

**MINUTES
COMMUNITY REDEVELOPMENT AGENCY
ADVISORY COMMITTEE
August 28, 2008**

Pursuant to Public Notice, Vice Chairman David Schechter convened a regular meeting of the Community Redevelopment Agency Advisory Committee at 6:35 p.m. on Thursday August 28, 2008 in the Council Chambers. Sue Gaines led the Pledge of Allegiance. Those present were Vice Chairman David Schechter, Jeff Fleis, Janice Oberwetter, Sue Gaines, Scott Rhodes, and David Omler (arrived at 6:53). Absent/Excused: Rochelle Lawandales, Ron Van Meter, and Conrad Lawlor. Also present Councilwoman Martha Kirby. Members of the staff present were Community Development Director Laura Canady, and Community Redevelopment Agency Coordinator Cheryl Gitlin.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Sue Gaines.

PUBLIC COMMENTS

None.

DISCUSS/TAKE ACTION ON FAÇADE GRANT APPLICATION FOR DUNKIN DONUTS

Cheryl Gitlin presented the façade grant application for Dunkin Donuts located at 1000 Highway A1A. Ms. Gitlin stated that the owner is requesting funding for a new monument sign and that the owner is willing to wait until the Façade Grant Program receives the 2008/2009 budget approval in September 2008. A variance was granted regarding the height as well as the setback on April 7, 2008. The estimated cost of the monument sign is \$9,000.00. Staff recommends approval of the matching award amount of up to \$4,500.00.

Sue Gaines asked what the result of the new sign code ordinance was in regard to the address numbers.

Vice Chairman Schechter responded that the address numbers are to be on top or on the top third.

**COMMUNITY REDEVELOPMENT AGENCY
ADVISORY COMMITTEE MINUTES
AUGUST 28, 2008**

PAGE 2

Laura Canady responded that we are working with the sign companies to come up with the fix. The code, if approved, would allow the panel on top with the six inch numbers. But some signs are going to be hard to retrofit. The other option that the code allows is to locate the address numbers somewhere in the top one third. We don't regulate content and a lot of this sign is content. However, they will be required to place the address numbers in the top one third or a tab on top. The artist will render another one when Dunkin Donuts picks an option with the new code.

After a board discussion regarding further regulating of the monument sign, Mr. Pucher, the owner made the following suggestions. He will remove "Drive Thru" from the sign. He is not permitted by corporate to alter the face of the sign but he will enlarge the sign by one foot making it an eleven foot sign to accommodate the address numbers. The address numbers will not be on the side.

Scott Rhodes stated that his thought on the sign code issue is that all signs were going to look the similar. We were going to have some border, architectural embellishment and that type of thing. This doesn't necessarily reflect that image in my mind of what we were looking to achieve with our sign code.

Laura Canady stated that the new code does not require architectural embellishment to be on the sides or the top. It is a 40% architectural minimum, and up to a 60% copy area that the committees have agreed on and PZAB recommended for the new sign ordinance.

MOTION: Sue Gaines **MOVED, SECOND** Jeff Fleis. With verbally expressed changes to the sign, we recommend an award amount of up to \$4,500.00.

VOTE: 5-1. MOTION CARRIED.

DISCUSS/TAKE ACTION ON CRA BUDGET RECOMMENDATIONS AND PROJECTS LIST

Laura Canady presented the CRA budget recommendations. She stated that when the committee gets their copy of the of the final adopted budget on September 30th for the new year on October 1st that it will look a little different.

Vice Chairman Schechter questioned the reserves for Community Redevelopment. It shows reserves \$33,467.00. Do you know what our reserves are?

Ms. Canady responded that the reserves are \$609,000.00 and we are adding the \$33,467.00 to them. Our cash on hand is \$300,000.00 and the other \$385,000.00 or the difference that makes up the \$609,000.00 is in our investment account. The reserves are not recorded in the budget. They are in the account and they grow money.

Scott Rhodes asked if the sale of the Peg Legs property was still moving forward.

Vice Chairman Schechter stated that \$50,000.00 has been allocated for expenses for appraisals and other items needed for the disposition of the property.

Laura Canady responded that the CRA asked for a three-tier appraisal. The appraisals will be used to determine a value for the property. The budget allocation for FY 08/09 will be used for expenses for the sale of the property, the platting and other expenses related to the property.

Laura Canady stated the following timelines for projects: Hightower, Grant and DeSoto will be done this year. Grant and DeSoto beach access improvements will follow the FDOT project. The Outfalls project is just about to be permitted. This project should be started in October and our projects should start right after the first of the year. This is phase one. Phase two will have to come back to you.

The committee discussed the scheduling of the project list.

MOTION: David Omler **MOVED, SECOND** Scott Rhodes to recommend approval of budget for 2008/2009 to the CRA. **VOTE: 6-0 MOTION CARRIED.**

REPORT ON SIGN CODE ORDINANCE 996 AMENDING THE CITY'S SIGN CODE

Ms. Canady presented the Sign Code Ordinance 996 amending the City's sign code to the committee stating that it will go forward to Council in October.

Janice Oberwetter stated that she did not want to see any more façade grants for signs come to the committee under the old code.

Sue Gaines stated that we could also refuse to meet any grant that does not meet the future code. The committee is really looking for some beauty in the signage. They want to see their vision in them.

DISCUSS/TAKE ACTION ON CITY ENTRY SIGNS

Cheryl Gitlin stated to the committee that in front of them they had two different color renderings of the most recent version of the City entry sign based on the committee's last meeting with Ken Lebron. Mr. Lebron is here to get the committee input and answer questions.

Mr. Lebron stated that at the last meeting everyone seemed to be pleased with the appearance of the sign and presented some ideas of colors and materials. He presented two color schemes. A gray scheme and a tan or brown scheme. Materials were presented. The committee viewed and discussed the materials, color choices and options for the sign.

MOTION: Janice Oberwetter **MOVED, SECOND** David Omler to recommend to go with the browner tones, turkish coffee for the accents, along with realist beige, diverse beige and everyday white. For the base and the sign area jerusalem gold in a matte finish. The lettering to be in a composite that will not deteriorate and is slightly stylized and legible. At this time the roof tile will be something in the nature of the concrete Florida blend. **VOTE: 6-0 MOTION CARRIED.**

COMMUNITY REDEVELOPMENT AGENCY ADVISORY COMMITTEE MINUTES

DISCUSS/TAKE ACTION ON MARKETING FOR BUSINESS OWNERS

Cheryl Gitlin brought back quotes for 10,000 hotel rack cards. In a UV white the cost would be \$1,815.00 and in a porcelain gloss cover white the cost would be \$1,289.26.

Janice Oberwetter asked how we would determine which businesses would go on the card.

Laura Canady responded that we could do it by priority on who is contributing for the card.

Janice Oberwetter made the suggestion that we could color code the map on the back of the card for designation of retail, restaurants, and whatever else we decide.

Vice Chairman Schechter said he didn't have a problem giving the go ahead for the cards, his concern is how do we determine who gets to be on the cards.

The committee gave staff direction to move forward on the design of 10,000 hotel rack cards in a matte finish and to bring back a mock up card as soon as staff has it ready.

Ms. Gitlin gave the members the quotes on the value cards from Indian River Press. 10,000 value cards cost \$630.00 and 20,000 value cards cost \$1,030.00 She further stated that this price was much more reasonable than the quote from Jason Hinds of Distinct Promotions, which was \$3,000.00 for 10,000 value cards.

Laura Canady added that Mr. Hinds was also coordinating the organization of the whole value card including what businesses went on the card. However Mr.Hinds has been unresponsive at our many attempts to contact him. Therefore we will not be able to use him and staff will coordinate the program.

STAFF REPORT

Laura Canady will get the FRA conference information out and asked the committee who wanted to attend the Florida Redevelopment Association Conference on October 22nd and 23rd returning on Friday October 24th.

MOTION: David Omler **MOVED, SECOND** Janice Oberwetter to recommend to Council that they approve the attendance of CRAAC on whom ever wants to attend the FRA Conference. **VOTE: 6-0 MOTION CARRIED.**

Ms. Canady stated that the Business Owners Coffee scheduled for September 21st had been cancelled due to Tropical Storm Fay. It has been rescheduled for October 16th 9:00 a.m. in the Council Chambers. Giles Malone from the Tourist Development Council will be presenting on marketing strategies for our business owners.

MEMBERS COMMENTS

Sue Gaines said it was great to be back.

Janice Oberwetter mentioned Pat Utechts letter concerning putting an article in the Beachcaster regarding doing Christmas shopping at home before they go over the bridge.

Laura Canady replied that we only have one issue left before Christmas and we would like to do if we can.

Vice Chairman Schechter made the suggestion that we put the item on the next agenda to see what program we can implement this year and for next year as well.

Scott Rhodes asked if we have a definite opening date for Rock Taco.

Cheryl Gitlin responded that Rock Taco had their Fire Marshall inspection August 27th. They are ready for the final City inspection, then they get the health inspection. At this point they can schedule an opening date.

**COMMUNITY REDEVELOPMENT AGENCY
ADVISORY COMMITTEE MINUTES
AUGUST 28, 2008**

PAGE 7

APPROVAL OF MINUTES: July 24, 2008

MOTION: Janice Oberwetter **MOVED, SECOND** David Omler to approve the minutes for July 24, 2008. **VOTE: 6-0 MOTION CARRIED.**

NEXT MEETING: September 25, 2008

ADJOURNMENT

Vice Chairman Schechter adjourned the meeting at 8:28 p.m.

Respectfully submitted,

Cheryl Gitlin