

**ECONOMIC DEVELOPMENT ZONE COMMITTEE (EDZC) MINUTES
MONDAY, JANUARY 28, 2019 10:00 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

PRESENT: Garry Rooney, Vice Chairman; Members: Joseph Cataldo, Terry Torres, Bob DelVecchio and Linda Moore **Also Present:** Mr. Jason Jeffries, Planning and Development Director and Tammy Bursick, City Clerk

Excused Absences: Mrs. Jessica Hawkins
Mr. Mike Williams

1. CALL TO ORDER

The Vice Chairman called the meeting to order at 10:00 a.m.

2. APPROVAL OF MINUTES

A) November 19, 2018

Mr. Torres made a motion to approve the November 19, 2018 minutes. Mr. DelVecchio seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

4. OLD BUSINESS

Ms. Cindy Lawson, Finance Director, explained to the Committee that the funds that this Committee has are put into a Trust. They can spend this money in accordance with Florida Statutes. They first must go to the City Council with a plan and have City Council approve the plan and then any expenditures that they want to spend on items in the plan would also have to be approved by the City Council. The Trust Fund has approximately \$70,000 in it.

Mrs. Moore said so once they put together their plan then they submit it to the City Council at a City Council meeting and ask them for permission to appropriate funds.

Ms. Lawson stated that they should ask Council to approve the plan and then ask them to appropriate funds for a particular project in the plan. She suggested that once they have their plan put together that they have Mr. Jeffries look at it to make sure that it meets all the requirements.

Mrs. Moore asked if there was a list that outlines what they are allowed to do.

Ms. Lawson explained that it would be according to Florida Statutes.

Mr. Jason Jeffries, Planning and Development Director, noted that he worked with a CRA in Daytona Beach and is somewhat familiar with this.

Ms. Lawson said that this Trust has to do with tax increment funding.

Mr. Jeffries agreed that it was a little different than a CRA and has its own criteria. He said there are certain things that they are allowed to spend funds on.

Ms. Lawson recalled that the money could be used for infrastructure and capital improvements.

Mrs. Moore asked if banners would be included. She said that she spoke with Ms. Debra Atwell, Chairwoman of the Historic Preservation Commission (HPC), who is looking for money to cover some banners that the HPC would like to purchase. The HPC made a request to the City Council for funding and were turned down, however their request to put the banners up as long as they met Code was approved.

Mr. Jeffries felt that was a stretch.

Mr. Torres suggested that Ms. Atwell approach MainStreet to help fund the banners.

Ms. Lawson explained to the Committee that the funds generated and put in this Trust are from ad valorem taxes so if they considered using any of this money for banners (if it meets the requirements) they would have to make sure that is what the citizens of this City want it to be used for.

Mrs. Tammy Bursick, City Clerk, mentioned that some money has been contributed from the public to help cover the costs of the banners.

Mrs. Moore reported that they have a master plan that they have been working on, which they have on the agenda to discuss this morning.

Ms. Lawson said that by having a master plan in place they can always make changes to it down the road.

Mr. DeVecchio agreed that they can submit their master plan and then revise it if they need to.

Mr. Torres recalled that they had a master plan approved a couple of years ago, but it probably needs to be resubmitted.

Mr. Jeffries was not up to date on their master plan. He said that he would review it and come back at their next meeting with his comments. He said that the Resolution passed adopting these ad valorem taxes will sunset in 2032.

Ms. Lawson explained that most of the projects will probably be done by the Public Work's department. She suggested that the Committee reach out to Mr. Monte Falls, Public Works Director, on what he feels the cost would be to do some of these projects.

Mr. Torres recalled that they have had Mr. Falls at a number of their meetings and he has given them a breakdown of the costs.

Ms. Debra Atwell, Chairwoman of the Historic Preservation Commission, passed out a design of the banner that the Commission would like to have (on file in the Clerk's office). She said that she was told that this Committee might be able to help fund the cost of the banners. The banners will be hung

downtown and one (1) large banner will be hung at City Hall. She said if the City is ever going to do this now would be the time because of the Centennial year.

Mrs. Moore explained to Ms. Atwell that Ms. Lawson had told the Committee the different things that the money from their Trust can be spent on, which includes infrastructure and permanent things and not to purchase banners.

Mr. Torres felt that MainStreet might have some funds to cover this expense.

Ms. Atwell said that they have received donations in excess of \$500 for the banners, but she felt uncomfortable with the community bringing their contributions forward for something like this.

Ms. Lawson reiterated that the money spent from this Trust must meet the requirements in the Florida Statutes. She said then any money spent must be approved and appropriated by the City Council. She said that Vero Beach amazes her with their generosity when it comes to contributions. She said a lot of good work done in this community has been by private donations. She told Ms. Atwell that she should not feel uncomfortable with people in Vero offering to help with the costs of the banners. She expressed that the Economic Development Zone Committee's funding comes from ad valorem taxes.

Ms. Atwell told the Committee to feel free to reach out to the HPC if they can help them in any way. She told them to carry on with their good work.

A) Update Master Plan

Mr. Jeffries commented that he would look at their master plan and pick out the projects that he feels will make the greatest impact and improve economic situations. He is going to have to go back and see what their goal is.

Mr. Cataldo said it is to create a walkability that enhances the surrounding neighborhoods. He said people want to live near downtown. He expressed that lighting makes a huge impact.

Mr. Rooney recalled that all the organizations involved in this district should be backing this Committee on these projects. They need to come to their meetings and tell them what they want to see or don't want to see. These groups need to be educated. He said with everyone working together they may be able to get this lighting and traffic calming done. He expressed the importance of getting everyone to work together.

Ms. Atwell commented that if letters are sent by people disagreeing with a project then it usually comes to a halt.

Mr. Rooney did not think anyone was disagreeing with the plans this Committee has been working on. They just need to focus on the strategies.

Mr. Torres agreed with Mr. Rooney to start with the objections because they are the group that doesn't understand what traffic calming is. Then design a program with a traffic study showing the effects that it will have.

Ms. Atwell said another thing being underutilized is people objecting to those extra seconds of slowing down through downtown so they feel that they have to speed up. These people are denying themselves a favorable experience of enjoying downtown. They could graphically demonstrate what has been done in other cities and how Vero Beach looked in the olden days, which might plant a seed for what people could think about. She used the old Diesel Plant as an example and how people objected to it until it was built and now it is the jewel in town.

Mr. DeVecchio agreed with getting the different Committees involved and starting from there.

Mr. Rooney said that they need to get a list of all the different Committees and reach out to them.

The Committee briefly talked about the people running in the Election and their positions. They will check specifically to see what their platform is.

Mr. Torres brought up slowing down the crossing at Route 60. He said they tried to increase the time allowing someone to cross at this intersection and were told by the County that if that is done that all the lights in this area would have to be retimed. He felt this would make the downtown area a little calmer and safer.

Mrs. Moore said that she would talk to Mr. Chris Mora at the County about that.

Mr. Rooney asked if any of the members has seen the presence of Police Officers on bikes in the downtown area.

Mr. Torres said that he was on 14th Avenue last week and did not see a single Police Officer on a bike. However, his observation of Pocahontas Park was that there were not a lot of people loitering there. It looked clear and presentable.

Ms. Atwell said if the Committee does not see any improvements being made downtown that they should reach out to Mayor Howle about their concerns.

The Committee agreed to invite Chief Currey back to their meeting for him to tell them how many Police Officers are patrolling the downtown area on bikes.

At this time, the Committee went through the master plan. They agreed supporting camera systems downtown as suggested by Chief Currey, which should be placed in letter B) in the master plan.

Mr. Jefferies reiterated that he wanted some time to look at the master plan and put some costs to these projects. He will work with the Finance Department on this and come back to the Committee with his recommendations.

Mr. Rooney hoped a lot of Committees would be in attendance at their February meeting. He hoped some business owners would come to their meeting also. He wanted to hear the positives, the negatives, and the complaints.

B) Discuss having a Joint Meeting with the Tree & Beautification Commission to discuss Art Displays in Green Space

This item was not discussed at today's meeting.

C) Twin Pairs Calming

This item was discussed earlier in the meeting.

5. NEW BUSINESS

None

6. ADJOURNMENT

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

/tb