

Lealman Community Redevelopment Area Advisory Committee

Meeting Minutes

December 21, 2015 6:00 PM

The meeting was held on Monday, December 21, 2015 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 6:00 P.M. and confirmed the presence of a quorum.

2. Roll Call

Members:

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

County Staff:

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

Ms. Rachel Booth served as the moderator of the meeting to keep the meeting moving along in a timely manner.

3. Approval of Minutes – December 7, 2015

Upon motion by Mr. Jorge Mercado, seconded by Ms. Cheryl DiCicco and carried, the minutes of the meeting of December 7, 2015 were approved.

4. Old Business

a. Community Engagement Event Format Discussion

Ms. Booth informed the Committee that after multiple discussions amongst staff, a modification to the format of the Community Engagement Event scheduled for February 4, 2016 from 4:00 p.m. – 8:00 p.m., is being proposed.

Typically, the CRA Plan writing process for a proposed area includes, comprehensive research as well as having the residents complete multiple surveys. Over the years, a great deal of data has been collected in the form of surveys, reports and studies within the proposed Lealman CRA. Consequently, an open house type format with opportunities for interaction appears to be a better approach for the community engagement event. This type of format would decrease the number of people in attendance at one time; encourage participation from the attendees while not neglecting the information previously collected from the residents.

This community engagement event is designed to hopefully solicit information to fill in any gaps as well as to gather ideas regarding how to get from point A to point B with the proposed strategies to resolve the existing issues within the CRA.

The Committee discussed the importance as well as some strategies for ensuring that a larger populous of the Lealman community is aware of the upcoming community engagement event. Only a select few regularly attend Lealman functions such as the monthly Lealman Community Association Meeting.

As there is no regular press coverage of the Lealman community, the Committee concluded that 1) it would be advantageous to have the Florida Dream Center's Adopt – A - Block participants distribute flyers in the neighborhood; 2) that flyers be made available at PAL and the Lealman and Asian Neighborhood Family Center as well as any other centers, stores etc. where the residents visit; 3) that social media be

used; 4) that it be posted on the websites of other agencies, i.e. Sheriff's Dept. website; and 5) that the Commissioners could possibly post the information on their pages.

Another community meeting will be scheduled closer to adoption.

b. Stakeholder Survey Update

Ms. Booth informed the committee that the feedback that she had received was very good and that the additional edits had been made and would be sent to the County's Communication Department for finalization and posting.

The Committee agreed that the Survey could be shared via social media; on the websites of Commissioners as well as on the websites of other stakeholders. They also agreed that it was important for the Survey to be made available in hardcopy form and placed in the same locations as the flyers for those who are not technologically savvy.

c. Postcard Mailer

Ms. Booth introduced Mr. Chris Young, Planning & Community Development's Program Planner, assigned to the CRA Project. Mr. Young will be responsible for developing the postcard mailer (and flyer) announcing the Community Engagement Event.

The Postcard will be mailed to the residential and commercial owners of the properties located within the proposed CRA. The website and social media postings as well as the strategically placed flyers are being made available to ensure that the renters and other stakeholders get the information and have the opportunity to participate in the process.

5. New Business

Workshop: Draft Objectives and Map Exercise

Ms. Booth provided and explained Objectives 4-9 and their associated strategies. She asked the committee members to review them for discussion and to see if they could think of any additional ideas or strategies. She explained that there were two strategies that were left open ended for Objective 4 and wanted some feedback.

In addition to the review of the Objectives, the Committee examined a large map which depicted the Future Land Use designations of the Lealman CRA.

Objective 4 – Commercial Activity and Redevelopment: Identify opportunities and programs (both public and private) to improve the commercial building stock, support existing businesses, and bring a diverse grouping of businesses such as retail, professional, service, and other commercial uses to the community, as well as, enhancing existing business districts/industrial corridors

Strategies

- *Particular focus to major corridors, namely _____, _____, _____*
The Committee provided the following corridors: US Hwy 19; 54th Avenue North; 28th Street; 49th Street; 58th Avenue North and Haines Road
- *Assist with incentives, infrastructure costs, land assembly, disposition and/or land cost write-down, stormwater assistance, density bonuses, and _____*
The Committee provided the following: flooding; electrical upgrades; additional hydrants; water pipe upgrades (size); and business targeting.

Objective 5 – Urban Form (Land Use, Zoning & Design): will support human-scaled development, creativity, innovation, and high-quality design for both large and small-scale projects. The CRA should also seek a

better understanding of local regulations and procedures for altering the built environment. The CRA will coordinate with the County, to resolve code conflicts that can contribute to an undesirable built environment.

Objective 6 – Healthy Community (Reduction in Crime, Medical and Fire Incidents): Improvements to the built environment provide an opportunity to engage citizens and renew a sense of pride as a healthy community by implementing self policing techniques, such as “eyes on the street”, and provide an opportunity to impact instances and responsiveness to crime, fire and medical calls within the area.

The Committee had no major objections or additions

Objective 7 – Sense of Place: The CRA will pursue initiatives and projects that have the potential to bring about the greatest impact in transforming the area and catalyzing additional investment through branding and promotion.

The Committee recommended:

- **Neighborhood signage**
- **Christmas lights along the streets during the holidays**
- **Decorative lamp posts**
- **On Survey or at February 4th open house, have a contest for slogans/branding (i.e. name three words that remind you of Lealman**
- **Complete small inexpensive projects and ADVERTISE! ADVERTISE!**

Objective 8 – Sustainability: The use of new technology and creativity in its application is also important in promoting sustainable building practices and protecting natural resources. Additionally, attention to the social, economic, and cultural well being of the Redevelopment Area is very important in ensuring the long-term sustainability of the community.

The Committee had no major objections or additions

Objective 9 – Funding, Financing, Management, and Promotion: Utilizing resourceful, efficient, practical and equitable funding and financing mechanisms to properly implement this Plan. Many of the CRA initiatives will be coupled with tax increment dollars; however, the CRA should consider funding opportunities such as tax credits, loan funds, grants, etc.

The Committee recommended:

- **A chart or comprehensive list of funding opportunities**
- **A chart or comprehensive list of leveraging tools**
- **A handout on “Financing for Dummies”**

LEALMAN CRA MAP EXERCISE

The Committee made the following observances/recommendations during the review of the Lealman CRA Future Land Use map:

- The Lealman CRA would benefit from a “Main Street”, exactly where, requires more discussion, as it should have a pedestrian atmosphere and not busy with traffic. The Committee noticed that there is an existing street within the Lealman CRA named Main Street.
- A trail would be nice addition to the CRA. The railroad and Joe's Creek are two natural barriers/restrictions by which the trail could run parallel.
- Functional alleys
- Separate rear garage parking
- Floating Ordinances
- Work with DRS to get a pre-approved design

6. Additional Business / Public Comments

The Agenda lists January 18th as the next meeting. January 18, 2016 is a holiday, Dr. MLK Day. The Committee discussed other options and decided that Jan 11th and Jan 25th would be the best options for the January 2016 meeting dates.

Upon motion by Ms. Cheryl DiCicco, seconded by Mr. Sean Ingber and carried, the meeting dates of January 11, 2016 and January 25, 2016 were approved.

7. Next Meeting Date and Items for the Next Agenda

- January 11, 2016
- Prep for Community Engagement Event

8. Adjournment

There being no further business, Mr. Neri asked if there was a motion to adjourn. Mr. Jorge Mercado made the motion and Mr. Dwayne Hawkins seconded the motion. The meeting adjourned at 8:00 p.m. The next meeting is scheduled for Monday, January 11, 2015 at 6:00 pm.