaping. He felt that the City does an excellent job with landscaping and they could probably delete this item from their list.

Mr. Jim O'Connor, City Manager, commented that the City cannot take credit for the landscaping. He said that Mainstreet is to be commended for the landscaping downtown.

Mr. Torres agreed. He said that the planters are a project of Mainstreet and their Design Committee, led by Mrs. Robin Pelensky. He said since the City installed the irrigation for the planters the plants are now living. He suggested eliminating this item from their list and allowing Mainstreet to continue handling the landscaping.

Mrs. Hawkins suggested rewording the item. She said once the repaving/resurfacing of State Road 60 is completed there will need to be some new landscaping installed. The Committee agreed this would be a long term project. They added this item to C-2), which was to combine this with the landscaping portion of the traffic calming project that has already been approved.

Mayor Jay Kramer added that this Committee may want to work with the Tree and Beautification Commission in getting some of these projects completed.

Mrs. Hawkins suggested maybe they could have the Chairman of the Tree and Beautification Commission attend one of their meetings to give an update on what some of his ideas are.

Mr. Torres agreed with having the Chairman of the Tree and Beautification Commission come to one of their meetings and they could provide him with some renderings on what their thoughts were.

Mayor Kramer knew that the Tree and Beautification Commission was looking at restoring canopies throughout the whole City.

Mr. McGarry reminded the Committee that in their discussions they needed to keep in mind the plans for the Cultural Arts Village. He also said that there is a tree replacement fund and there is money available to replant trees in this area.

Mrs. Hawkins commented that the actual landscaping for State Road 60 and the traffic calming needed to be addressed at a later date. At that time they could coordinate with the Tree and Beautification Commission and maybe they could tap into the tree replacement fund to help pay for these trees.

Mr. Torres stated that the next item was A-8), which is Public Safety. He said that the Police Department has purchased two bicycles to be used in the downtown area. He wondered if this item should be eliminated since this has been accomplished.

Mr. Rooney felt that they needed to keep this item on their list. He said that police presence in downtown is so important. He said they could have this as item A-8), but there would be no monetary expense in having it on their list. Mr. McGarry pointed out that the two bicycles the police department purchased cost \$1,500 each.

Mr. Torres brought up item A-9), which is the alleyway between the Twin Pairs. Mrs. Hawkins said that most of the work in the alleyways has been done. Her big concern was the lack of lighting in these parking lots. She said at night they are very dark.

Mr. O'Connor explained that the City does not provide lighting for alleyways. He said if there is a business that would like a particular alleyway lit then they would have to pay for it. However, the City will handle the lighting of City parking lots. The Committee had some concerns with the parking lot in back of the building where Dale Sorenson's business is located. Mr. McGarry said that he will find out if that is a City owned parking lot or not. Mr. O'Connor said if it is a City owned parking lot then he would look into having lights put in. If a business would like to have lights installed in an alleyway they could do so and the fee is very nominal.

The Committee agreed that item A-5) would be alleyway lighting improvements and they would pay for the costs to have these alleyways lit.

Mr. Torres moved on to items in B), which are two to three year projects scheduled down the road. The first item was having additional bus stops in the downtown area. Mr. McGarry explained that GoLine was restructuring their routes to include additional stops. Mr. Torres agreed to leaving this on their list. They want to encourage more stops downtown. Item B-2) was special theme lighting. The cost for each one of these lights will be \$7,500. If they chose to do the lights and paid a rental fee of \$20.00 per month to the City it would be cheaper in the long run because the City would handle the maintenance of the lights. Mr. McGarry expressed this is something that the Committee will need to coordinate with the Cultural Council because they are also looking at decorative lighting. Item B-3) is alleyway improvements between the Twin Pairs (between 16<sup>th</sup> Avenue and 20<sup>th</sup> Avenue). The Committee felt this might be a little redundant since it has already been address in A-5). They agreed that item B-3) would be paving improvements between 14<sup>th</sup> Avenue and 20<sup>th</sup> Avenue.

Mr. Torres asked Mr. O'Connor if the City handles taking care of the repaving of alleyways. Mr. O'Connor answered yes. Mr. Torres agreed with leaving this project as item B-3), without a dollar amount attached to it.

Mr. Torres brought up item B-4), which was the sidewalk widening project. He asked if a merchant, at their own expense, could widen their own sidewalk. Mr. McGarry answered yes. He said the merchant would need a license agreement and permit in order to do that. This item will remain on the list.

Mr. Torres said that item B-5) was paver crosswalk. Mrs. Hawkins noted that using the stamp when repaving is the best idea. She said it was done on State Road 60 and she has been told stamped paving will last longer. The stamp is a minimum cost to do. The Committee renamed this item stamp crosswalk. The locations where this will be done will need to be determined.

Mrs. Hawkins asked Mr. McGarry if there were any plans on remilling and surfacing any roads at this time (item C-1). Mr. McGarry did not know, but said he would find out from the Public Works Director.

The Committee agreed to leave item C-2) on the list.

Item C-3) was the Bandshell at the Heritage Center. The Committee agreed to leave it in without an amount attached to it. They knew that the Press Journal was interested in contributing for the new Bandshell.

Item C-4) was art displays and green space. The Committee agreed this was more of the purview of the Art District, but the Committee supported it.

Mr. Torres asked Mrs. Vock to come up with a completed list and distribute it to the Committee.

Mr. Rooney asked what is the process to ask the community to help sponsor some of these items in order to generate funds.

Mr. Torres said they need to enlist the support of the businesses and he thought the businesses would participate. He said that local business support was very important. There is a list of all the businesses within the Economic Development Zone and they could solicit those businesses. He said they could send a letter out to all of the businesses. There are approximately 500 businesses located within the boundary.

Mr. McGarry suggested before the Committee does anything that they get their plan approved by the City Council. Then if they wanted to solicit money from the local businesses they would need to check with the Finance Director on how they should handle it. He knew that any money they received would have to be for a specific item.

Mrs. Rosemarie Wilson asked if this Committee was going to give any recommendations on what they would like to see happen to the old Diesel Plant. Mr. Torres explained to Mrs. Wilson that was out of the purview of this Committee's responsibilities. He then gave a recap on what was discussed at today's meeting.

## **6. NEXT MEETING DATE**

The next meeting date will be February 15, 2016.

## **7. ADJOURNMENT**

Today's meeting adjourned at 11:04 a.m.

/tv