



## **MEETING MINUTES**

Meeting Date: Wednesday, March 15, 2023

Time: 9:30 AM

1<sup>st</sup> Floor Conference Room, 310 Court Street

Clearwater, FL

**Members present:** Brian Scott (Chair), John Barie (Vice-Chair), Brian Smith, David MacNamee, Gregory Cahanin, Jeffery Brown, Ramona Pletcher, Tina Bucuvalas, Vincent Luisi, and James Bachteler (Alternate)

**Members absent:** Allison Dolan and Clair Cohn (Alternate)

**County Staff in attendance:** Tom Scofield (Board Liaison), Carol Stricklin (Director HCD), Scott Swearngen (Long Range Planning Mgr. for HCD), Maria White (Assistant County Attorney), Nancy McKibben (ACA and Representative of North County Residents), Bobbie Lee (BCC Assistant) and Cyndi Watkins (HCD Staff member)

**Others in attendance:** Louise Goetz, Joseph Barbara, Tara Schmidt, Dan O’Brian, Manny Leto (Director, Save the ‘Burg) and Steve Hayes (Convention & Visitors Bureau)

**I. Call to order and introductions:**

A regular meeting of the Pinellas County Historic Preservation Board was held in the Planning Department Conference Room at 310 Court Street, Clearwater, Florida on March 15, 2023. Commissioner Scott called the meeting to order at 9:30 AM.

**II. Approval of minutes:**

Minutes of the January 18, 2023, meeting was postponed until the next Board meeting April 19, 2023.

**III. Public Hearing & Action Items:**

A. None Scheduled

**IV. Presentations:**

**A. Reinstating Downtown Palm Harbor Main Street Program:**

Louise Goetz gave a presentation and background on the Palm Harbor Main Street (PHMS) and the current effort to reactivate the program locally. Although not



asking for money, she and the new board for PHMS are currently looking for a relationship with the County. Their focus is in promoting the area and keeping it historical. The proposed area for the new PHMS may be the largest in the state, but the priority is to promote the Downtown Palm Harbor Historic District. Parts of the program include social media outreach, bi-annual small business meetings, “Small Business Saturday” events, a Student of the Month, program, a welcome and orientation for new residents, and an annual breakfast at the White Chapel. They would like to adopt Wall Springs Park as an environmental program because there are grants for trash pickup to host volunteer clean ups and use students which can then earn the volunteer hours needed for school.

Staff member, Mr. Scofield, gave a summary on the National Main Street programs.

Member Jeffery Brown stated that this is a great program “I would hope the Historic Board and Main Street Board, and Chambers of Commerce can all be in line”. Design elements are included with the Downtown Palm Harbor Form Based Code and can now interface with the Main Street program and implement grants for streetscape. Also, coordinating with existing committees and things being done for newcomers is useful.

*Two suggestions* made by Vice-Chair John Barie: one is that the Main Street Board join the HPB regular meetings—Mr. Scofield can provide the schedule. Second, is offering ten minutes at the Historic Preservation Summit presentation to make a pitch and spread the word. Louise Goetz agreed to the ideas.

Louise Goetz stated PHMS will operate as a growing Board for the first 6 months and the second 6 months will be used searching for an executive director. A contract with a grant writer will also be a priority and will paid using a portion of the grants received.

After a discussion about past racism in Palm Harbor, Member Gregory Cahanin mentioned to Louise Goetz that Southern Poverty Law Center, has resources and may be a source of funding.

Chair Scott asked for a motion from the Board for a letter of support.

**MOTION:** Board member Brian Smith made a motion for a letter of support from the Board and Vice-Chair John Barie second the motion; the motion was *approved unanimously*.

## **B. Summary of the St. Petersburg Preservation Awards Program:**



Manny Leto, Executive Director of Preserve the 'Burg, spoke on the historic preservation awards program they host every year in St. Petersburg. He is new to his position for about a year and a half and comes from a museums and cultural heritage background. He stated the awards program works together with Economic Development and the City of St. Petersburg historic preservation staff. Preserve the 'Burg also focuses on celebrating and educating a sense of place and creating an identity for the city to encourage economic vitality.

The preservation awards are every other year and is a high-profile way to celebrate and acknowledge residential, commercial, and adaptive re-use projects. A sub-committee of their board takes nominations from the public using a form they post on their website. There is a media push in advance, and then they convene the sub-committee to review all submissions. There can be as many as 15-20 awards depending on what projects are active or completed. The special event for the awards ceremony works in several ways. It serves as a fundraiser using the cost of the tickets. It is also a way for property owners to be publicly acknowledged for quality restoration projects. Banners are hung outside the businesses or home and it's a branding opportunity for Preserve the Burg. This is a way to celebrate their work and encourage more people take on historic preservation.

*Discussion:* Vice-Chair John Barie asked Mr. Leto to outline categories of the awards. Mr. Leto says they are flexible, they may recognize an individual, and last year celebrated a social media person. They have the flexibility to add, delete and break it up between residential and commercial projects such as best infill development.

Staff member Tom Scofield asked, "do you have a Preservationist of the Year award?" to which Mr. Leto replied "yes".

Member Gregory Cahanin inquired on the First Baptist Church and asked who is maintaining the facade the church. Mr. Leto responded the church is maintaining it and that it hides the parking garage that is behind it. There is nothing of the church on the inside, just the front of the building.

Vice-Chair John Barie asked if staff member Tom Scofield and Board member Allison Dolan are working on a draft outline program for the HPB Board. Mr, Scofield replied, Allison has looked at other similar programs. Currently, there is not a county wide historic preservation entity to partner with. and at a future



meeting to have a presentation to present and we want to duplicate. Vice-Chair John Barie would like an actual date to discuss. Staff member Mr. Scofield replied there may be a call for special meeting in April for demolition, to add to agenda, if not in July as May is the summit. Unlike the markers brochure he looks at it as more exploratory and Board may decide not to do it and that every one of the members must volunteer and commit to it and the regulatory is Board together is sunshine law. Vice-Chair Barie says nothing that would inhibit them to sponsor it and for it to be under the Board and if we constitute a review committee on non-board members. Mr. Leto say as a non-profit that gives them the flexibility to nominate or not. Not into politics as one project versus another, it's up to them to highlight or not. Member Jeffery Brown, the issue would be if it is outside of this room that as a classification, we wouldn't be able to operate? Mr. Barie replied, he suggested a year ago this board became a sponsor of a countywide historic preservation awards program, how we do it legally taking guidance from the Attorneys. If it becomes sponsored by the Historic Preservation Board, I do not think we are in any legal jeopardy. How that jury is constituted may be a subcommittee of the board gets together, that nominates people who would be on the jury brought to the board for approval and that jury using resources advertises we are seeking applications from the public for consideration in the awards program. Therefore, he would like a draft of a potential structure of the program, it has the flexibility to do things. Mr. Leto said the awards are on website at [preservetheburg.org](http://preservetheburg.org) and other recommendations he would like to see are fewer categories and they do theirs every two years as a small organization, and they do up to 25 categories and that is a lot and to standardize them. Most do once a year and would also like to make it annual as well. Member Brian Smith if we are not careful this could be a time drain on Tom and its good for community and an to push them means having to drop other top priorities. Mr. Leto replied it is like the Summit and you can make it as big or small as you want.

### **C. Proposed Historic Preservation Economic Impact Study:**

Manny Leto presented information on the St. Petersburg Economic Impact Study. The first economic impact study for preservation in St. Petersburg. In partnership with organization "In Place Economics". Looking at variety of metrics to assess value for impactive preservation in particular area. Using density, walk ability, sustainability, and housing. Being a small non-profit a study like this helps quantify some of the dynamics of preservation and a study like this allows it to do. Looking at property value in flood zones, means resiliency and future city that relies on heritage tourism. That assessment can help trigger Federal funding resources for resiliency efforts. The



social value of historic preservation, which is survey the community in partnership with other groups. Actively working “In Place Economics” to bring to St. Petersburg to launch study, identified general scope of work, focusing on density, comparing historic places versus new places and compares to rest of the city. Not looking at historic designated but historic stock, the pre-1970’s housing. The results 20–30-page study, prepared power point, and principles coming down to present. Estimated costs \$55,000.00 for study, staff time, and final report. Private and Community members support, Downtown Partnership, Urban shred (Tampa, design advocacy group), Old Northeast neighborhood association, and All traits Historic. A request was submitted to Tom for support from Historic Preservation Board. Staff member Tom Scofield expressed the economic study is data driven it is about the numbers, the current partners would also like support from the Historic Preservation Board.

Vice-Chair John Barie commented “has the County found \$5000.00 for this”. HCD Director Carol, stated a request that would be included in our work program not a resolution needed. Mr. Leto replied to the project timeline, in May and deliverable by October/November. Mr. Barie asked the geography is St. Petersburg’s only. Also asked “How would we place economics”? and this would need to be discussed. We would need develop a scope of work description. Staff member Mr. Scofield said there was Phase 1 greater St Petersburg Area and Phase 2 could go to countywide. Chair Scott stated that \$5000.00 is not a lot. HCD Director Mrs. Stricklin, stated it was not included in our work program for this year it can be looked at. Mr. Barie, we could learn from it and how we can expand. Mrs. Stricklin as a Pilot and give Main Street good information. Mr. Leto stated this is St Petersburg specific, and this could be the test and mean countywide.

Mr. Leto was asked how close they are, and he stated having almost all the funds needed with a revised scope of service. Member Brian Smith stated sounds like focus is on St. Petersburg jurisdiction and we learn from the participation. Mr. Leto that is correct. Chair Scott, where do we go from here, as we do not even know if the \$5000.00 is available.

**MOTION:** Vice-Chair Barie made a *motion* to move the Board to endorse participation in Place Economic Study of historic structures to include unincorporated Pinellas County and request staff explore the possibility of funding \$5000.00 if funds are available and to develop a scope of work for that portion of study. Second by Member David MacNamee. Member Brian Smith wants amendment for countywide, it was re-seconded.

County Attorney wants motion re-stated for clarity.



**MOTION RE-Stated:** Vice-Chair John Barie: I move that this Board endorse participation of Pinellas County, in the place economic study of historic structures in Pinellas County and that we pursue the availability of \$5000.00 in funding for the consultant to examine the scope of work to be defined for Pinellas County.

Discussion:

Chair Scott stated for Pinellas County it will be more than \$5000.00 for the County. Member Mr. Brown what are we spending the \$5000.00 on?

**2<sup>nd</sup> Restated of motion** Vice-Chair John Barie, I recommend that this Board endorse a development of a pilot program to study historic resources within Pinellas County beyond the city St Petersburg and that is part of the place economic study being proposed and that we pursue the availability of \$5000.00 in fees to support that operation. Member Brian Smith suggest it should be within the city of St. Petersburg. Member David MacNamee we should be supporting St Petersburg to be used as the rest of the County as a pilot program. *Re-stated motion of second* by member MacNamee.

Discussion: Member Jeffery Brown we could possibly ask and propose the \$5000.00 we are finding ask to help perhaps that specific programing already in line and ask an opportunity to have an appointed ear into that study and learn everything they are doing instead of spending \$5000.00 and maybe kick off from there. Vice-Chair John Barie my idea was contributing to money pot and be sure something happens specifically outside of St Petersburg; Palm Harbor and we buy in for \$5000.00 and something specific for us. Chair Scott says it is two separate things, RFP would need to be done and that it is a great study. HCD Director, Carol Stricklin said that would be in the Fiscal year 2024 Study. Member stated property values, wouldn't the County get some back and it would be worth it. Chair Scott said great study and look at doing all the County; whether unincorporated area or Pinellas County and continue to discuss at the next meeting. Motion needs to resend.

**MOTIONS Withdrew:** Vice-Chair John Barie *withdrew previous motions and 2<sup>nd</sup> withdrawn* as well and made **new MOTION:**

**MOTION:** Vice-Chair John Barie made motion to support effort of the Place Economic Study underway in St. Petersburg, and we pursue availability of \$5000 as a contribution for the cost of the consultant. Second by member David MacNamee, passed unanimously.



**D. Work Plan Updates & Discussions:**

**a. Historical Markers brochure – Review of latest draft**

Staff member Mr. Scofield spoke on the historic marker's brochure. Marketing, and Communications created a draft print, print shop can print 1000 for \$240.00 16-page brochure with map on the back. Steve Hays is to speak on distribution. Mr. Hays says the size is good as fitting in brochure racks is important and distribution two areas to consider local base and through visit welcome centers. Quantities may rule out Florida visit welcome centers. In our area, Hotel lobbies and one distribution company used as well as placed in Chamber of commerce centers. Think about this being downloadable, links need to be active and scanning QR code. Map perspective hitting key areas in county. Mr. Hays can get back to Mr. Scofield on the circulation and AAA offices and will figure that out. Member Jeffery Brown highly consider laminated plaques placed along trail areas and QR code. Member Vincent Luisi asked about fees on a yearly basis and Mr. Hays will find out. Member James Bachteler use to pull other information from historical point of view. Member Tina Bucuvalas the placement of the Greek town is on the wrong side, members will have opportunity to look over before printed.

**b. 2023 Historic Preservation Summit Update from Subcommittee:**

Subcommittee three of four members will meet after meeting. The summit location is changing to St. Petersburg. Place Economics Principal to be keynote speaker and Manny Leto is assisting. Member Dolan doesn't mind the summit moving. The Summit is May 17 or 19 and may move Friday for exposure due to Preservation Expo.

**E. Public Comments:**

No members of the public were present to provide comments.

**F. Chair/ Board/Staff Comments:**

Vice-Chair John Barie – Kudos to the staff for the brochure, it is excellent. To Mr. Hays comment downloadable is on radar. Credit and Kudos to Marketing and Communications for layout. Member MacNamee do not forget museums and visitor centers in Pinellas. Mr. Barie replied next steps get information back from Mr. Hays with quantities, etc. Chair Scott commented on future meeting topic discussion developing out people, place, economics, and the scope and study in Pinellas County would look like.



**G. Adjournment:**

Motion to adjourn Vice-Chair John Barie, second by member David MacNamee. The meeting was adjourned at 11:24 a.m.

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**Commissioner Brian Scott, Chairman**

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**Cyndi Watkins, Administrative Support Specialist II  
Housing and Community Development**