

COMMUNITY REDEVELOPMENT AGENCY MEETING

A Regular Community Redevelopment Meeting was held on January 28, 2019 at 5:00 p.m. in the Council Chambers of City Hall.

CRA Board President Proctor called the meeting to order. Roll call was taken. Present were members Charlie Proctor, Jodi Wilkeson, Alan Knight and Mayor Gene Whitfield. Lance Smith arrived at 5:04 p.m. Ken Burgess arrived at 5:40 p.m. City Manager Dr. Steve Spina and City Attorney Matthew Maggard were also present.

Staff present: Building Official Bill Burgess, Airport Manager Nathan Coleman, Director of Planning Todd Vande Berg Assistant City Planner Rodney Corriveau, Historic Preservation Office Audrey McGuire, City Clerk Lori Hillman, and Assistant City Clerk Jessica Carter.

Alan Knight moved to approve the minutes of the November 26, 2018 Regular Meeting of the CRA. Seconded by Jodi Wilkeson. Motion passed unanimously.

BUSINESS ITEMS

1. Matching Façade Rehabilitation Grant – Michael S. Perry

CRA Director Gail Hamilton presented a matching façade rehabilitation grant application for Michael S. Perry, owner of Consult Realty and Management. Mr. Perry's current façade does not include an entry canopy which has caused damage to the front door of the building and provides no protection from weather when entering the building. Total cost of the project is \$4,961.00. Staff finds that this project meets all requirements of the CRA's Façade Rehabilitation Grant. The grant allows up to \$2,500 in matching funds, this project is eligible for \$2,006 in matching funds.

Jodi Wilkeson moved to approve Business Item 1. Seconded by Alan Knight. Motion passed unanimously.

2. Hercules Park Project

CRA Director Gail Hamilton requested the CRA Board/City Council to schedule a workshop to include the Parks Advisory Board, Historic Preservation Board, City Staff, and the public to provide input on the goals for development of Hercules Park. Once the goals have been established for the park, staff can bring back a plan to the CRA Board/City Council on how to achieve those goals and begin the development of the Park for the community.

The CRA Board unanimously agreed to have a CRA Workshop on February 25, 2018 at 5:00 p.m.

3. Downtown Landscape Planters Beautification Project

CRA Director Gail Hamilton presented the Downtown Landscape Planters Beautification Project. The landscape planters are part of the on-going beautification efforts for the downtown area. Along 5th Avenue several of the holly trees has to be removed due to disease or the tree had died. The 22 pots will be placed in those locations instead of replanting trees which caused issues blocking merchant's windows. The pots will also be located in the planter beds at the intersections along 5th Avenue to add seasonal color and interest with different heights of pots

within the landscape. Cost for the landscape planters is \$5,812, CRA budgeted \$10,000. Remaining funds will be used for planting materials.

Councilman Knight suggested that the planters can be sponsored. The city would still maintain the location and seasonal flowers that are added to it, but the pot itself could have recognition to the sponsor.

4. Downtown WIFI and Wireless Speakers Project

CRA Director Gail Hamilton presented the Downtown Wireless Speakers Project. The Public Works Department is working with Resse Electric to install electric boxes on poles along the median of 5th Avenue. Once the boxes are installed the speakers can be installed. Staff is working with StreetSounds on the layout of speakers including zoning of speakers once electric boxes are installed. The speakers once installed will allow for music to be played during shopping hours and downtown parades and events can be broadcast along 5th Avenue. The speakers can be zoned to only play in certain areas downtown based on the location of events downtown. The wireless speakers will be an incentive to move your business downtown. Project goal is to be installed by Founders Day. Funding for project is included in current budget.

CRA Staff is working with Mike Panak, IT Director, to provide WIFI in the downtown area along 5th Avenue from 10th Street to 7th Street including 4th Avenue from 10th Street to 7th Street and 6th Avenue from 10th Street to 7th Street. Currently working with internet providers on programs and associated costs.

5. Community Clean-Up

CRA Director Gail Hamilton presented the next Community Clean-Up Event which is scheduled for March 23, 2019. The area will include 12th Ave to 16th Ave and 1st Street to 301 including Tree Lane Village on 14th Ave. Staff will work with local papers, social media and direct contact to get information about the clean-up to our citizens to participate. If the home or business is within the clean-up zone, owners can deposit unwanted items (no hazardous materials including paint) in the alley or right-a-way in front of their property, the City's Public Works Department will have crews picking up debris. If you live or have a business within the City, you can bring your unwanted items to our staging area located at the former SunTrust building on Hwy 301 and deposit in dumpsters located on site.

Councilman Smith suggested reaching out to local schools and organizations to bring in volunteers to earn community service hours.

6. Neighborhood Beautification Award Program

CRA Director Gail Hamilton presented the Neighborhood Beautification Award Program flyer. This flyer will help promote the program within the community and will be posted on the CRA's website and will be promoted by the Main Street Zephyrhills on their social media pages. The program is to encourage residents to improve the "curb appeal" of their property and provide recognition to those who do.

7. Main Street Activity Report

CRA Director Gail Hamilton presented the Main Street activity report. This past weekend Main Street hosted a Saturday in the Square Classic Car Cruzin. There were about 60 cars on display, music playing, and residents in and out of local shops. Main Street is currently working on Founder's Day, March 9, 2019. Currently there are 70 vendors that have signed up including a blue grass band. The theme this year will be Planes, Trains and Automobiles.

8. CRA Director's Report

CRA Director Gail Hamilton presented the CRA Director's report. The last few months have been busy with new business coming into the downtown. Bagelicious has opened up in the old Fresh Country Cafe location, J&M's BBQ going into the old barbershop, and a prospective steak house restaurant opening up in the old Corozal location. Zephyr Plaza is continuing to upgrade, staff will be working with the owner of the plaza Mark Ayer and his architect on new signage for the entrance way, parking, and landscaping.

Meeting Adjourned 5:46 p.m.