

ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY
BOARD OF COMMISSIONERS

REGULAR MEETING MINUTES

Wednesday, September 30, 2020 - 5:30 p.m.

1. CALL TO ORDER / ROLL CALL

The Rockledge Community Redevelopment Agency Board of Commissioners met in regular session on September 30, 2020 at 5:30 p.m. in the Council Chamber at Rockledge City Hall, 1600 Huntington Lane, Rockledge, Florida.

PRESENT:	Edward Inman	Commissioner
	Lynne Krnoul Roll	Commissioner
	Steve Lum	Commissioner
	Frederick Sanders	Commissioner
	Darby Miller	Commissioner
	Janet Monaco	Commissioner
	Joseph Miniclier	Commission Attorney
	Jennifer M. LeVasseur	Recording Secretary

ABSENT:	Bill Ellis (unexcused)	Commissioner
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STAFF PRESENT:	Dr. Brenda Fettrow	City Manager
	Matthew Trine	Assistant City Manager/ Finance Director
	Trina Gilliam	Senior City Planner
	BJ Haveman	Redevelopment Coordinator

With a quorum present, the meeting was called to order by Chairman Edward Inman.

2. APPROVAL OF MINUTES & ATTENDANCE RECORD

A. Meeting of June 24, 2020 (Regular Meeting)

Commissioner Lum made a motion to approve the minutes and attendance record of the regular meeting on June 24, 2020; seconded by Commissioner Roll. The motion carried without objection.

*At 5:32 p.m., there was a 30 second recess.

3. FINANCIAL REPORT

A. August 2020

Motion by Commissioner Roll to be in receipt of the financial report for the Rockledge Community Redevelopment Agency for the month of August 2020; motion seconded by Commissioner Monaco. The motion carried unanimously.

4. REPORTS FROM STAFF

A. Progress Reports

1. Recent Events

Due to COVID-19, the City has not hosted or participated in any recent events.

2. Upcoming Events

- City Manager Fettrow announced that the Cocoa/Rockledge Holiday Parade is proceeding on schedule for December 12, 2020.
- City Manager Fettrow noted that Staff is currently in discussion regarding an outdoor Light Up Rockledge event in the Civic Hub, which is tentatively scheduled for December 5, 2020.
- City Manager Fettrow explained that City Council has authorized Staff to begin planning for the 2021 Art and Craft Show.

5. UNFINISHED BUSINESS

- None

6. CONSENT BUSINESS

- None

7. NEW BUSINESS

A. Approval: BusinessFlare, Phase II Implementation Plan

City Manager Fettrow explained that City Council previously accepted the Market Study report from BusinessFlare regarding the needs of the Barton Boulevard and Florida Avenue redevelopment sub-districts. BusinessFlare has provided the City with a Phase II Implementation Plan, which will execute the recommendations derived from the Market Study. The Plan includes the fee structure, timeline, deliverables and travel costs associated with seven key initiatives from the Market Study report in order to provide services to the City.

City Manager Fettrow explained that the Phase II Implementation Plan consists of several key deliverables, as illustrated in the written plan provided by BusinessFlare. A brief review of the plan document, and key deliverables, was provided to Commissioners.

Motion by Commissioner Lum to approve the BusinessFlare proposal for plan implementation and to forward the recommendation to City Council; motion seconded by Commissioner Miller. The motion carried unanimously.

B. Discussion: Proposal, Traffic Control Box Murals

City Manager Fettrow shared that several neighboring cities have commissioned public art for palm tree planters, park benches, storm drains, traffic control boxes and the like. A local resident and artist has approached

the City in an effort to bring similar artwork to the City of Rockledge, particularly for traffic control boxes.

City Manager Fettrow explained that, if the proposed art concept is approved and recommended to Council, an agreement with the Florida Department of Transportation (FDOT) would need to be drafted and approved by City Council. Any proposed artwork would be submitted to FDOT for approval.

City Manager Fettrow expressed that Staff is recommending that an approval process be created for the selection of the artist(s) and the artwork throughout the City, with submissions being presented to the Board of Commissioners and ultimately recommended to City Council for final approval.

Commissioner Lum explained that art can be subjective and controversial and noted his concern that, with current events, a stringent review process would need to be implemented to ensure that the art does not create controversy or distaste within the community. Commissioner Miller suggested reaching out to neighboring cities who have previously installed murals for feedback regarding their process.

Commissioner Lum moved to create an approval process for the selection of artist(s) and artwork for traffic control box art wraps and to forward the recommendation to City Council; seconded by Commissioner Roll. The motion carried without objection.

C. Approval: Façade Grant – Pullman West

Redevelopment Coordinator Haveman presented the Façade Improvement Grant application from Pullman West, 100 Eyster Boulevard. He explained that the owners, William and Terri Pentz, have established a unique home design company, and their building was featured on the Parade of Homes Brevard website in March 2020. Pullman West is seeking to complement their premier showroom by installing a distinctive, internally-illuminated monument sign along Eyster Boulevard.

Two cost estimates were obtained, and the total cost of this project is \$19,585.82. The applicant requested a Façade Improvement Grant in the amount of \$9,792.91.

Commissioner Miller moved to approve the façade improvement grant for Pullman West in the amount of \$9,792.91; motion seconded by Commissioner Roll. The motion carried unanimously.

D. Approval: Façade Grant – PayPros, Inc.

Redevelopment Coordinator Haveman presented the Façade Improvement Grant application from PayPros, Inc., 1007 Pathfinder Way, Suite 100 & 110. He explained that the business is a payroll company with 12 branch offices located primarily along the East Coast, including three locations in Florida. In February 2019, PayPros, Inc. relocated their headquarters from Cocoa to Rockledge, and they have applied for a façade grant to replace the old signage from the business previously located at their current location with their own LED signage.

Two cost estimates were obtained, and the total cost of the project is \$1,456.81. The applicant requested a Façade Improvement Grant in the amount of \$728.41.

Commissioner Sanders expressed concern that the proposed sign may be too busy and would present difficulty for drivers trying to read the information on the sign. He suggested that the sign be redesigned in a simpler fashion.

Commissioner Lum moved to approve the façade improvement grant for PayPros, Inc. in the amount of \$728.41; motion seconded by Commissioner Monaco.

Further discussion ensued regarding the style of the sign, as well as any sign regulations that would warrant a redesign.

Commissioner Lum subsequently withdrew his motion for amendment.

Commissioner Lum moved to approve the façade improvement grant for PayPros, Inc. in the amount of \$728.41, with the condition that the sign conform to City sign regulations; motion seconded by Commissioner Monaco.

After further discussion and based on the recommendation from City Attorney Miniclier regarding proper procedure and the Board's desire to ensure that the sign conforms stylistically, **Commissioner Monaco withdrew her second, and Commissioner Lum withdrew his motion.**

Commissioner Lum made a motion to table this façade improvement grant application until the next Board of Commissioners meeting; motion seconded by Commissioner Miller. The motion carried unanimously.

E. Approval: Façade Grant – Extreme Plastering and Stucco

Redevelopment Coordinator Haveman presented the Façade Improvement Grant application from Extreme Plastering and Stucco, 394 Richard Road. He explained that the business was established in 1994 and is family-owned. They are seeking to expand their workspace in an effort to grow and better serve their customers. To that end, they intend to construct a new building, pave the dirt lot to provide customer parking and install landscaping to improve the site's curb appeal. The paving and landscaping will visually improve the current dirt lot.

Two cost estimates were obtained for each project component, for a total cost of \$47,676.00. The applicant requested a Façade Improvement Grant in the amount of \$10,000.00.

Commissioner Sanders suggested that the applicant select a different tree instead of the live oak, as the root system is not appropriate for the property in question.

Senior City Planner Gilliam explained that project plans are reviewed when submitted to the City to ensure that the project complies with City codes as they relate to drainage, building, etc.

Commissioner Roll moved to approve the façade improvement grant for Extreme Plastering and Stucco in the amount of \$10,000.00; motion seconded by Commissioner Lum. The motion passed without objection.

F. Approval: Façade Grant – Rosa Plaza (Domenico Cerbo)

Redevelopment Coordinator Haveman presented the Façade Improvement Grant application from Rosa Plaza (Domenico Cerbo), 760 Barnes Boulevard. He explained that the applicant, a longtime resident and business owner in Rockledge, recently extended their existing building to add several additional commercial suites. This resulted in the need to apply sealant to the new stucco to protect it from the elements. Paint was also required to match and enhance the aesthetics of the property.

Two cost estimates were obtained for the sealant and painting of the building's exterior. The Façade Improvement Grant application was submitted in February, but due to the onset of COVID-19, the application was not brought to the Board for consideration. The sealing and painting was completed in April 2020, and the applicant has requested a Façade Improvement Grant in the amount of \$7,937.50, which represented 50 percent of the original project quote of \$15,875.00.

City Attorney Miniclier explained that Governor DeSantis provided relief for this type of delayed circumstance through an Executive Order, and he confirmed that approving this Façade Improvement Grant application would be appropriate in this case.

Commissioner Lum moved to approve the façade improvement grant for Rosa Plaza (Domenico Cerbo) in the amount of \$7,937.50; motion seconded by Commissioner Miller. The motion carried unanimously.

G. Approval: Façade Grant – Steven's Rentals

Redevelopment Coordinator Haveman presented the Façade Improvement Grant application from Steven's Rentals, 1752 Huntington Lane. He explained that the business has been owned and operated for over 35 years by Dawn and Harold Stevens, and recently, Dr. Stacy McDonald, Dawn and Harold Stevens' daughter, has relocated to the area to take over the business. To that end, Dr. McDonald intends to utilize the Façade Improvement Grant funds for exterior painting and new signage.

Two cost estimates were obtained for the exterior painting and new signage, with the lower cost quotes coming in at a total of \$20,245.14. The applicant requested a Façade Improvement Grant in the amount of \$10,000.00

Commissioner Miller moved to approve the façade improvement grant for Steven's Rentals in the amount of \$10,000.00; motion seconded by Commissioner Monaco. The motion passed without objection.

H. Approval: Replacement of Defective Benches, Trash Receptacles and Bike Racks at Civic Hub

City Manager Fettrow explained that, after just over one (1) year of service, the benches and trash receptacles in the Civic Hub are showing signs of rust,

and the bike racks, which are made from the same material, are expected to deteriorate in the same manner. The benches, trash receptacles and bike racks are no longer under warranty, as the one (1) year warranty has since expired. The construction company for the Civic Hub, W&J Construction, and the manufacturer will provide the City with a significant discount to replace the defective items. A total of 17 benches, 11 trash receptacles and 4 bike racks are in need of replacement at an estimated cost of \$11,754.00. The replacement items are built with a more weather-durable material and come with a significantly longer warranty.

Commissioners expressed their dissatisfaction with the outdoor products that were sold to the City that were unable to withstand a year's worth of service in the Civic Hub. Commissioners requested that the City pursue additional remedies regarding the defective materials, as the Board's consensus was that the construction company and/or product manufacturer should stand by their product and work and offer additional relief beyond the proposed reduced replacement cost.

Motion by Commissioner Lum to table this agenda item; seconded by Commissioner Roll. The motion carried unanimously.

NON-AGENDA ITEM

- City Manager Fettrow updated the Commissioners on the various businesses that have recently been added to Barton Boulevard, including My Island Pancake House, Double D's BBQ and BeachFly Brewery. Additional news regarding the future of the Village Green shopping plaza will be released at a later date.
- City Manager Fettrow explained that, at the City Council meeting on September 23, 2020, Council authorized her to negotiate the potential purchase of a 1.38-acre piece of vacant property north of the shopping plaza at the corner of Cogswell Street and Barton Boulevard. City Manager Fettrow announced that a purchase contract in the amount of \$225,000.00 has been presented to the City, reviewed by City Attorney Miniclier and determined to be in good form. City Manager Fettrow requested the Board's approval and recommendation of the purchase contract to City Council.

Commissioner Monaco made a motion to purchase the 1.38-acre property on Cogswell Street for \$225,000.00 and recommend approval to City Council; motion seconded by Commissioner Sanders. The motion passed without objection.

- City Manager Fettrow noted that she is still engaged in negotiations regarding the potential purchase of the vacant property just north of City Hall.
- City Manager Fettrow shared that Suzy Fleming-Leonard with *Florida Today* will soon be featuring an article on the new Barton Boulevard businesses, including Pet Pros and Café Krewe 22.

8. REPORTS FROM COMMISSIONERS

- Redevelopment Coordinator Haveman formally introduced himself and provided a brief background. Commissioners welcomed Redevelopment Coordinator Haveman and congratulated him on his new role with the City.
- Commissioner Sanders introduced himself, provided a brief background and history of prior board service and congratulated Senior City Planner Gilliam on her promotion.
- Commissioner Miller introduced herself and provided a brief background and history of prior board service.
- Senior City Planner Gilliam introduced herself and provided a brief background.
- City Attorney Miniclier introduced himself and provided his legal background, as well as his history with the City and his prior military service.

9. ADJOURN

There being no further business to come before the Commission, Chairman Inman declared the meeting to be adjourned at 6:53 p.m.

Respectfully submitted,

Jennifer M. LeVasseur
Recording Secretary

Chairman, Board of Commissioners of the
Community Redevelopment Agency