

Lealman Community Redevelopment Area Advisory Committee
Meeting Minutes
January 25, 2016 ~ 6:00 PM

The meeting was held on Monday, January 25, 2016 in the Crown Buick /GMC Dealership Training Room, 5237 – 34th Street North, St. Petersburg, FL 33714.

1. Call to Order

Chairman Ray Neri called the meeting to order at 6:00 P.M. and confirmed the presence of a quorum.

2. Roll Call

Members:

Ray Neri; Steve Cleveland; Gary Grooms; Jorge Mercado; Cheryl DiCicco; James Roberto; Dwayne Hawkins and Sean Ingber; **Absent Members:** Diane Plomatos

County Staff:

Frank Bowman; Rachel Booth; Chris Young; Mary Scott Hardwick and Marcella Faucette

****Action was taken to have the meeting minutes accurately reflect actual meeting attendance.**

Ms. Rachel Booth served as the moderator of the meeting to keep the meeting moving along in a timely manner.

3. Approval of Minutes – January 11, 2016

Upon motion by Ms. Cheryl DiCicco, seconded by Mr. Steve Cleveland and carried, the minutes of the meeting of January 11, 2016 were unanimously approved.

4. Old Business

a. Waiting for new Open House Date confirmation

Ms. Booth informed the Committee that a few of the Board of County Commissioners would be in Tallahassee on February 4, 2016 so the Open House was tentatively being rescheduled for February 18, 2016.

Ms. Booth received the confirmation for the February 18th date from the Administrator's Office during the meeting.

Upon motion by Mr. Jorge Mercado, seconded by Ms. Cheryl DiCicco and carried, the rescheduling of the Open House date from February 4, 2016 to February 18, 2016 was unanimously approved.

It was recommended that signs should be posted at the R'Club explaining the Open House date has been rescheduled and that a member of County staff should visit the R'club on Thursday, February 4th, to inform interested community members of the scheduling change.

b. Postcard Mailer and Flyer

Ms. Booth informed the Committee that the postcard mailer and flyer would be revised and distributed.

CRA members recommended that the updated flyer look different from the current flyer not just a date change.

5. New Business

Objectives and Strategies

Objectives 1-4, 6 and their associated strategies were reviewed for content at the January 11, 2016 meeting. The purpose of tonight's meeting was to review the remaining focus on the content of the objectives and strategies. With Ms. Booth facilitating, the Committee reviewed and discussed the objectives and strategies while Mr. Young captured the Committee's recommendations on the poster board.

Objective 5 – Urban Form **Urban Form Strategies**

During the discussion there appeared to be some confusion over what Urban Form represented. County staff stated that they would provide photos representative of Urban form at the next committee meeting as well and have them ready for display at the Open House event.

While discussing adaptive reuse, the committee reported that there are no existing buildings in Lealman that could be reused and that the majority would need to be demolished and rebuilt.

A suggestion was made that Haines Road be the first site of development and that it would be beneficial to have the road widened from 28th Street to Haines Road. It was also suggested that Haines Rd be considered as a possible location for mixed use development.

Mr. James Roberto stated that he would be willing to relocate from Haines Road to Joe's Creek.

Objective 7 – Sustainability **Sustainability Strategies**

During the discussion, there was some question as to how many properties were rented versus how many were owned. It was recommended that County staff identify current landowners in and around Joe's Creek area and inventory vacant/occupied warehouses/businesses along Joe's Creek.

Objective 8 – Branding, Marketing and Promotion (Sense of Place) **Branding, Marketing and Promotion Strategies**

During the discussion, the Committee provided the following additional strategy recommendations:

- Add a strategy, encouraging a stronger social media presence concerning the CRA activities (twitter, facebook, pinterest etc) providing updates.
- Add a strategy, identifying and establishing individual neighborhood and CRA identities.

County Staff will provide individual neighborhood boundary maps utilizing original platted developments.

Objective 9 – Funding, Financing, and Management **Funding, Financing, Management Strategies**

During the discussion, the Committee recommended wording regarding financing for housing options be strengthened for this objective.

County staff decided that it would be beneficial to have a poster/illustration of how CRA funding works using TIFs, including successful project examples.

6. Additional Business / Public Comments

- Several CRA members recommended County staff attend the Lealman Community Association (LCA) monthly meetings on the 1st Wednesday of the month.
- The Committee was in agreement that the Commissioners need to be prepared for a great deal of questions from the residents of the community as they have been enduring the same issues for over 15-20 years without any resolution.
- Additionally, there needs to be some projects/ improvements that can be visually seen by the community now, which will increase the community's faith that things are indeed changing for the better.
- A recommendation was made to have laptops and hard copies of the survey available at the Open House for the attendees to take the survey

** One of the committee members voiced that he was uncomfortable approving the record of attendance for the meeting as a citizen signed in but did not physically stay to participate in the meeting. After discussion a vote was taken to amend the attendance roster.

Upon motion by Mr. Gary Grooms, seconded by Ms. Cheryl DiCicco and carried, the meeting attendance roster was amended to accurately reflect actual meeting attendance was approved by a vote of 6-2.

7. Next Meeting Date and Items for the Next Agenda

- February 1, 2016 or February 15, 2016
- Continue Objectives and Strategies discussion as needed
- CRA Plan Programs
- Prep for Community Engagement Event

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber and carried, the selection of February 15, 2016 as the next meeting date was unanimously approved.

8. Adjournment

There being no further business, Mr. Neri asked if there was a motion to adjourn. Mr. Jorge Mercado made the motion and Mr. Gary Grooms seconded the motion. The meeting adjourned at 7:45 p.m. The next meeting is scheduled for Monday, February 15, 2015 at 6:00 pm.