

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

January 11, 2016 ~ 6:00 PM

The meeting was held on Monday, January 11, 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 6:05 P.M. and confirmed the presence of a quorum.

2. Roll Call

Members:

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

County Staff:

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

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

3. Approval of Minutes – December 21, 2015

Upon motion by Mr. Gary Grooms, seconded by Mr. Steve Cleveland and carried, the minutes of the meeting of December 21, 2015 were approved.

4. Old Business

a. Stakeholder Survey Update

Ms. Booth informed the Committee that the Stakeholder Survey is live at <https://www.research.net/r/LealmanCRASurvey>

b. Postcard Mailer

Ms. Booth informed the Committee that postcard mailers will be mailed out to all of the property owners. The associated flyers will be placed in the community's most frequented locations (i.e. recreation centers, stores) and distributed to the residents by the Adopt – A – Block Volunteers. The Adopt – A – Block Volunteers are prepared to distribute 150 flyers on this upcoming Saturday. Staff will also ensure that PAL receives flyers to distribute to its participants (over 100 kids). Ms. Diane Plomatos requested and received 75 flyers during the meeting.

The Committee informed staff of an error on the flyer. Two number 4's were identified.

c. Community Identity / Branding

The Committee discussed the importance of Lealman having its own identity. The discussion included the following suggestions:

- *Potential slogan "A Community On The Move"*
- *Possibility of Lealman getting its own zip code*
- *Adding blue signage under Lealman signs with slogan or identifying CRA*
- *Lealman needs a library*

5. New Business

Objectives and Strategies

Objectives 1-9 and their associated strategies were individually presented to the Committee in a large poster board format (attached to the training room's white board) for review and comment. Ms. Booth explained that the purpose of the meeting was to 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 1 – Economic Development and Innovation

Economic Development and Innovation Strategies

The Committee provided the following additional strategy recommendations:

- *Focus additional economic development along 54th Avenue*
- *Economic marketing strategy for targeted industries/businesses*
- *Identify and market to collaborative use/complementary use industries*
- *Develop broad workforce development strategies*
- *Identify/develop appropriate stormwater strategy to target and attract businesses*
- *Identify/develop business incentives/marketing/inventory targeted for business expansion into existing buildings and structures.*
- *Establishment of a infrastructure/stormwater subcommittee*
- *Promotional language should target area infrastructure and transportation benefits/advantages for business development*
- *Encourage and support incentive packages for current businesses to remain and expand, in addition to providing incentives for new business recruitment/relocation*

Objective 2 – Commercial Activity

Commercial Strategies

The Committee provided the following additional strategy recommendations:

- *Target area development expansion for strong workforce (blue collar community)*
- *Recommend the placement of a County staffed CRA satellite/field office to support/expedite development review/approval and address issues in the CRA*
- *Develop an ombudsman program to assist local businesses in the permit approval process*
- *Promote traffic calming devices/urban form (the example provided was a railroad sign used in downtown Tarpon Springs that flashes)*
- *Expand upon language found in strategies 8 and 9*

Objective 3 – Housing

Housing Strategies

The Committee discussed the existing housing stock within Lealman and estimated that 90% is comprised of trailer parks and homes that are essentially firetraps, not up to code and in very poor condition. The Committee expressed a need for a way to address nuisance properties as well as a method or strategy for displacement of the residents while the area is being revamped.

The Committee provided the following additional strategy recommendations:

- *Develop a set of pre approved housing styles that would be granted an expedited approval process.*
- *Develop or expand upon the current housing relocation strategy*
- *Strengthen wording of strategy 10 to include regulatory tools to address (mobile homes)*

Objective 4 – Infrastructure and Transportation

Infrastructure and Transportation Strategies

The Committee discussed the importance of being proactive.

The Committee was also interested in finding out if there was any data to show flooding areas in Lealman. The Committee also expressed the importance of the CRA having a Master Plan (i.e. infrastructure cannot be successfully done if there is no way to know where stormwater should be placed). There will need to be more discussion in this area as water within the CRA is owned and provided by the City of St. Petersburg, not the County.

The Committee also discussed the possibility of establishing an Infrastructure Subcommittee for stormwater.

The importance of supporting existing businesses opposed to trying to entice larger ones from outside the Lealman Community. A suggestion was made to take a close look at the surrounding business, such as those on 49th and investigate what would be good incentives to get the businesses to move from 49th into Lealman.

The Committee provided the following additional strategy recommendations

- *Address wastewater/stormwater/potable water issues within alleyways*
- *Structure wording to address utility easements within alleyways*
- *Address alleyway fencing to reduce crime and loitering*
- *Identify and enforce responsible parties duties to maintain alleyways*
- *Address stormwater above the single parcel level (County)*
- *County needs to maintain alleys*

Objective 5 – Urban Form

Urban Form Strategies

The Committee did not discuss this objective or strategy area

Objective 6 – Healthy Community (Reduction in Crime, Medical and Fire Incidents)

Healthy Community Strategies

- *Address large grouping of sexual offenders within Lealman especially within close proximity to public facilities i.e. schools, churches, parks etc.*
- *Neighborhood Watch*
- *Neighborhood Associations*
- *Looking at other areas to see what was done and how – in order to improve the community*

As time was limited, the Committee did not have time to thoroughly discuss the following objectives and strategies:

- **Objective 7 – Sustainability**
Sustainability Strategies
- **Objective 8 – Branding, Marketing and Promotion (Sense of Place)**
Branding, Marketing and Promotion Strategies
- **Objective 9 – Funding, Financing, and Management**
Funding, Financing, Management Strategies

6. Additional Business / Public Comments

At the January 25, 2016 meeting, the Committee will discuss whether or not a February 1, 2016 meeting is necessary.

7. Next Meeting Date and Items for the Next Agenda

- January 25, 2016
- Continue Objectives and Strategies discussion as needed
- CRA Plan Programs
- Prep for Community Engagement Event

8. Adjournment

There being no further business, Mr. Neri asked if there was a motion to adjourn. Ms. Cheryl DiCicco made the motion and Mr. Gary Grooms seconded the motion. The meeting adjourned at 8:05 p.m. The next meeting is scheduled for Monday, January 25, 2015 at 6:00 pm.