

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

October 25, 2016 ~ 6:00

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

1. Call to Order

The meeting opened at 6:00 p.m. At 6:30 P.M. the absence of a quorum was declared by the Committee members present, noting that there would be some discussion but no motions or voting would occur until a quorum was recognized.

2. Roll Call

Members: Gary Grooms; Sean Ingber; Jorge Mercado; Cheryl DiCicco and James Roberto.

Absent Members: Ray Neri; Dwayne Hawkins; Steve Cleveland and Diane Plomatos

County Staff: Chris Young and Marcella Faucette

Public: Deputy Eric Gibson and Paul DiCicco

3. Approval of Minutes – September 27, 2016 Meeting

No motion, as there was no quorum

4. Old Business

- Logo Update

Mr. Chris Young informed the Committee that during some research on the logo design that the Committee had chosen (*see below*), he found that several other companies are using a similar logo. He stated that he wanted to bring it to the Committee's attention to see if there was any interest in modifying the colors, wording etc.



Some discussion by the Committee included the following:

- Typically, the more colors used, the more expensive the logo.
- The sun in the selected logo is consistent with the sun used in the Pinellas County logo
- The possibility of placing "CRA" in the opening of the sun
- Question of whether the logo should read as "**Lealman**" or "**Lealman CRA**"
- The possibility of having one standard logo for identity: displays, advertisements and a separate logo for correspondence

- Year One Program Summaries

Mr. Young provided updated program summaries. The highlights of the updates are as follows:

- a definition for a small business
- target zone and housing were combined
- a Non- Residential Structure & Site Improvement Program has been added (to address properties that are not necessarily commercial, i.e. non-profit, organization etc.
- the land bank program is no longer included
- the mentorship and apprenticeship programs were combined

2. New Business

- **Design guideline overview**

Mr. Young informed the Committee that although it is an internal process at this time, which the plan is at the point where staff is discussing design guidelines and anticipates having them finalized by the end of the year for the Committee's input.

After clarification was requested regarding what design guidelines entail, Mr. Young explained that design guides include the parameters of how the Committee wants the CRA to look specifically in the Innovation District (in the Lealman Heights area). The guidelines would include: streetscape, architectural standards, people friendly sidewalks, signage etc.

Mr. Young further informed the Committee that the design guidelines would be an additional element. Basically there would be two paths when incorporating them into structures, one, through the proposed design guidelines or through the traditional guidelines. The intent is to have consistency, there will be no confusion as to where residential starts and stops or where commercial starts and stops etc. There will be some type of separators such as bushes, fencing options etc.

3. Comments

There were no additional comments

4. Next Meeting Date and Items for Next Agenda (Tentative)

- **November 22, 2016**
- **Finalize short term and long term budgets**

After discussion, the next meeting date was tentatively rescheduled to November 17, 2016. As there was no quorum, Mr. Young stated that he would send out an email to get feedback from the Committee.

The meeting adjourned at 7:30 p.m.