

**HISTORIC PRESERVATION COMMISSION (HPC) MINUTES
THURSDAY, NOVEMBER 8, 2018 9:30 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

PRESENT: Chairwoman Debra Atwell; Vice Chairman Steve Erickson; Members: Megan Hoots and Jessica Francis **Also Present:** Jason Jefferies, Planning and Development Director; Gayle Lafferty, Senior Planner and Tammy Bursick, City Clerk

Excused Absence: Dane Ullian

Unexcused Absence: Jeffrey Ray

Chairwoman Atwell asked for a moment of silence to observe the passing of former Planning and Development Director, Mr. Tim McGarry.

1. CALL TO ORDER

Chairwoman Atwell called the meeting to order at 9:30 a.m.

2. APPROVAL OF MINUTES

A) September 13, 2018

Mr. Erickson made a motion to approve the September 13, 2018 minutes. Mrs. Hoots seconded the motion and it passed unanimously.

3. NEW BUSINESS

A) Mrs. Anna Brady to give an update on the survey project

Mrs. Anna Brady gave a Power Point presentation on the Historic Building Inventory Project (please see attached).

Mr. Erickson asked Mrs. Brady if she planned to expand to other areas and if so, what would be her preferences and what would the process be.

Mrs. Brady explained that the historic downtown would benefit the most. She said making it a National Register District would allow for some tax incentives. She recommended concentrating on the commercial area of downtown.

Ms. Atwell commented on using the i-pads to do this survey is such an improvement as opposed to the way it was previously done.

Mrs. Brady agreed and said that this is all new for the State Agency in Tallahassee as well. She said it will be a great tool for the community, as well as for the HPC.

Mrs. Hoots commented on how important it is to have volunteers for this project.

4. OLD BUSINESS

A) Continue reviewing the Commission's Goals

Ms. Atwell reported that the HPC's primary goal is to review local designations. She said there are three (3) proposed historic designations in the pipeline at the moment. She said there are two (2) in Osceola Park and one (1) in Original Town. She said one (1) is located at 1915 23rd Avenue, one (1) is at 2315 18th Avenue, and the last one (1) is located at 2026 19th Street. These homes belong to Ms. Vicky Gould, Mrs. Linda Hillman and the Landers home, otherwise known as the Mills house. She said most of the Commission members are familiar with these properties and all three (3) of these property owners have expressed a desire to have help to get them through the designation process and they all thought it would be a grand idea to do it together since they all know each other. She is not sure how they could arrange that, but certainly if they all agree to meet together perhaps Mrs. Brady could coach a Commission member to help these property owners through the process.

Ms. Kira Honse, Assistant City Attorney, explained that because the HPC is the deciding Commission they cannot be an advisory person to these property owners prior to coming before the Commission.

Ms. Atwell asked even when it comes to something like filling out forms. Ms. Honse answered yes. These people would have to ask the advice of the Planning and Development Department or someone like Mrs. Brady.

Mr. Jason Jefferies, Planning and Development Director, introduced himself. He said that this is his third day on the job for the City of Vero Beach. He briefly gave his background. His previous job was for the City of Daytona Beach. He said there were historic districts in Daytona Beach while he worked there. He is presently working on coming up to speed on all of the codes in Vero Beach. His understanding of designating property historic is that there is a process.

Ms. Gayle Lafferty, Senior Planner, explained that there is just a simple application for someone to fill out in order to designate their property historic. She has not heard from anyone lately wishing to do this and has not heard from the people mentioned earlier by Ms. Atwell.

Mr. Jefferies said that he would like to meet with the potential homeowners who are interested in having their property designated and go over the procedures.

Mrs. Hoots felt that was a good idea. She said there are people sitting on this Commission that don't understand the policy/procedures. She mentioned that she recently purchased a new home and would like to find out how to get her home designated historic.

Mr. Jefferies suggested having him give a presentation at their next HPC meeting on the procedures that need to be followed in order to have a home designated historic.

Ms. Atwell commented that the Landers probably would not be able to make the meeting, but they do want their home designated.

Mr. Erickson asked Mr. Jefferies if he would be willing to meet with the different homeowners that are interested, as well as giving a presentation before the HPC.

Mr. Jefferies is hoping to meet each Commission member individually to introduce himself. He said in terms of the applicants there is a quasi-judicial process that staff can help them through. He would be happy to meet with them individually or altogether. He will do a presentation on what the designation process is before this Commission.

Mr. Ericson felt that would be very helpful so that the Commission can see if the process is as hard as some people think it is.

Mr. Jefferies said that sometimes it is an advantage to being designated historic because of the tax credits. He said there are very specific requirements and standards that have to be met in order to be historic. It is not just based on the age of the home.

Ms. Atwell asked how many historic districts did they have in Daytona.

Mr. Jefferies recalled that there were two (2) local districts and five (5) national districts. He said there is a lot of misconception about redevelopment. He said a lot depends on what the vision of the City is. He said in Daytona they had a CRA that provided grant money.

Mr. Jefferies reiterated that he will come back at their next meeting to give a presentation on how they go through the designation process.

Ms. Atwell hoped to have some of the interested parties in attendance at that meeting. She said that there have been some trying times here lately and they have not had anyone to guide them through the resource for cultural management.

Mr. Jefferies reported that Daytona Beach is a huge tourist community. They have about eight (8) million visitors every year. He thinks that he is going to like the quite life in Vero Beach.

Ms. Atwell felt that it was nice to know the background and training that Mr. Jefferies has in order to help them. She said they need to protect and identify their remaining cultural assets and treat them appropriately.

B) Brochure

Ms. Atwell asked that the Commission talk about marketing now. She asked how do they captivate people and stated of course having designated homes helps to develop enthusiasm. She said it is a good time to bring this up while they are embracing the Centennial. The Edgewood Subdivision walking tour that Mrs. Brady did might have been something that they could have promoted. They have discussed putting an article in the mid-weekly newspapers, having poster and banners, and putting their brochures in the Mainstreet office. They also talked about putting their brochures on the bulletin boards at Home Depot and Lowes because the United States is so obsessed with home makeovers right now. So these brochures could be placed where there is visible foot traffic or heritage events.

Mrs. Hoots felt that they probably would be more informed on things after Mr. Jefferies gives his presentation at their next meeting.

Ms. Atwell said that they need to advertise their media print, but need to decide how to do it and when. She said this should be addressed now because of the Centennial.

Mrs. Francis commented that media print is dying. She said things are more effective on-line. She felt that they needed to promote the presentation that Mr. Jefferies will be making and hopefully have a packed house. She said they can find out what they can have put on the website and she was sure that Mainstreet would be willing to help out with the promotion.

Ms. Atwell commented that she was not a brochure fan herself. She suggested having banners placed downtown.

Mrs. Francis recalled that Mainstreet took pictures and said that this place matters. She didn't know why they couldn't do something like that. She suggested having walking tours take place downtown.

Mrs. Tammy Bursick, City Clerk, said that she would be happy to look into the cost of having some banners done and maybe between her budget and the Planning and Development Department's budget they could pay for the banners.

Ms. Atwell suggested that the Commission consider having an Award of Merit for historic preservation. When she pulled up the City of Daytona she discovered the one (1) that they are beginning to implement. She said many cities do a version of this and she thought the City of Daytona's was ideal. She brought up Mr. Conrado's historic pictures located at McDonalds could have garnished an award. She said right now they are giving him a Proclamation because they have no other means of honoring him. She said they would not want to issue a Proclamation for everything that comes up in the future and this would be a good thing to develop.

Mrs. Bursick commented that she would pull out the information from when they used to give out the Mayor's Beautification Award.

Ms. Atwell suggested waiting until January to start this project. They could make it one of their goals for next year.

5. CHAIRMAN'S MATTERS

Ms. Atwell commented on the huge amount of time that was spent on the Dodgertown golf course issue. She said that there was a lot of response from the public. She hoped that in the future the HPC would have more guidance from staff on issues like this one.

A) CLG Annual Report

Ms. Atwell was working on completing the CLG annual report.

6. MEMBER'S MATTERS

The Clerk was instructed to put the notice of next month's meeting on the front page of the website so the public will know about it.

7. STAFF MATTERS

None

8. ADJOURNMENT

Today's meeting adjourned at 10:27 a.m.

/tb