

MINUTES
REGULAR MEETING
CHARLOTTE HARBOR
COMMUNITY REDEVELOPMENT AGENCY ADVISORY COMMITTEE

Monday, April 2, 2012 – 11:00 a.m. - Corrected

County Administration Building – Room 119
18500 Murdock Circle, Port Charlotte, FL 33948

Members Present

James Herston, *Chairman*
Garland Wilson, *Vice Chairman*
Grace Amodeo, *Secretary*
Nathaniel Cooley
Eddie Hale
Michael Haymans

Staff Present

Commissioner Stephen R. Deutsch
Derek Rooney, Assistant County Attorney
Debrah Forester, Redevelopment Manager
Roxann Read, Planner II
Elizabeth Spicer, Event Planner
Kathy M. Knee, Recorder

Members Absent

Charlotte Ventola

Guests

I. Call to Order

Chairman Herston called the April 2, 2012 meeting of the Charlotte Harbor Community Redevelopment Agency Advisory Committee to order at 11:00 a.m. in Room 119 of the Charlotte County Administration Building.

II. Pledge of Allegiance

Chairman Herston led the members and the audience in reciting the Pledge of Allegiance.

III. Roll Call/Determination of Quorum

Roll call was taken; Secretary Grace Amodeo confirmed a quorum was present.

IV. Additions/Deletions to Agenda – None.

V. Approval of Minutes

A Motion was presented by Grace Amodeo, seconded by Garland Wilson and unanimously approved to accept the Minutes of the February 28, 2012 Special Meeting of the Charlotte Harbor Community Redevelopment Agency Advisory Committee as written.

A Motion was presented by Grace Amodeo, seconded by Garland Wilson and unanimously approved to accept the Minutes of the March 5, 2012 Regular Meeting of the Charlotte Harbor Community Redevelopment Agency Advisory Committee as written.

VI. Commissioner Comments

Commissioner Deutsch was not available at this time; Chairman Herston stated this item would be held open for the Commissioner.

VII. Public Comments – None.

VIII. Development Review Report

Chairman Herston mentioned that the next business to open will be the auto parts store and they have received all approvals.

IX. Old Business

Banner – Debrah Forester noted that a few months ago banners were discussed and the Committee requested additional information. Katherine and Henry Dunbar were invited to today's meeting to further explain their product, Perma Banner. A flyer was distributed and a small sample banner was passed around to the Committee members. The construction of the banner holder was explained. The holder is almost indestructible and can fit any shaped pole between 3 - 8 inches. The banner itself is a flexible polycarbonate material which can sustain winds of 100 mph. There is a 7 year warranty against breakage and fading. These banners are not for use on the bridge but in the Bayshore Park area. Ms. Forester noted that this presentation is for discussion purposes only and the project goal was to add identification to the area. This product offers a different type of banner that seems to require less maintenance. A banner with the Charlotte Harbor logo was presented to the Committee. The banners displayed were 2-sided with die cut silhouette. Less expensive aluminum panels for events are also available. The Committee asked the Dunbars for references from their customers. Evelyn Loeffler was recognized by the chair and she stated the Charlotte Harbor logo was very similar to a nearby casino's logo and the Committee may want to take that into consideration. Ms. Loeffler also asked that the Committee members to turn on their microphones when speaking.

Events at Bayshore Live Oak Park – Elizabeth Spice reported that the Easter Egg Hunt was very well attended and she hopes it would be held again next year. Ms. Spicer gave an overview of upcoming events at the park. Discussion ensued regarding vendor rates and included the following comments:

- Ms. Spicer suggested that vendor rates may need to be addressed at some point and thought if they were raised it should be done in small increments over a period of time.
- Commissioner Deutsch noted that professional vendors' fees are usually based on the number of people who are anticipated at the event.
- Michael Haymans mentioned that some vendors are working on a shoestring and suggested keeping the price low but take a percentage of sales which can be determined by ticket sale.
- Eddie Hale reported that the vendors at dog show thought more marketing was necessary.
Promotional ideas included: Festival Today banner to help visibility; mailing to neighboring residents; ads in Parrot and Englewood Review are being placed; to have event in the Sun's Let's Go section ad would need to be purchased.
Parking is an issue and land purchase for parking is being looked into. If festivals are to grow, parking must be addressed.
- Garland Wilson warned that an increase in vendor fees may mean a loss of vendors and less vendors would mean less visitors.
- Nate Cooley mentioned that signs are posted on the highway for other County events and asked if Charlotte Harbor events could use this same type of advertising. Commissioner Deutsch will check on this.
- Jim Herston suggested that Charlotte Harbor have a Facebook page. Ms. Forester noted that Twitter is currently being used.
- Michael Haymans reported that the public service announcements are not being written to AP standards and when they go to media outlets they need to be rewritten and therefore are often set aside. The County should conform to AP standards.
- Mr. Haymans also noted that the sign ordinance in Charlotte Harbor may need to be updated to conform to the County's ordinance. Commission Deutsch noted the County's ordinance was loosened to make it a little easier in these economic times.

Update on Harbor Walk Project – Debrah Forester noted that the BCC approved submitting a letter to FDOT to request an advance for the construction of Harbor Walk Project Phase 1 when all permits are in hand. The letter was mailed last week. If approved the County would advance funds in the amount of about \$1.2M for the construction and would be reimbursed by the FDOT in 2014. Tax increment dollars are also being used to fund this project along with grant monies from the Boaters Fund. Ms. Forester also reported that FDOT has signed the SFWMD permit application and the 25-year lease packet has gone to Tallahassee for execution.

Melbourne Bridge Dedication – Ms. Forester noted that the Bridge Dedication is scheduled for May 1 at 9 a.m. at the corner of Melbourne and US 41. Wright Construction will be donating a tent, chairs and refreshments. Commissioner Deutsch suggested that the new logo banner be mounted at this event and the committee members agreed. Garland Wilson noted that when passing by the site he noticed the light fixtures had been delivered.

Walkability Workshop – Ms. Forester distributed a flyer and reported that Dan Burden will be here on April 10 for a presentation to the BCC, a walking survey of selected sites in the Parkside and Charlotte Harbor CRAs and a Community Recap.

KFC Site – Ms. Forester stated that when the Committee reviewed the comp plan and zoning code the KFC site was questioned. A review by staff confirmed the site is the parking lot of KFC and is zoned RMF 15. Michael Haymans questioned commercial property with inappropriate zoning designation. Community Development may be recommending rezoning ~~the property~~ this site to Commercial. Consideration should be given to the type of commercial uses since the parcel is next to NBR. Commercial General may be more suitable instead of Commercial Intensive. Another question is does the site have any density units that could be lost if the site was rezoned to commercial? Ms. Forester will check with Community Development on whether there is any density assigned to the parcel.

X. New Business

County Sign Code - Garland Wilson reported that while working on the design standards he found that the photos on the County's website could not be enlarged and thought there may be a problem with the link. Ms. Forester advised that a copy of the sign code was forwarded for informational purposes. Michael Haymans suggested the Committee review the document and discuss same as requested by a local business owner who attended a recent meeting. Grace Amodeo stated that she thought the County's new sign code is too loose and suggested the Committee address a specific issue but not a complete change. Mr. Haymans stated that a balance is necessary to keep Charlotte Harbor merchants from being at a business loss. Nate Cooley agreed that Charlotte Harbor businesses must be on an even keel with the rest of the County. Garland Wilson noted a looser sign code is needed on US 41 to keep business in the area. Eddie Hale suggested that the codes be reviewed; differences noted and then address each difference. Ms. Forester noted the County's code was in the meeting packet but she would send out a copy of the Charlotte Harbor CRA's sign code to the Committee members. Ms. Forester noted that although the sign code was slightly tighter, the properties in the CRA on US 41 were not within Overlay so other restrictions do not apply. Ms. Forester will invite a representative from the Zoning Department to next month's meeting to discuss the differences between the US 41 Overlay and Charlotte Harbor. Further discussion of this item was tabled until next month.

XI. Correspondence/Communications – The following information was forwarded with the meeting packet:

- Minutes from Punta Gorda CRA meeting of March 7, 2012

- Final Charlotte Harbor CRA Annual Report
- Sun Newspaper Clippings from 3/6/12 and 3/12/12
- Press Release – Bobby Lucchetti

XII. Public Comments

Katherine Dunbar reported that the banner shown for Charlotte Harbor earlier in the meeting would actually cost \$855 each but in an effort to gain Charlotte County as a customer they would offer a reduced price totaling \$2,546 with shipping (without discount total price would be \$3,678).

XIII. Staff Comments

Seawall Repair – Debrah Forester reported that the seawall repair at Bayshore Park is complete.

Postponement of Bayshore Park Discussion - Ms. Forester reported that the Community Services Director, John Jackson, is no longer working for the County and that Andy Stevens is the Interim Director. The Committee was scheduled to discuss opportunities for Bayshore Park. Grace Amodeo stated that she would like to know the cost for a recreational playground. It was noted that this issue was just for discussion purposes and no decision has been made by the Committee to move forward with a playground. Eddie Hale asked what happened to the Powers of 10 for the park. Ms. Forester mentioned that the bench project was the top item on the list and she would have the list available at the next meeting.

Watershed Management Plan – Debrah Forester noted that Weiler Engineering has been selected for this project.

XIV. Attorney Comments – Derek Rooney was not present at this time.

XV. Member Comments

Eddie Hale mentioned that he has worked out an arrangement with his employer and is glad to be back at the meeting.

XVI. Next Meeting Date

The next regular meeting of the Charlotte Harbor Community Redevelopment Agency Advisory Committee will be held on **Monday, May 7, 2012 at 11 a.m. in Room 119 of the Charlotte County Administration Center.**

Other upcoming events:

- April 10, 2012 – Dan Burden – Walking Tour and Presentation
- May 1, 2012 at 9 a.m. – Bridge Dedication

XVII. Adjournment

There being no further business, the meeting **ADJOURNED** at 12:49 p.m.

Respectfully submitted,

Grace E. Amodeo, Secretary

/kmk

Approved: _____

Grace E. Amodeo
5-4-12