

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

March 7, 2016 ~ 6:00 PM

The meeting was held on Monday, March 7, 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 6:02 P.M. and confirmed the presence of a quorum.

2. Roll Call

Members:

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

County Staff:

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

Ms. Rachel Booth and Mr. Chris Young both served as moderators of the meeting to keep the meeting moving along in a timely manner.

3. Approval of Minutes – February 15, 2016

Upon motion by Mr. Jorge Mercado, seconded by Mr. Dwayne Hawkins and carried, the minutes of the meeting of February 15, 2016 were unanimously approved.

4. Old Business

• Overview of LCRA February 18, 2016 Open House

The committee members were pleased with the turnout for the event and commented that the visuals were EXCELLENT! They did, however, comment that the attendees did not initially appear to understand that they were expected to move from station to station in order to provide their feedback. They were expecting a presentation.

Ms. DiCicco, recommended, for future similar events, that staff conduct a brief introduction then carousel the attendees around the meeting room. While everyone agreed that this was a great idea, there was some question as to how to successfully accomplish this as the arrival time for the attendees is often staggered.

Mr. Neri inquired as to whether a scaled down version of the Open House could be presented at one of the LCA monthly meetings. Ms. Booth and Mr. Young replied that it was possible, however, it would be more for informative purposes as data is no longer being collected for the purposes of writing the Plan.

• Logo / Tagline Contest draft language

Ms. Booth provided some draft language for the Committee to review regarding the upcoming tagline and logo contest for the branding of the CRA area. The Committee was then tasked with providing some parameters /specifics for the contest. The kick off date is set for March 18, 2016 and the deadline date is April 17, 2016.

Mr. Ingber suggested that “slogan” be added to the title of the Logo / Tagline Contest in which the Committee agreed.

The Committee decided on the following parameters for the Logo/Tagline/Slogan Contest:

- Limiting the color scheme to up to 3 colors
- Visually – No trade marks
- No age limit
- Two winners only: Best Logo *and/or* Best Tagline/Slogan
- Blind selection for choosing winners
- Prizes: \$250 cash for Best Logo *and* \$250 cash for Best Tagline/Slogan

The following Committee members will donate \$100 each: Mr. Neri, Mr. Mercado, Ms. DiCicco, Mr. Roberto and Mr. Hawkins.

Upon motion by Mr. Jorge Mercado, seconded by Mr. Dwayne Hawkins and carried, the parameters of the contest and the prize of \$250 cash for Best Logo and \$250 cash for Best Tagline/Slogan were unanimously approved.

The Committee then discussed the vehicle for letting the community know about the contest. Suggestions included posting information on the County's website; providing flyers to the local businesses; and providing flyers to the PAL participants. Ms. DiCicco will check to see if it would be okay to distribute to the students in school.

5. New Business

- Discuss upcoming milestones and process for plan section distribution, review and recommendations by advisory committee
A calendar of critical dates and activities was distributed to the Committee. When asked if all meetings had to be attended, Ms. Booth responded that the most important meetings to attend (if available) were the following BCC Meetings:
 - May 10, 2016 – 9:30 a.m.
 - June 7, 2016 -9:30 a.m.

Ms. Hardwick suggested that the BCC Agenda be sent to the Committee beforehand with the item highlighted so that the Committee would have some idea where the CRA discussion item would be occurring in the sequence of the meeting.

- **Public Engagement Exercise Findings overview**

The committee discussed the feedback that the citizens, provided for each of the Objectives. It was concluded that a great deal of the public input from the Open House was consistent with all of the previous public input for the CRA area and that, many of the additional comments/recommendations/suggestions received from the public for many of the Objectives would indeed positively contribute to the revitalization and enhancement of the CRA area.

Below are a few of the recommendations and suggestions that the public provided:

Objective 3 – Housing

All housing types were recommended to be included in the Plan and as a part of the redevelopment proposals for the district or the area. In addition, tiny houses, container houses and granny flats were recommended under the single family category.

Objective 4 – Infrastructure and Transportation

There was some opposition to bike lanes and one request for permitted fishing at the 46th Avenue Park. Additionally, there were two (2) improvement requests for park access on the northwest corner of the boundary of the residential area and for a small activities park or basketball court or something of that nature in the southeast quadrant of the boundary.

Objective 6 – Healthy Community

There were some recommendations for a library; a workout center; monthly community forums with representatives from legal, medical & veteran assistance; free internet; public art; better block programs; free or low cost animal health care; a concert venue in Joe's Creek; Yoga or health studios; dog park for large and small; a public pool; a public grove; and the ability for urban farming (goats, chickens, bees etc.)

Objective 7 – Sustainability

There were a couple of new ideas that were mentioned such as hydroponic gardens; fish; the use of container houses; an interest in public art and secondary public art such as murals from local artists on buildings.

- **Summary of online survey responses**

Ms. Booth informed the Committee that there were approximately 110 responses received with a few duplicates.

Mr. Neri suggested that the online survey remain available and that more hard copy surveys be provided to get additional input from those who did not attend the Open House. Ms. Booth stated that there would have to be a stopping point as future comments, recommendations and suggestions would not be considered for this specific Plan as the Plan is already in the process of being written. She suggested that a comment card or a new survey be introduced after the Plan is written. The Committee agreed.

Upon motion by Ms. Cheryl DiCicco, seconded by Mr. Jorge Mercado and carried, the recommendation to pull the survey, both hardcopy and the online version until after the Plan was written was unanimously approved.

- **Lealman Heights update**

Ms. Booth provided a handout regarding all of the specifics of the recently county acquired properties within Lealman (formerly known as the D & D Properties). The handout served to provide background, facts and updates as well as talking points regarding the newly named Lealman Heights Property Acquisition.

6. Additional Business / Public Comments

- Adopt-a-Block Party being held at PAL on March 19, 2016
- PAL Pajama Bowling Party at Sun Rise Lanes on April 23, 2016

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

- April 18, 2016
- Approval to recommend proposed community redevelopment plan be forwarded to CRA for review and recommendations to go forward to BCC for adoption

Ms. Booth explained that nothing new could be brought back to the Committee until a draft of the Plan could be written and suggested that the Committee not meet again until April 18, 2016, thereby giving her time to write the Plan which also needed to be presented to the Community Redevelopment Agency (CRA) for review and recommendations to go forward to BCC for adoption.

Upon motion by Mr. Jorge Mercado, seconded by Mr. Sean Ingber and carried, the decision to not meet until April 18, 2016 and to approve that the proposed community redevelopment plan be forwarded to the CRA for review and recommendations to go forward to BCC for adoption 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 Mrs. Cheryl DiCicco seconded the motion. The meeting adjourned at 7:58 p.m. The next meeting is scheduled for Monday, April 18, 2016 at 6:00 pm.