

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

April 18, 2016 ~ 6:00 PM

The meeting was held on Monday, April 18, 2016 in the Crown Buick /GMC Dealership Training Room, 5237 – 34th Street North, St. Petersburg, FL 33714.

1. Call to Order

Vice Chairman James Roberto called the meeting to order at 6:01 P.M. and confirmed the presence of a quorum.

2. Roll Call

Members:

Steve Cleveland; Sean Ingber; Jorge Mercado; Cheryl DiCicco; James Roberto; Dwayne Hawkins and Gary Grooms

County Staff:

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

Ms. Rachel Booth served as the moderator of the meeting.

3. Approval of Minutes – March 7, 2016

Upon motion by Mr. Jorge Mercado, seconded by Mr. Steve Cleveland, the minutes of the meeting of March 7, 2016 were unanimously approved.

4. Old Business

• Logo/Tagline Update

Ms. Booth informed the Committee of the Pinellas County Communications Department's interest in being involved in the Logo/Tagline development. She explained that it was up to the Committee to decide whether they want the Communication Department to be included as it was initially the Committee's desire to take a more grass roots approach and only have the community involved in the project.

The original plan was to have the school aged children participate in the undertaking, however, due to the timing of the school year, the Committee expressed some concern as to whether or not there would be enough time to organize the task to get the kids involved this school year to meet the proposed April 17, 2016 deadline date. Ms. Booth explained that there is some flexibility with the deadline date and that it could be changed if the Committee so desired.

After some discussion, the Committee decided that the sooner a logo was selected the better so that the community could rally behind and embrace it. The Committee did not however want a logo imposed upon the community as it would preclude community buy-in.

The Committee elected to have the Pinellas County Communications Department provide some sample logos for a possible online vote by the community. Ms. Booth will make inquiries regarding the Communication Department's community input mechanism.

Mr. Gary Grooms moved to have the Communications Department provide a minimum of 2 logo options that would be subject to a public online vote. Mr. Jorge Mercado seconded the motion. The motion was unanimously approved.

5. New Business

• Strategic Action Plan – Next Steps

Ms. Booth provided the Committee a Strategic Action Plan for review and explained that it did not contain an in depth project prioritization or budget component, in which she clarified was acceptable per Florida Statute. She further expounded that she did not want the time factor to manipulate the ability to properly prioritize and

also stated that there are potentially some other funds available outside of what the tax increment will be for year one. Additionally, she indicated that with the Plan completed and the establishment of the Tax Increment Fund, that there would be time to go back in to adequately address the Action Plan items.

- **Action Required –Recommendation to approve and transmit the Proposed Lealman Community Redevelopment Plan to the Community Redevelopment Agency**

Ms. Booth stated that she had sent out several versions of the DRAFT Plan and that the one that is being discussed at this meeting is the version which incorporated their comments and suggestions. She then informed the group that at this point she needed action from them to transmit the Plan to the Community Redevelopment Agency who will then per statute forward it on to the Land Planning Agency who will review for consistency with the Comprehensive Plan. It would then go through the process for approval and for the tax fund to be adopted.

The Committee was very pleased with the DRAFT Plan and commented that it was very well done.

Mr. Gary Grooms moved to approve and to transmit the proposed Lealman Community Redevelopment Plan to the Community Redevelopment Agency. Mr. Dwayne Hawkins seconded the motion. The motion was unanimously approved.

- **Advisory Committee meeting schedule (Frequency, Day and Time) - Proposal to meet monthly on Wednesday or Thursday during the day or evening**

Ms. Booth stated that now that the Plan is going through the review and approval process (5/10/16 - Community Redevelopment Agency / Board of County Commissioners Meeting; 5/11/16 – Local Planning Agency Meeting; 5/24/16- Community Redevelopment Agency; and finally, 6/7/16 - Board of County Commissioners) that from this point forward there is no longer a need to meet every other week.

After some discussion the Committee decided that there was no need to meet regularly until the Plan has made it through the process, therefore there would not be any meetings during the month of May.

Ms. Booth then presented the idea, moving forward, of possibly meeting monthly on a Wednesday or a Thursday opposed to Mondays. After some discussion, the Committee chose the 4th Wednesday of each month and opted to keep the same time (6:00 p.m.) at the same location (Crown Buick /GMC Dealership Training Room, 5237 – 34th Street North, St. Petersburg, FL 33714.)

Mr. Jorge Mercado moved to revise the Advisory Committee's meeting schedule to the fourth Wednesday of each month at 6:00 P.M, at the Crown Buick /GMC Dealership Training Room. Mr. Gary Grooms seconded the motion. The motion was unanimously approved.

6. Next Meeting Date and Items for the Next Agenda (Tentative)

- **Upcoming Meeting Date - TBD**

The next Advisory Committee meeting will be held on June 22, 2016 at 6:00 p.m.

- **Strategic Action Plan**

The Advisory Committee will begin to discuss the Plan's Strategic Action Plans

7. Adjournment

There being no further business, Mr. Roberto 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 6:30 p.m.