

**ECONOMIC DEVELOPMENT ZONE COMMITTEE (EDZC) MEETING  
MONDAY, MAY 20, 2019 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) April 15, 2019
- 3. PUBLIC COMMENT**
- 4. NEW BUSINESS**
- 5. OLD BUSINESS**
  - A) Update on Master Plan
- 6. ADJOURNMENT**

This is a Public Meeting. If a person decides to appeal a decision made by the Committee with respect to any reviewable matter considered at such meeting, he or she will need a record of the proceedings, and for such purpose, he or she is responsible for ensuring that a verbatim record of the proceedings is made, which record 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 (ADA) Coordinator at 978-4920 at least 48 hours in advance of the meeting.

**ECONOMIC DEVELOPMENT ZONE COMMITTEE (EDZC) MINUTES**  
**MONDAY, APRIL 15, 2019 10:00 A.M.**  
**CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

**PRESENT:** Vice Chairman Garry Rooney; Members: Joseph Cataldo, Alternate Member #1 Bob DelVecchio, and Alternate Member #2 Linda Moore **Also Present:** Tammy K. Bursick, City Clerk; Interim City Attorney, Kira Honse; Jason Jeffries, Planning and Development Director and Heather McCarty, Records Retention Specialist

**Excused Absence:** Jessica Hawkins, Terry Torres, and Mike Williams

**1. CALL TO ORDER**

Mr. Rooney called the meeting to order at 10:00 a.m.

**2. APPROVAL OF MINUTES**

**A) March 18, 2019**

Mr. DelVecchio said that there were some corrections that needed to be made to the minutes and asked Mrs. Feeney to address those.

Mrs. Feeney read from the minutes starting at the fifth sentence in the second paragraph under item 4-A) Bike Walk Indian River County – Mr. Hugh Aaron. She said that the City of Vero Beach did not receive the award and the only award that is in this County is what the County has pursued, which is the bronze Bicycle Friendly Community Award.

**Mr. DelVecchio made a motion to approve the minutes as corrected. Mr. Cataldo seconded the motion and it passed unanimously.**

Mr. Rooney said that they discussed inviting a few people to their meeting today.

Mrs. Moore said she invited Councilmember Robbie Brackett and he is in attendance.

Mr. Rooney asked about Mr. Larry Reisman at the Press Journal. Mrs. Bursick said that Mrs. Hawkins had tried to reach him, but he was out of town and might be at the next meeting.

**3. PUBLIC COMMENT**

Mrs. Robin Pelensky said that Mrs. Hawkins invited her to attend their meeting. She is also the contract professional for Landscape Architecture for the City. She wanted to share with them some ideas she has for stormwater infrastructure. She has been giving some presentations around the County about stormwater and low impact development strategies to hold some of their stormwater so that they get less pollutants into the Lagoon. She wanted to share with them some ideas for stormwater treatment in Urban situations, such as on 14<sup>th</sup> Avenue. She explained that over 100 municipalities offer incentive programs for residential and commercial developers to hold their stormwater. For older developments, that is not happening. She showed on the doc cam several examples of restructuring streetscapes to have a small rain garden or stormwater holding area that still allows for the same amount of pedestrian sidewalk and also in medians (on file in the City Clerk's office). She showed several examples of how they

take existing medians and bulb-outs and make curb cuts where the water gets held rather than going in the existing storm drains. She showed pictures of a rain garden that she put in the Moorings at the Golf course. She said that she has worked with Mr. Monte Falls, Public Works Director, and Ms. Nanette Haynes, Grounds Maintenance Manager, doing a landscape plan for the property at City Hall. She did the whole layout and they are working on phasing it. There would be four (4) rain gardens along the drive-in and the parking lot. There is only enough money allocated to do the first rain garden right now. She said they are trying to find some sources of funding for those rain gardens. They felt this would be a good place to start to show people that they need to be conscious as to how they are holding rainwater on their property. They are also going to incorporate some signage into this. The Garden Club of Indian River County is being approached next week to see if they could fund part of this. She showed the proposed front landscape for City Hall (on file in the City Clerk's office), which would make it more sustainable, have less water usage, and hold their stormwater. Right now there is not enough money in anyone's budget to make that happen. They felt new landscape would be beneficial and show people in the community that they can do something similar. She also did a landscape plan for 14<sup>th</sup> Avenue to hold stormwater and to give 14<sup>th</sup> Avenue a new fresher look. She said the plan is similar to Mount Dora's landscape that looks like native Florida and where they hold their water in the bulb-outs. They thought this would be an inexpensive way to do some redevelopment that is going to be very sensitive to the Lagoon. She pointed out that all water in this area goes to the Lagoon. She has also talked to two (2) of the City Councilmembers who are really interested in coming up with an incentive program across the City to incentivize people to do something on their property, such as rain gardens, bio-retentions, swales, etc... She said a lot of communities around the Country do it and get funding from the Environmental Protection Agency (EPA) and the Department of Environmental Protection (DEP). There are lots of different avenues for funding. She feels they can come up with a program that would be beneficial and kick start it. She thinks they need bigger and better for 14<sup>th</sup> Avenue and it would make a big statement aesthetically, environmentally, and responsibly. She thanked the Committee for what they have been doing. She said she had just recently learned of their Committee.

Mrs. Moore referred to the baskets that were put in and they were beautiful, but died. She asked what's the plan for watering what she is proposing in the dry season. Mrs. Pelensky said there has to be some level of irrigation. She said the irrigation is there and already in place. With the baskets, Main Street paid for them and put them up. The City agreed to irrigate them and there was a line going into each of the baskets. She explained there were some issues with the lines. She thought it might be best to get them planted by the end of October and leave them until about the end of May and then take them out in summer. She pointed out that it is a volunteer program.

Mrs. Moore asked if there are any quotes for the City Hall project and then separately for the 14<sup>th</sup> Avenue project.

Mrs. Pelensky said right now they are looking at \$2,300 for the plants for one (1) rain garden. She said that Ms. Haynes has said that the Public Works crews will do all the tear out and installation of the plants and rocks.

Mrs. Moore commented that where she is, they struggle with the rain a lot in summer and have been searching for solutions for that area of 14<sup>th</sup> Avenue.

Mrs. Pelensky sees these rain gardens everywhere she travels and they also always have a sign in them. She said it doesn't take much, but it makes people aware and brings their attention to the water.

Mr. Cataldo referred to the 14<sup>th</sup> Avenue plan and the removing of trees there. He asked if the trees couldn't survive in a rain garden. Mrs. Pelensky said those were being removed due to the size and scale of the Washingtonian Palms, which get 60 feet tall. They are out of scale for a pedestrian environment and they were trying to bring things down. They would be replaced with a different type of Palm Tree that won't grow so tall.

The Committee members agreed they liked the concept.

Mr. Cataldo said this is planned for the area between 19<sup>th</sup> Street and 20<sup>th</sup> Street, which is the more attractive part of 14<sup>th</sup> Avenue. He asked if there is anything they can do south of 19<sup>th</sup> Street. He felt if they could only do one shot, that would be a good place. It would be in line with what they are trying to accomplish and encourage improvements and economic development and make it more pedestrian friendly which encourages businesses.

Mrs. Pelensky said she would bring it to Mr. Falls attention and they should also.

Mr. Rooney asked if Mr. Brackett would like to come up and speak.

Mr. Cataldo said they are looking for support for some of the things they are looking to do as a Committee and how to move forward. He said he is looking to gain support for pursuing a Complete Streets program because he sees it as a no lose situation. They are limited and can only make recommendations to City Council.

Mr. Rooney asked if City Council is aware of Complete Streets. Mr. Cataldo said Mr. Brackett was at the meeting, but they would need to speak to him about being their representative to get this before Council to get the support that Complete Streets is asking for. He added it is no cost to the City necessarily; it's just a question of how it's pursued. It starts with the City saying they'd like to have it.

Mrs. Feeney said within the last month, she has spoken with Mr. Larry Wallace, who is their District 4 Complete Streets contact. She had a meeting with Mr. Jim Mann and Mr. Phil Matson, with Indian River County. They are trying to put together a plan behind the scenes to be able to start to pull groups together and get involved with this. She feels it is key that they start to bring Mrs. Pelensky in. She also spoke with a woman from Florida Department of Transportation (FDOT) and learned that next month they will have the criteria for what shape the Twin Pairs are in. Then they will be able to let them know where they stand on the next 3R project, which technically should come up in 2022. She added that they don't have to wait for a 3R project to apply for a Complete Streets grant.

Mr. Rooney asked if they are using their resources and their time wisely pursuing Complete Streets, or is that something this Committee should abandon and move towards other things like beautification. He commented after three (3) years, they don't have any feedback from Council. He said maybe Mr. Brackett could give them his feelings. Mr. Cataldo said he did not know that they needed to move on. He agreed they should find out where the support is and isn't. He does not think that one prevents the other. He said their funds are limited and they have talked about where the best bang for their buck is, which are things that people can see, like a landscaping project or a lighting project. That's going to have the biggest impact and can be done pretty quickly. The question is who takes the lead and if this is a Public Works project that they just encourage and allocate a certain amount of funds to and recommend that the City Council take it from there. He explained the Complete Streets program is completely separate.

Mr. Rooney said he wasn't talking about funds, but they have been talking about this issue for three (3) years and didn't know if they should abandon and move on. Mr. Cataldo hoped they would not abandon it. He said Complete Streets is the whole package and the new era of what streets are supposed to be and its available at potentially no cost to the City. The representative from Complete Streets said that nobody has come forth from the Treasure Coast requesting any work. They are a prime candidate for it and it starts with political support. The City Council needs to say they want this project and want to explore the possibilities.

Mr. DelVecchio did not think they should abandon it, but thinks they should be working on other projects, such as the lighting and the landscaping.

Mr. Rooney said they have never received any feedback to know if anyone else other than this Committee thinks it's a good idea.

Mr. Cataldo asked Mr. Brackett if he would give his opinion on Complete Streets and whether he supports it or not.

Councilmember Robbie Brackett said that he could only give his opinion and nobody else's. He said he couldn't say yes, it's the best thing since sliced bread because they don't know all the details yet. He does think that the things that they are working on are worth pursuing. He agrees they are not exclusive and can be worked on together. He thinks lighting is something that they can control and those are the types of things they should pursue. He said the other they just have to bring before the Council and see what happens. From what he has heard, they seem like good ideas. Mr. Cataldo thought that to get before City Council, they needed an advocate.

Mr. Rooney asked what is the mechanism to get the Complete Streets idea and concept and education before City Council.

Ms. Honse said they could ask a Councilmember to sponsor them to do an item on the agenda and they would be allowed a 10-minute presentation.

Mr. Brackett asked with any of the Committees, is there another avenue besides that if they are making recommendations to the City Council besides finding one of them to sponsor them. He said he doesn't have any problem sponsoring them, but asked if there was another avenue if they wanted to do a project or plan when they have their own funds and proceeds to move forward.

Ms. Honse explained it depends on how they are going about it. They need to have their Economic Development Plan and then request funds and it could be a Resolution that would go on the agenda for the City Council's approval of the expenditure of their funds.

Mr. Rooney said Complete Streets is not something that this Committee will ever gather funds for; it's the fact that it solves several issues that several groups have come before this Committee with. How do they take that to the City Council and say there are a number of groups out there and there are these 10 different problems that are solved by Complete Streets.

Mr. Cataldo said if Mr. Brackett would support them, they could get started with having it as an agenda item and perhaps invite the Complete Streets representative from FDOT to make a presentation to City Council. Hopefully different groups would come out in support of it. He said the first thing is education. He referred to Mr. Brackett's comment that it sounds good but they don't know the details. He asked Mr.

Brackett from the first meeting he attended on Complete Streets, what his first reaction was on Complete Streets.

Mr. Brackett said from the meeting he attended, the project itself sounds like a feasible project. He likes the things they said, but needs all the details. They hear there's no cost involved but he would like to see that in writing.

Mrs. Moore thought the next step might be to reach out to Complete Streets and see who could give that presentation. She said they haven't even done their Master Plan yet. They need to figure out what they can do to improve the infrastructure of the City in capital improvements because there is a lot that can be done. She loved Mrs. Pelensky's suggestions.

Mr. Rooney said they should have the Complete Streets people talk to City Council and see if it's a thumbs up. If it's a thumbs down, they can move on. He said they have had several elections and they don't know where anyone stands. He asked if they could just move on and do other things. Mrs. Moore agreed and said they should reach for the low hanging fruit.

Mr. Rooney said he is not saying not to do it, but if the City Council say's they're never going to do it, they need that answer. He said there are lots of good ideas and if the City Council says it's never going to happen, they can move on.

Mr. Rooney said they need a mechanism to get it to the next step to get the right person to give the presentation to City Council and see if they are yes or no or want more information.

Mr. Cataldo suggested they could inviting Complete Streets to their meeting first. Mr. Rooney did not agree because they are already convinced and have nothing to say about it. He said they should get right to the decision makers and start educating them.

Mr. Cataldo said he would be willing to reach out to Mr. Larry Wallace with FDOT's Complete Streets and ask if he would attend. Then they could have Councilmember Brackett sponsor it as an agenda item. He said he would coordinate that.

Mr. Rooney asked if this requires a motion or anything else from this Committee.

Ms. Honse said they have consensus. They need to appoint one of their members to complete the form to be put on the agenda. If they have a guest they want to be there, make sure that they coordinate the date with them.

#### **4. NEW BUSINESS**

##### **A) Election of Officers**

Mr. DelVecchio nominated Mr. Cataldo for Chairman of the Economic Development Zone Committee. Mr. Rooney seconded the motion. Mr. Cataldo was unanimously appointed Chairman of the Economic Development Zone Committee.

Mr. DelVecchio nominated Mr. Rooney for Vice Chairman of the Economic Development Zone Committee. There were no other nominations. Mr. Rooney was unanimously appointed Vice Chairman of the Economic Development Zone Committee.

**B) Solar Trees in the Park**

Mrs. Moore referred to the handout provided in their backup (on file in the City Clerk's office). She said that Chief Currey had said that cameras throughout the Park would be great and this would be a way to provide electricity. She explained the solar panels collect the electricity and are not necessarily lighting devices, but you can put lights on them. The possibilities are numerous for how these can be set up. She said there is already some electricity in the Park. She thinks a solar tree near the Heritage Center would be good because it is really dark. She wasn't sure if all of the existing lights were functioning as well as they should be. She said the last time they spoke, Mrs. Hawkins brought up that the bulbs were cloudy. She thought maybe they could be replaced with LED's. She said this is an option. They are about \$30,000 each. If there is interest, Spotlight Solar can make mock ups for them with pictures of the Park. She said Spotlight Solar manufactures the equipment and they have installation companies who would be their primary point of contact.

Ms. Honse reminded them that the City has a process that they have to follow for the installation and purchasing of goods and services. They just cannot go out and select random people. Mrs. Moore said there are not a lot of companies who make the solar trees. She noted that throughout the State, all of the ones that FPL put in come from this company. Ms. Honse said the Purchasing Department has methods for dealing with that. Mrs. Moore said she tried to find out if there were other options. Ms. Honse said that is what their Purchasing Department is for. Mrs. Moore said then they would just make a recommendation that they want to do solar trees. She said it wouldn't cost anything for them to do a mockup of what it would look like. Ms. Honse cautioned that if that firm does too much work with the City beforehand, it could bump them out of the RFP process.

Mrs. Moore said so if there is an interest, they should put something in their Master Plan that they would like to allocate some funds towards one (1) of these.

Ms. Honse said they need to complete the Master Plan and include that. She said spending cannot happen without the Master Plan.

Mrs. Moore said she has been typing up the Master Plan and could update it with any changes from today and then it would be done.

Ms. Honse reminded them that the plan has to go to City Council for approval as a Resolution. Mrs. Moore hoped they could reach consensus among themselves today and complete it so they could get it to City Council. Mr. DelVecchio agreed.

Mr. Rooney said the solar trees would look good in the Park, but wondered about lighting the alleys and the flat buildings and if there was a cheap version for alleys. Mrs. Moore said for lighting the alleys, that would be all private buildings so that wouldn't have anything to do with their Committee. She said if it is their building, they have to pay for the lighting. She said she bought a prototype of a solar light and is going to put it up over one of the murals and see how it goes for a couple months. She said her nonprofit organization could raise money and put more in. For the City to pay for it, it can't be on a private building.

Mr. Rooney referred to the Master Plan and item A-1) that calls for increased lighting for alleys and side streets.

Mrs. Feeney said since they are talking about lighting, she wanted to get some clarification. She said for the lighting by the Heritage Center and Pocahontas Park, they started with Mr. Michael Naffzinger a year ago to put together a plan. They now have some money to be able to do it. She asked how can they get something out there that people really take notice of. She loves the idea of doing the lighting all around the Rotary fountain, which would make people notice and it would not be a huge expense. She asked Ms. Honse, if the Committee votes today to do that, and they have a Rotary group that might be able to do matching funds, could she explain how that process happens.

Ms. Honse said first of all, the Master Plan must contain something related to that. She said it could be something general such as improved lighting and not necessarily specific projects. Once they have identified a project, its expenditure must be approved by Resolution by the City Council. This Board is only an Advisory Board. So they would have to make sure it is included in the Master Plan and then have a vote here to direct staff to prepare the Resolution and then it would have to go on the City Council agenda.

Mr. Rooney thought they had done that before with the lighting across from Scott's Sporting Goods. They passed a motion and it did not go anywhere. Also, they had figured out a budget.

Ms. Honse said part of it was the funds were anticipated to be available, but not necessarily available because of the way the tax process works. At this point, they would need to get with the Finance Department to see what is available for funding and have staff draft a Resolution to bring back to them if that is what they want.

Mr. Rooney asked since they have already voted on it, do they have to vote to abandon that and come up with a new project, or would that be first in line since that was the first official vote of this Committee.

Ms. Honse answered either way.

Mrs. Moore said she has been on the Committee for a year and they haven't taken anything to City Council.

Mrs. Feeney brought up that at the last City Council meeting, the Pickleball people were there and they are starting to raise money for lighting in the Park. They need to start coordinating some of their ideas and they might not need to spend as much money because they are working collectively. Also, having Mrs. Pelensky here today helps show that they have a bigger part in this community than just this meeting and they are overlapping on things. She said if they start with something simple, like the fountain that the community is behind, they can start to get publicity for this Committee. She has spoken with Mr. Malcom Allen who is going to be putting in the bike pump up stations in May, which will be another opportunity to be out there in the Press. She thinks if they can just take this small thing and figure out how to go through the process, that would be logical.

Mr. Rooney said that one of the main reasons that this Committee was formed was to be the hub for several groups so they weren't overlapping or left hand fighting right hand. But that hasn't happened because the groups out there don't know about them. Mr. Cataldo said some are starting to learn about them, such as with Mrs. Pelensky.

Mrs. Moore suggested they finish the Master Plan. She thinks they should add Mrs. Pelensky's proposal to their plan as their first priority because it a solution to stormwater that they all struggle with downtown. Then they should send the proposal to City Council and have Councilmember Brackett sponsor Mrs. Pelensky to speak about it to City Council and recommend that City Council approves that their funds be spent on Mrs. Pelensky's proposal.

Ms. Honse said they need to have a finalized Master Plan before they start spending money. If they are still adding things to their plan, they need to put the finalized plan on next month's agenda to vote on it.

Mr. Jason Jeffries, Planning and Development Director, suggested they send it to him once it is finalized. He explained the process is that it comes to staff to review and then they will put it on the City Council agenda with a staff report. He asked that whatever they finalize today with comments to send to him. He said he is still working on getting some cost estimates together. He has not met with FP&L regarding their street lighting program.

Mr. Cataldo asked if he had any suggestions that they could incorporate into their Master Plan. Mr. Jeffries said they should finalize their comments and then he needs to get with the Finance Department to see what the current projections are on their revenue. Then he would get with Public Works for some estimated costs from an engineering standpoint and they would match things up and set up a five (5) year plan of what can be implemented using the funds.

Mr. Rooney asked where they should put the new landscape item on the Master Plan. Mrs. Moore suggested it be item A-2). She added that she does not know why they have an item about meeting with the Chief of Police quarterly and asked if they should leave it in there. Mr. Cataldo says it encourages the appeal of downtown by making people feel safe which will help make downtown more successful. He feels they should leave it in because it shows they care and keeps it in the front of their minds.

The Committee agreed to add an item A-2) for low impact development that incorporates landscape improvements and stormwater treatment. Mrs. Moore said she would get with Mrs. Pelensky for the wording.

Mr. Cataldo referred to item A-3) SR 60 parking and traffic program. He said he would like to see the line item for parking in general and see if there are any opportunities within the existing framework at a low cost to create some additional parking. He said there may be opportunities through re-striping and other things and they should investigate in conjunction with landscape improvements.

The Committee read through the remainder of the items in their Master Plan and agreed they should be in there.

The Committee agreed to add item B-3) Outdoor Dining.

Mrs. Moore said she would retype the Master Plan with the changes and send it to the City Clerk to forward to Mr. Jeffries.

Mr. Rooney said their next meeting would be May 20, 2019.

Today's meeting adjourned at 11:08 a.m.

**CITY OF VERO BEACH  
ECONOMIC DEVELOPMENT ZONE COMMITTEE'S  
ECONOMIC DEVELOPMENT PLAN**

**1. MISSION STATEMENT**

The Economic Development Zone Committee exists to provide and administer an economic development plan that identifies the infrastructure, capital improvements, and expenditures, subject to City Council approval, in accordance with ordinance 2012-07 enabling use of tax increment revenues (and other sources) as a basis for funding essential projects to enhance the areas within the designated "Historic Downtown Vero Beach Economic Development Zone."

**2. PLANNED PROJECTS WITHIN THE ZONE**

**A) One (1) Year Projects**

**A-1 Downtown Lighting:** Our committee would like to expand lighting on Main Street south, on 14 ave down to 18<sup>th</sup> street. We would also like to add lighting to the fountain on the corner of Main Street, and improve lighting in Pocahontas Park to increase safety and ambiance. Also increase lighting for alleys and side streets that may be planned for mural project.

**A-2 Low Impact Landscape and Stormwater Mitigation:** Implement plan developed by Surlaterre to improve stormwater conditions while providing attractive sustainable landscaping in the form of "Rain Gardens" in the downtown area.

**A-3 Public Safety:** Our committee would like to meet with the Chief of Police quarterly to discuss safety concerns within the zone. Including homelessness, possible increased patrols and the designation of food distribution areas for the homeless.

**A-4 SR 60 Parking and traffic Program:** Work with FDOT to investigate opportunities under their "complete streets" program.

**A-5 Parking:** Work with the Public Works Department on ways to improve and increase public parking in the downtown area

**B) Two (2) to Three (3) year projects**

**B-1 Special Themed Lighting** Our committee would like to expand on the special themed antique lighting on main street south, possibly to include lighted signage for trolley stops for gallery stroll.

**B 2 Art Displays in Green Space:** Our committee is committed to continuing to facilitate art within the green areas of downtown, including but not limited to solar trees in Pocahontas Park, the artistic painting of items such as electrical boxes, trash cans, park benches and anything else that improves the allure of downtown

### **C. Five (5) year plus projects**

**C-1 Stamp Crosswalks:** Our committee has coordinated with the public works Director regarding possible stamped asphalt paver style crosswalks within the zone. They understand that this would be cost prohibitive before the roadway repaving project takes place, when this is done (approximately 8-10 years) this could be performed as a part of that project.

*Cost: No cost incurred to EDZC*

**C-2 Sidewalk Widening Project:** Our committee has coordinated with the Public Works Director regarding widening sidewalks within the zone to enhance walkability and promote outdoor dining. *(Cost: No cost incurred to EDZC. Could be petitioned by the city to be done with SR60 project)*

**C-3 SR 60 restructuring and additional landscaping:** Our committee is committed to working with the city, county and FDOT in order to provide the best restructuring plan for the twin pairs, thus enhancing the safety, walkability, and allure of the downtown area to both businesses and the public. Also the committee discussed the need for additional Landscaping once the project has been completed.

*Cost : FDOT project, but landscaping and streetscape improvements will require local public or private funds*

**C-4 Outdoor Dining for Restaurants Downtown:** Our committee would like to recommend City Council approve the installation of small patios for select restaurants (that are interested in having one, on a case by case basis). These parking space patios could be leased from the City as an additional source of revenue, in this way they would pay for themselves, eventually generate revenue for the City, and add to the beauty and ambiance of Downtown.