

**ECONOMIC DEVELOPMENT ZONE COMMITTEE (EDZC) MINUTES  
MONDAY, AUGUST 20, 2018 10:00 A.M.  
UPSTAIRS TRAINING ROOM, CITY HALL, VERO BEACH, FLORIDA**

**PRESENT:** Members Joseph Cataldo and Mike Williams, Alternate Member #1 Bob DelVecchio and Alternate Member #2 Linda Moore **Also Present:** Kira Honse, Assistant City Attorney and Heather McCarty, Records Retention Specialist

**Excused Absence:** Garry Rooney, Terry Torres and Jessica Hawkins

**1. CALL TO ORDER**

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

**2. APPROVAL OF MINUTES**

**A) July 11, 2018**

Mr. DelVecchio said that on page 6 of the minutes, it should read that Mrs. Feeney said "they can *possibly* put that into their budget." Also on page 9, it should read "the City gives about \$1,000 a year to Main Street *to go towards that \$13,000.*"

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

**3. PUBLIC COMMENTS**

Mrs. Suzy Feeney said that she received an email from Mr. Dwayne Carver, head of Florida Department of Transportation's (FDOT) Complete Streets. They just hired the District 4 person and she is supposed to speak with him this afternoon to set up a time that he can be at one of their meetings. He will be the liaison that will work with them and the City. She showed a video presentation on Complete Streets. She handed out a FDOT brochure on Complete Streets (on file in the City Clerk's office). She said the new contact with FDOT is Mr. Larry Wallace and he would also be able to look at different areas and say what can be done. She went over some of the context classifications shown on page 2. She handed out an excerpt from page 7 of the FDOT Context Classification document (on file in the City Clerk's office). They will want to also have the new Planning and Development Director come to a meeting, as well as Mr. Monte Falls, Public Works Director. She explained that when complete Streets is done successfully, it filters out throughout the community. She said by their next meeting, she will have a time set up that they can have Mr. Wallace here and she will start to put together a timeline in terms of what they need to be able to do.

Mrs. Feeney said she works directly with Bike Walk Indian River County who are wonderful advocates. She also works actively with Mr. Phil Matson with the Metropolitan Planning Organization (MPO) and will be going to all of the MPO meetings from now on.

Ms. Kira Honse, Assistant City Attorney, reminded Mrs. Feeney that she is not an appointed member of this Committee and her representation there is not on behalf of the City. Mrs. Feeney said she understands that.

**4. NEW BUSINESS**

**A) Representative from Florida Department of Transportation to discuss "Complete Streets"**

This item was not discussed today.

**5. OLD BUSINESS**

**A) Update Master Plan**

Mrs. Moore suggested they go through the old Master Plan item by item (on file in the City Clerk's office) and see what needs to be changed or added. She asked about how much money do they have now and how much are they going to have and when the money comes in.

Ms. Honse explained Tax Increment Financing (TIF). She said when the City assesses the budget in September and sets the millage rate, they will have a better idea of what they will get next year.

Mr. Cataldo said that there is about \$18,000 to \$19,000 today. He pointed out that they don't make decisions on spending the money; they recommend what to do with it.

The Committee reviewed the Master Plan.

**1. Mission Statement**

The Committee agreed that the mission statement was okay.

**2. Planned Projects within the Zone**

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

**A-1 Maps and Signage:**

Mrs. Moore asked if they need seven (7) signs. Mr. Williams said the people who get the signs are going to pay for them.

Mr. Cataldo pointed out that one was put up already. Mr. Williams said there was an issue with how the sign came out. He added that no money will come out of their budget. He pointed out that the prices they previously got were high and they got the sign done for about a third of that price. He noted that some people have already paid.

Mrs. Moore asked about a sign that says where parking is and a large map of downtown.

Mr. DeVecchio said the language needs to be updated. He asked why they cannot put a sign about parking at the Freshman Learning Center (FLC). Ms. Honse said it is not their parking lot and it is a liability issue.

Mrs. Moore asked if they could ask the School Board if they could put up signs. Ms. Honse said they could ask, but she is not sure if the City would be willing to put themselves at risk either, because they wouldn't have control over the parking lot. She said that the individual business owners could go to the School Board and ask them for a license to be able to use their parking lot.

Mrs. Moore pointed out that she pays \$110 a year to add the City to her insurance policy.

A-2 Time Adjustment for SR60 pedestrian crossings:

The Committee agreed that this item was done and could be removed.

A-3 Public Safety:

Mrs. Moore asked if they could request the speed limit to be decreased. Mr. Williams cautioned that if there is a speed study done, the FDOT could increase the speed limit.

Ms. Honse pointed out that it is FDOT's road.

Mr. Williams added that he wants crosswalks, but they can't put a crosswalk on a three (3) to four (4) lane road. It has to be two (2) lanes. He said the way to solve the problem is to narrow the streets.

Mr. Cataldo said it is the FDOT's road but they could do Complete Streets. He said they need to get FDOT involved and see what they deem the designation to be and what Complete Streets would be in this situation and what they could get paid for.

Mr. Cataldo suggested they request a meeting with the Police Chief quarterly to discuss public safety in the downtown area. He also suggested that they add work with FDOT to investigate opportunities under their Complete Streets program.

A-4 Alleyway Lighting Improvements:

The Committee agreed that this item was done and could be removed.

Mr. Cataldo added they should add Outdoor Dining under one (1) year projects.

Mrs. Moore asked about the trolley for Downtown Friday's to alleviate parking problems. Mr. Cataldo thinks that would be a Main Street item and not a capital improvement project.

Mr. Williams thought there are positives and negatives with the trolley. He has concerns about the liability.

Mr. Cataldo said they could add a line item to work with Main Street to get the trolley and see if they are able to do it. He questioned if they could do something that wasn't capital. Ms. Honse thinks they need to recommend infrastructure/capital improvements.

There was a discussion about outdoor dining and parking spaces downtown.

Mrs. Moore asked if ongoing, could they require new restaurants to have their own parking. Ms. Honse said they would have to change the zoning. She pointed out that parking is already an ongoing issue and the City Council is working on it.

The Committee agreed to add item A-5, Outdoor Dining, and to work to implement an outdoor dining proposal similar to Stuart.

B. Two (2) to Three (3) Year Projects

B-1 Additional Bus Stops Downtown:

Mrs. Feeney said that Mr. Matson sent her an update on where all the bus stops are and said they would be willing to add more stops if the City wants.

Ms. Honse said that the language needs to be updated because they have already moved to their new Hub.

B-2 Special Theme Lighting:

The Committee agreed they liked this item and wanted to keep this item in their Plan.

Mr. Cataldo suggested they could add language about other lighting options.

B-3 Paving Improvements between 14<sup>th</sup> Avenue and 20<sup>th</sup> Avenue:

The Committee agreed that this item was done and could be removed.

Mrs. Moore asked if they want to add anything about drainage or a stormwater phase. Ms. Honse said that would be under five (5) year projects.

B-4 Sidewalk Widening Project

The Committee agreed they should leave this item in their Master Plan.

C. Five (5) Year Plus Projects

C-1 Stamp Crosswalks:

The Committee agreed they should leave this item as is.

C-2 SR 60 Restructuring and Additional Landscaping:

The Committee agreed they should leave this item as is.

C-3 Band shell:

The Committee agreed to remove this item.

C-4 Art Displays in Green Space

Mrs. Moore talked about the mural project in Downtown Melbourne. She asked if they could have a similar project.

The Committee agreed to add a line item for murals.

Ms. Honse brought up possibly painting and/or wrapping utility boxes with art work.

Mrs. Feeney said that the Cultural Council a few years ago started a mural program and had a Mural Committee. She suggested they could piggyback with them.

Mr. Williams said that he has gotten a lot of feedback on his mural. He said he went to the City Council and they said it was okay as long as the mural didn't advertise his store.

### 3. Budget

The Committee agreed they needed to update the budget language.

Ms. Honse pointed out that the City Council had their budget hearings in July. She said their money could sit there and grow. She added they will be ahead for next year's budget. She said they would get information from Finance on the amount of money they currently have for this year. She added they could possibly amend the current budget for something such as safety lighting or outdoor dining.

Mr. Williams said they need to send a representative to a City Council meeting to let them know what they want to spend the money on.

Mr. Cataldo said they previously made a motion to allocate some money for lighting and also in regards to outdoor dining.

There was more discussion on outdoor dining in Stuart and places they could do it downtown.

Mr. Williams asked how they are going to decide who gets the first one. Mr. Cataldo said he doesn't know of anyone who wants it for sure other than Blue Agave.

Mrs. Moore suggested they ask City Council to do one (1) at Blue Agave to start and do it as a pilot program.

Mr. Cataldo said it would be ideal to say that the income generated could be used to generate more parking downtown.

Mrs. Moore said she would type up the revisions to their Master Plan and they could discuss it at their next meeting.

### 6. NEXT MEETING DATE

#### A) September 10, 2018

The next meeting is scheduled for September 10, 2018.

### 5. ADJOURNMENT

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

/hm