

**FORT PIERCE REDEVELOPMENT AGENCY
CRA ADVISORY COMMITTEE**

CRA Regular Meeting - Wednesday, February 1, 2023 - 2:00 p.m.
City Hall - Second Floor Conference Room, 100 North U.S. #1, Fort Pierce, Florida

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **APPROVAL OF MINUTES**
 - a. Approval of the Minutes from the November 2, 2022 Regular Meeting

4. **CHAIRMAN VIEWPOINTS**

5. **OLD BUSINESS**

6. **NEW BUSINESS**
 - a. Request to Amend CRA Advisory Committee Bylaws to Adjust Meeting Time to 6:30PM.

 - b. Capital Improvement Projects Update

 - c. Small Business Development Poll Results

 - d. Peacock Arts District Mural Program

 - e. Surplus Property Disposition Update

7. **PUBLIC COMMENT**

8. **STAFF AND COMMITTEE MEMBER COMMENTS**

9. **ADJOURNMENT**

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (772) 467-3065 at least 48 hours prior to the meeting.

NOTE: All CRA Advisory Committee meetings are limited to one hour.

CRA Advisory Committee - 2 pm

Meeting Date: February 1, 2023

Re: Approval of the Minutes from the November 2, 2022 Regular Meeting

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT:

Approval of the Minutes from the November 2, 2022 Regular Meeting

Attachments

Minutes



CITY OF FORT PIERCE CRA ADVISORY COMMITTEE

CRA Advisory Committee Minutes

OF THE REGULAR MEETING OF THE FORT PIERCE CRA ADVISORY COMMITTEE HELD ON WEDNESDAY, NOVEMBER 2, 2022, IN FORT PIERCE 2ND FLOOR CONFERENCE ROOM, 100 NORTH US HIGHWAY 1, FORT PIERCE, FLORIDA.

1. CALL TO ORDER

Chairwoman Sabrina Taylor called the meeting to order at 2:01PM.

2. ROLL CALL

Present: Al Johnson; Hoyt Murphy, Jr.; Michael Brown, Jr.; Sabrina Taylor; Phil Thompson

Absent: Carolyn Mann-Lurry; Daniel Lee; Brandon Nobile

Staff Present: Miriam Garcia, Redevelopment Specialist

Shyanne Harnage, Economic Development Manager

Motion was made by Michael Brown, Jr., **and seconded by** Hoyt Murphy, Jr. to excuse the absence of Carolyn Mann-Lurry. She informed staff that she could not attend the meeting.

AYE: Al Johnson, Hoyt Murphy, Jr., Michael Brown, Jr., Phil Thompson, Sabrina Taylor
Passed

3. APPROVAL OF MINUTES

- a. Approval of the minutes from the August 3, 2022, Regular CRA Committee meeting.

Motion was made by Al Johnson, **and seconded by** Michael Brown, Jr. to approve the minutes of the August 3, 2022, Regular CRA Committee meeting.

AYE: Al Johnson, Hoyt Murphy, Jr., Michael Brown, Jr., Phil Thompson, Sabrina Taylor
Passed

4. CHAIRMAN VIEWPOINTS

Chairwoman Taylor gave a thank you to the committee members for their commitment. Explained that she is mindful of their time and will not waste their time for a meeting when there are no actionable items to review.

5. OLD BUSINESS

- a. Orange Ave Corridor Association update by Pat Murphy

Pat Murphy gave an overview of their last meeting of the Orange Ave Corridor Association. He was very grateful for the proactive approach that Anna Diaz, Code Enforcement Officer, is taking to the Orange Avenue corridor. So far, the association has had some great success. He asked Shyanne Harnage, Economic Development Manager, to provide an update on the Orange Avenue.

Ms. Harnage explained that she FPRA now has some funds to spend, and she presented a Project Based Budget to the FPRA Board in July. She explained that \$50,000 were for the Orange Avenue Paint Program. She also informed the committee that the FPRA has agreed to contribute 500K for rehabilitation of the Old St. Anastasia School.

Pat Murphy and Sabrina Taylor will provide an update regarding the Orange Avenue Corridor Association at the December FPRA meeting.

6. NEW BUSINESS

- a. Downtown Fort Pierce Master Plan Presentation

George Kramer and Carrie Reed, S&ME, provided a presentation on the proposed Downtown Master Plan.

Committee discussion included the elimination of the Southbound turning lane at US 1 and Avenue A. The committee also discussed their concern for the homeless loitering at the new proposed the parks

Motion was made by Michael Brown, Jr., **and seconded by** Al Johnson to recommend the acceptance of the Downtown Master Plan to the FPRA Board.

AYE: Al Johnson, Hoyt Murphy, Jr., Michael Brown, Jr., Phil Thompson, Sabrina Taylor
Passed

- b. Discussion of the Downtown Parking Lot - 102 N. Indian River Drive

Committee member Mike Brown Jr. explained that the parking lot at 102 N. Indian River Drive is in desperate need of repairs.

Committee discussion included suggestions for enhancements such as resurfacing and reconfiguring the parking spaces of the parking lot located at 102 N. Indian River Drive (Parking lot behind 2nd Street Bistro/Thirsty Turtle). The committee is also recommending better solutions to the smelly dumpsters and landscaping.

Motion was made by Michael Brown, Jr., **and seconded by** Phil Thompson to approve recommendation to the FPRA Board.

AYE: Al Johnson, Hoyt Murphy, Jr., Michael Brown, Jr., Phil Thompson, Sabrina Taylor
Passed

7. PUBLIC COMMENT

No Public Comments.

8. STAFF AND COMMITTEE MEMBER COMMENTS

Ms. Harnage provided an update on Kings Landing and Fisherman's Wharf project.

Miriam Garcia, Redevelopment Specialist, provided an update on S. 5th Street

9. ADJOURNMENT

Chairwoman Taylor adjourned the meeting at 3:00PM.

CRA Advisory Committee - 2 pm

Meeting Date: February 1, 2023

Re: Request to Amend CRA Advisory Committee Bylaws to Adjust Meeting Time

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT:

Request to Amend CRA Advisory Committee Bylaws to Adjust Meeting Time to 6:30PM.

Attachments

CRA By-Laws



Fort Pierce Redevelopment Agency CRA Advisory Committee By-Laws

1. The CRA Advisory Committee will meet the 1st Wednesday of each month. Meetings will begin at 2:00 PM and will be held in the Fort Pierce City Hall 2nd floor conference room.
2. Specific meetings may be held at any time upon request of the Chairperson, or by a majority of the voting members of the Committee, or upon the request of staff.
3. No member shall serve more than two (2) full consecutive terms (four years).
4. The Committee at its first regular meeting in January of each year shall elect a Chairperson and Vice-Chairperson. No member may serve more than two (2) full consecutive terms as Chairperson.
5. The duties and powers of the officers of the CRA Advisory Committee shall be as follows:
 - a. Chairperson:
 - 1) Preside at all meetings of the Committee
 - 2) Call special meetings of the Committee in accordance with these rules and regulations
 - 3) See that all actions of the Committee are properly taken
 - b. Vice-Chairperson:
 - 1) During the absence, disability, or disqualification of the Chairperson, the Vice-Chairperson shall exercise or perform all the duties and be subject to all the responsibilities of the Chairperson.
6. A majority is required to establish a quorum for the transaction of business in accordance with Robert's Rules of Order. A majority vote of the members present is necessary for approval or disapproval of any agenda.
7. Robert's Rules of Order are hereby adopted as official guidelines to govern.



Fort Pierce Redevelopment Agency CRA Advisory Committee By-Laws

8. These rules may be amended at any meeting by a vote of the majority of the entire membership of the Committee. Deadline for Agenda information is due to staff ten (10) days prior to meeting date in order to have an item(s) placed on upcoming agenda.
9. Each member of the CRA Advisory Committee who has knowledge of the fact that he/she will not be able to attend a scheduled meeting of the CRA Advisory Committee shall notify the City Manager's office via email: citymanager_dl@cityoffortpiere.com or 772-465-4170 at the earliest possible opportunity, and in any event, prior to 12:00 PM on the date of the meeting. Staff shall notify the Chairperson of the Committee in the event that projected absences will produce the lack of a quorum. A quorum is half plus one of membership.
10. All Advisory Committee members are expected to attend regularly scheduled meetings. Three (3) unexcused absences by any member during any 12-month period may result in removal of the member by the Advisory Committee. A member's absence is unexcused if the member fails to notify City staff in advance of a meeting that the member will not attend the meeting.
11. The following order will normally be observed; however, it may be rearranged by the Chairperson for individual items if necessary for the expeditious conduct of the business:
 - a. Call to Order
 - b. Roll Call
 - c. Approval of Minutes
 - d. Old Business
 - e. New Business
 - f. Committee Comments
 - g. Public Comments
 - h. Staff Comments
 - i. Close
12. The Vice-Chairperson shall succeed the Chairperson if he/she vacates office before term is completed; the Vice-Chairperson is to serve the unexpired term of the vacated office. A new Vice-Chairperson shall be elected at the next regular meeting.

CRA Advisory Committee - 2 pm

Meeting Date: February 1, 2023

Re: Capital Improvement Projects Update

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT:

Capital Improvement Projects Update

Attachments

No file(s) attached.

CRA Advisory Committee - 2 pm

Meeting Date: February 1, 2023

Re: Small Business Development Poll Results

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT

Small Business Development Poll Results

Attachments

Small Business Development Poll Results

SMALL BUSINESS DEVELOPMENT POLL RESULTS

Presented by Marsha Noel



PURPOSE OF THE POLL



To positively impact the local economy by analyzing small business input for action-oriented solutions. Results of the poll will be used to specifically serve small business interests and ultimately strengthens the local economy both now and in the future.

DISCLAIMER



The poll is non-scientific; therefore, a scientific methodology was not used.

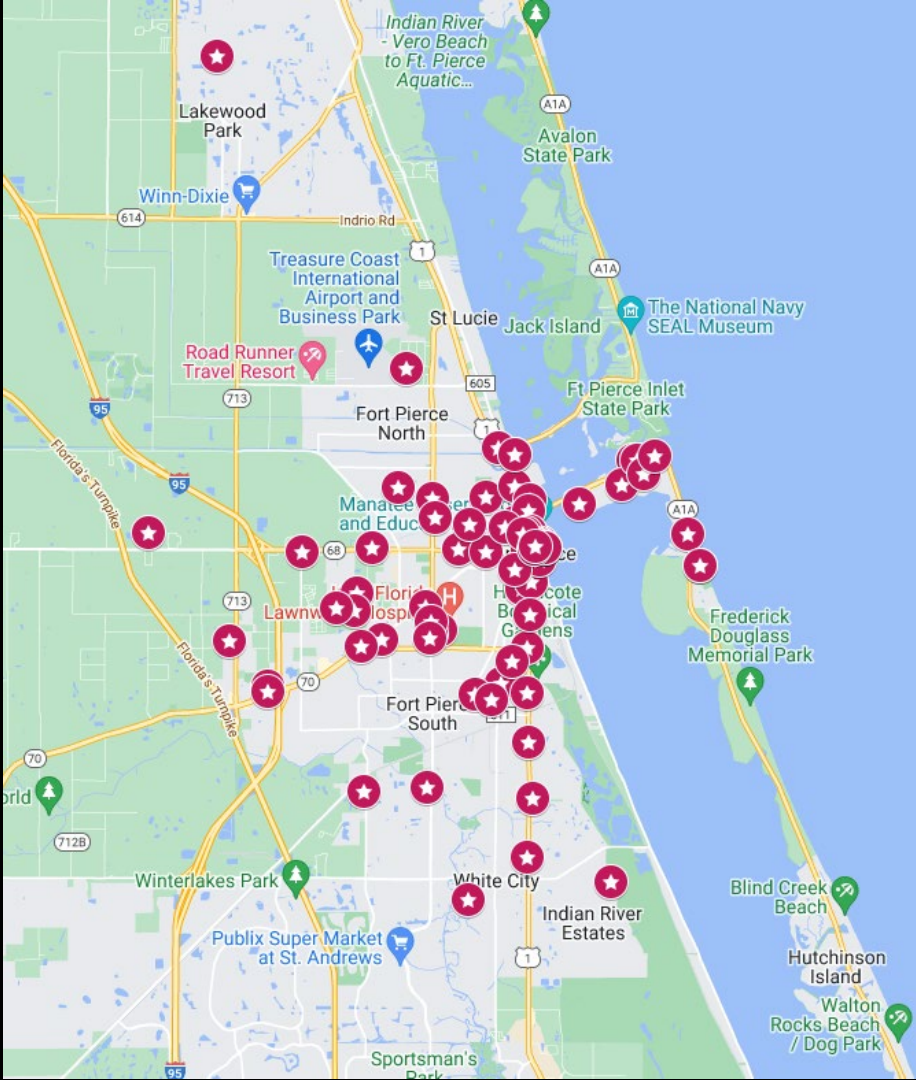
This is simply an opinion poll to garner feedback that will be used in creating opportunities for small businesses.

BACKGROUND



- The poll was available from Dec. 5 -30, 2022.
- 8 main questions. (6 Demographic, 2 Core)
- 93 qualified responses.
 - *Total: 98 responses received (3 -outside of the city, 2 duplicates).*
- Online poll disseminated through press release, social media, city's website, local business associations, door-to-door, and emails to over 1,000 contacts.

Participation throughout the City.

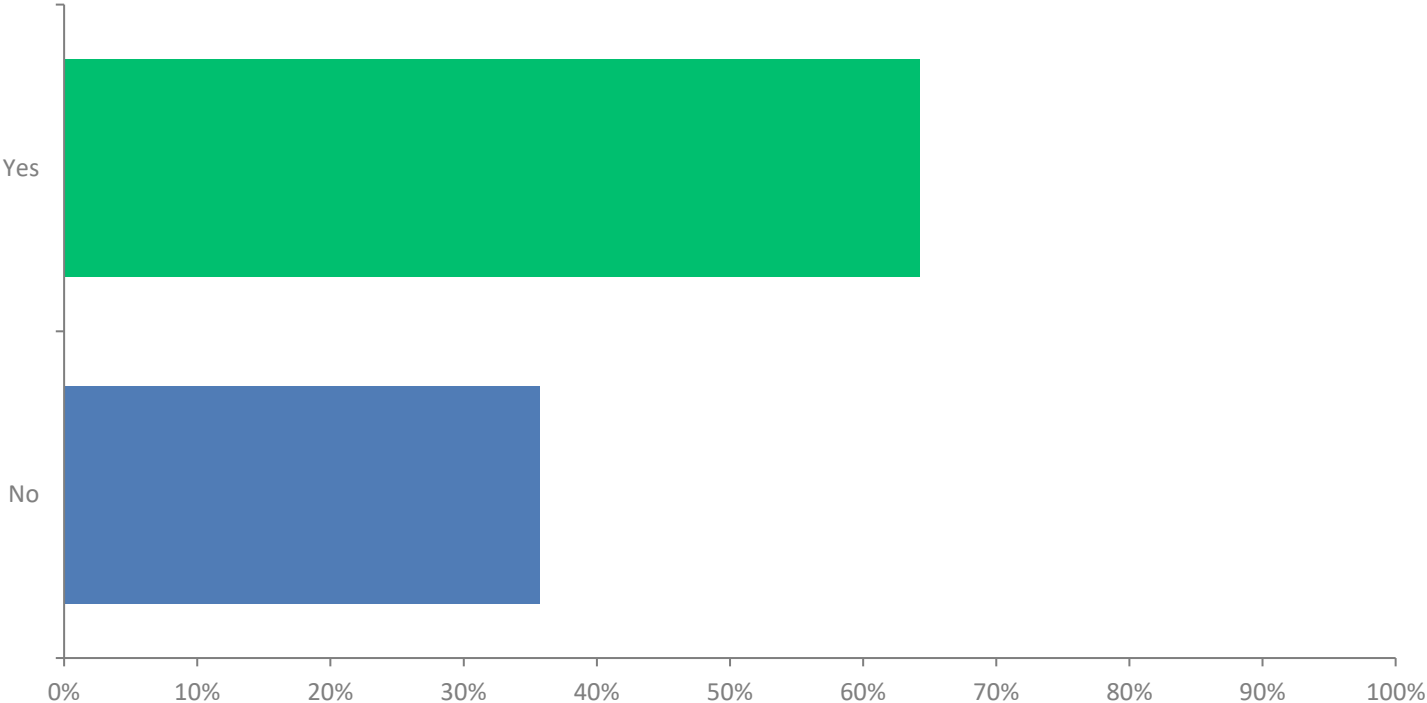


A middle-aged couple, a woman with short grey hair and glasses, and a man with grey hair and glasses, both wearing aprons, are smiling and standing in front of a yellow food truck. The woman has her arms crossed. The truck's interior is visible, showing a menu board and various kitchen items. The scene is set outdoors with greenery in the background.

DEMOGRAPHICS

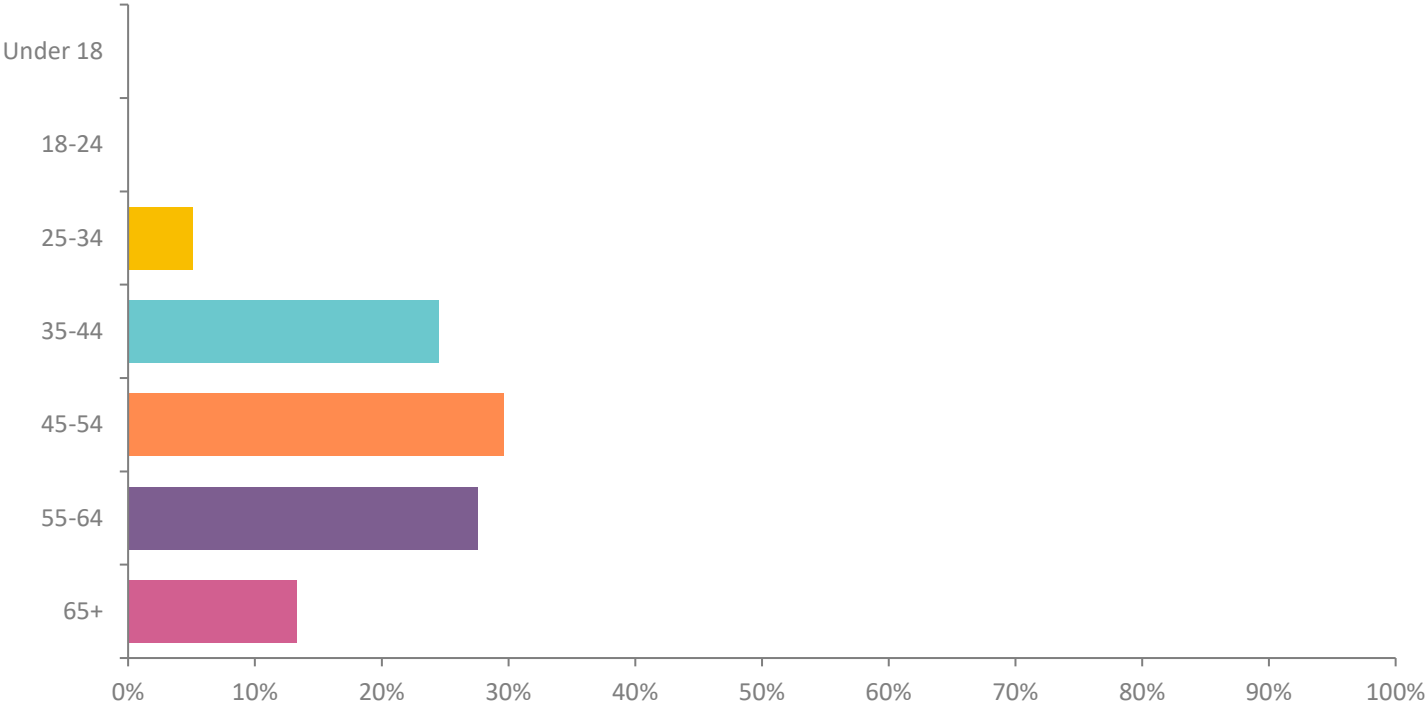
Q2: Do you reside in the City of Fort Pierce?

Answered: 98 Skipped: 0



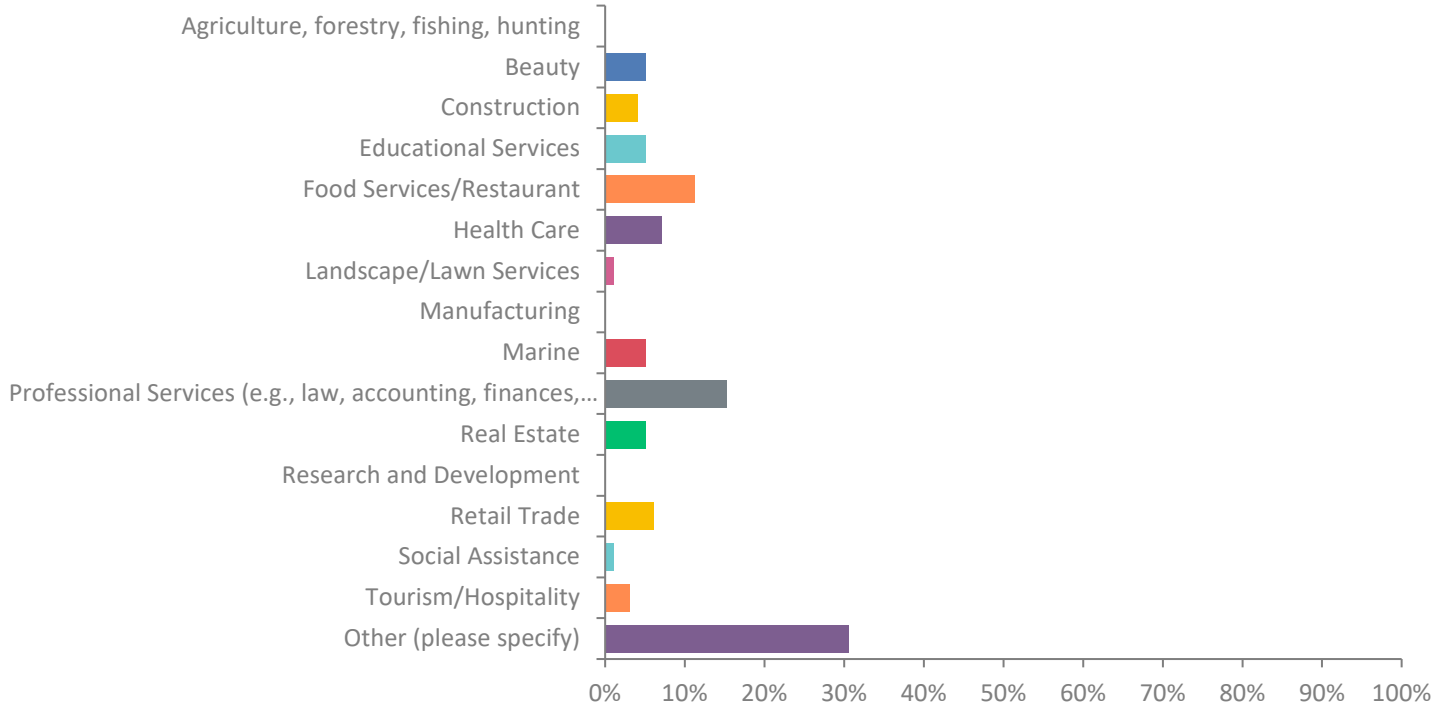
Q3: What is your age?

Answered: 98 Skipped: 0



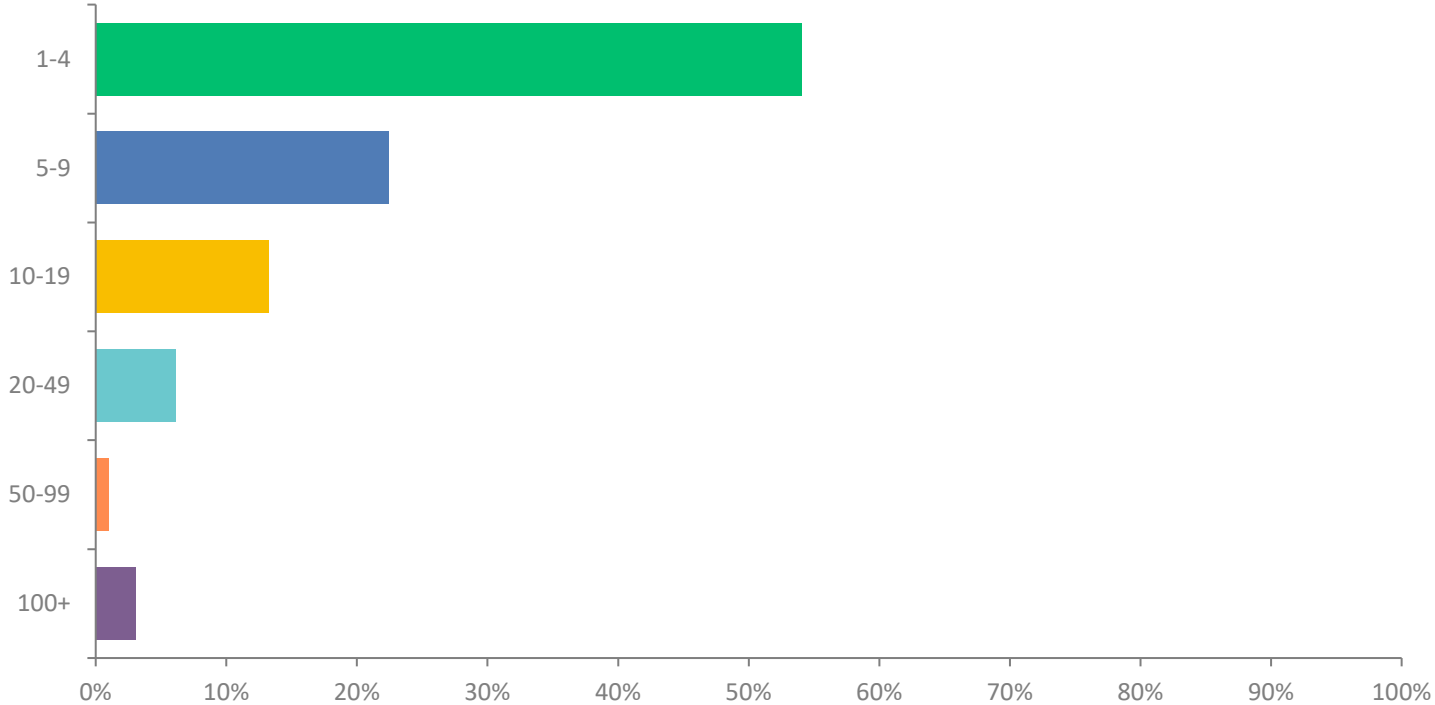
Q4: What sector/industry is your business in?

Answered: 98 Skipped: 0



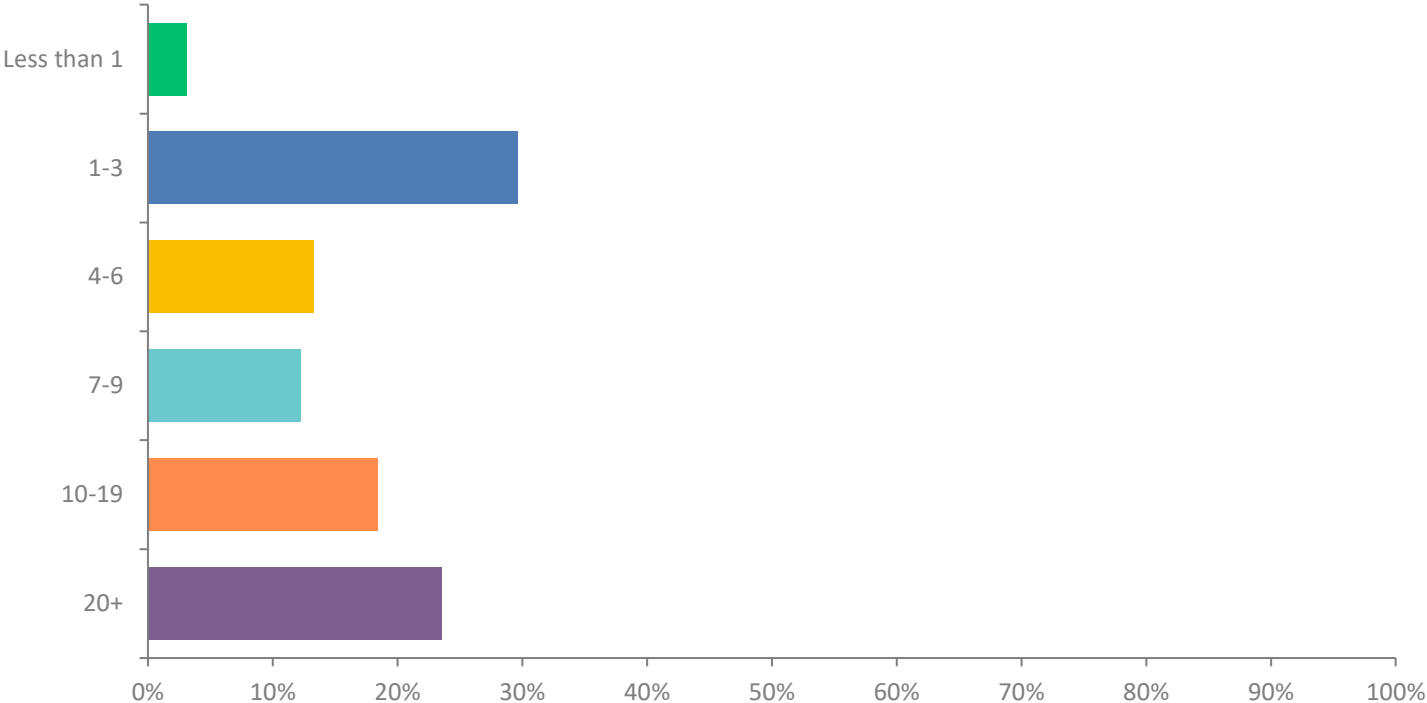
Q5: How many employees do you have?

Answered: 98 Skipped: 0



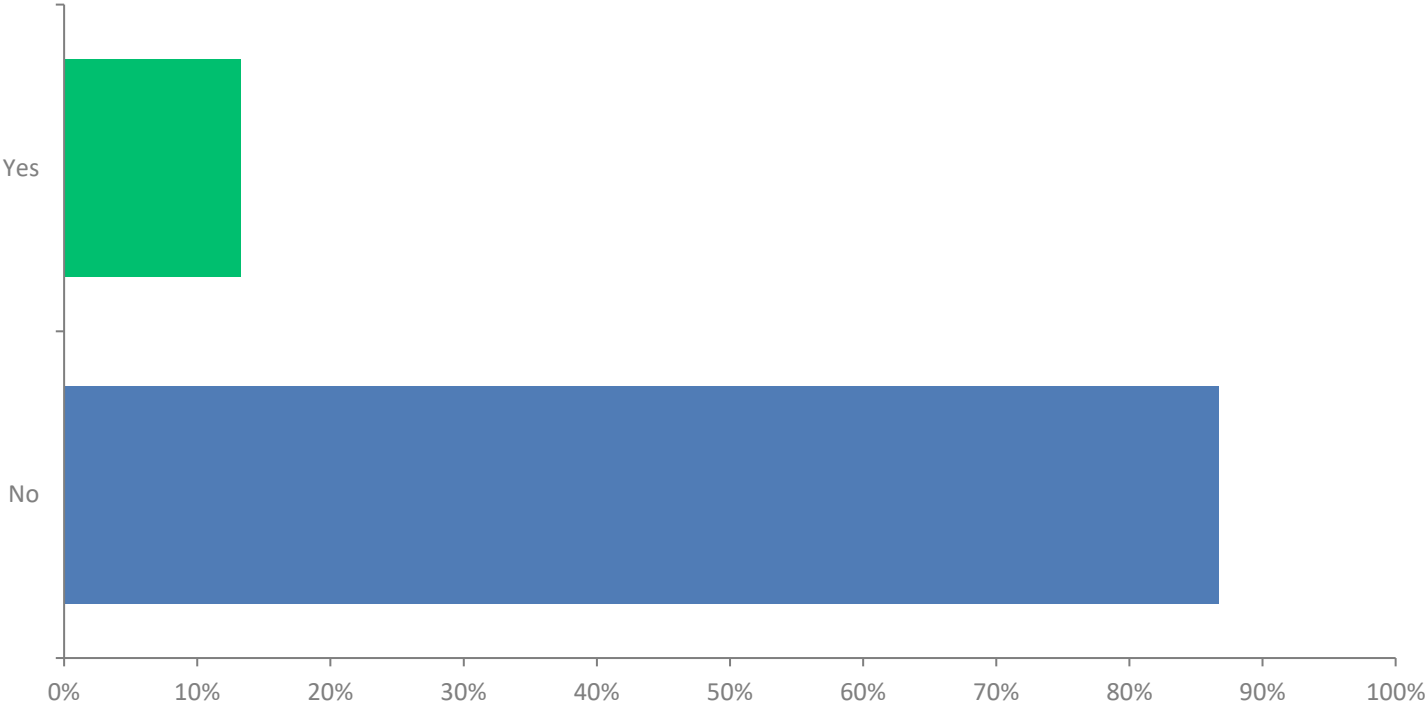
Q6: How many years has your business been in operation?

Answered: 98 Skipped: 0



Q7: Are you currently involved in a business development program at this time?

Answered: 98 Skipped: 0





CORE QUESTIONS

Q8: Please indicate your top three challenges in operating and growing your business by selecting up to three issues below:

Answered: 98 Skipped: 0



PRIORITY QUESTION

What actions should we work on together to make the City of Fort Pierce a better place to do business? Please share your top three ideas in order of priority.

PRIORITIES OF RESPONDENTS

1. Improve the marketing and impression of the city, in that it should attract various groups (i.e., tourists, entrepreneurs, developers, customers, etc.)
2. Improve the physical appeal/aesthetics & safety of the community.
3. Improve parking access (i.e., limitations on time, designated parking for businesses).
4. Funding/financial assistance (i.e., grants).
5. Business development/education programs.
6. Business networking & support services.
7. Minority owned business support and expansion.

ACCOMPLISHMENTS

1. **Keep Ft. Pierce Beautiful Advisory Board/Public Works Activities**
 1. **Ft. Pierce Community Garden, Great American Cleanup, Adopt-A-Road, Community Cleanup.**
2. **2022-23 FPRA Initiatives: Commercial Façade Grant, Property Refresh Grant, PAD Mural Program, Downtown Master Plan, Way Finding Signage.**
3. **Grants Admin Initiatives: Small Business Technical Assistance Grant, Start-up Technical Assistance, Commercial Facade.**
4. **Gold Hammer Award, Neighborhood Gem Award.**

RECOMMENDATION

Two Spheres of Impact:

- **Business Development Sphere:** Focuses on empowering small business to address their internal challenges (i.e., employee recruitment/retention, financial management, promotion/marketing, customer relations, etc.)
- **City Sphere:** Focuses on what the City can do improve the environment in which small businesses can thrive (i.e., revising or new creating policies and programs).

RECOMMENDATIONS

Business Development

- 1. Establish a collaborative Business Development/Education Program for Small Businesses.(FPRA/City)**
- 2. Creating a central hub for information sharing for resources that can benefit small businesses (i.e., city website). (FPRA)**
- 3. Continue to provide small business grants that specifically assists with growth (i.e., innovation, acquiring new equipment & supplies, advertisement/promotion, etc.).(FPRA/City)**

RECOMMENDATIONS

Marketing

- 1. Market major City/FPRA assets & activities (i.e., beach, cultural art programs/events, capital improvements, etc.) across various communication platforms (i.e., print, radio, website, social media, etc.) and in partnership with other organizations. (City)**
- 2. Encourage promotion of the city by businesses (i.e., developers, hotels, vacation rentals, restaurants, and other businesses). (FPRA/City)**
- 3. Recognize individuals, organizations, and businesses that are making a positive impact in the community via philanthropy or other acts of kindness. (FPRA/City)**

RECOMMENDATIONS

Community Aesthetics & Safety

1. Regular reporting of public safety successes, public participation opportunities, crime stats, and community policing activities. (City)
2. Address programs or local codes/processes that may be ineffective in achieving code compliance. (City)

TOP RECOMMENDATIONS

- 1. Establish a collaborative Business Development/Education Program for Small Businesses.(FPRA)**
- 2. Creating a central information sharing for resources that can benefit small businesses (i.e., city website).(FPRA)**
- 3. Market major City/FPRA assets & activities (i.e., beach, cultural art facilities, capital improvements, etc.) across various communication platforms (i.e. print, radio, website, social media, etc.) and in partnership with other organizations/agencies.(FPRA/City)**
- 4. Recognize individuals, organizations, and businesses that are making a positive impact in the community via philanthropy or other acts of kindness.(FPRA/City)**

NEXT STEPS

- 1. Staff recommends that the FPRA Board approve that staff move forward with the top recommendations.**
- 2. Staff will share the results of the poll and the boards approved recommendations with the community online, through emails, and in-person with local business groups.**
- 3. Staff will present an action plan at a subsequent FPRA Meeting as an update of the selected recommendations.**

SMALL BUSINESS OWNER RECOGNITION 15 WINNERS

**Pamela Turner, EMS Safety
& Health Care Training
Center**

**Colby Vanscoy, Best Value
Jewelry & Pawn**

**Robert & Tessa Adams,
Phatz Chick-N-Shack**

**Chris Juy Thomas, Gen 3
Skincare**

**Dave Cummings, Sun Palm
Rentals**

**Kimberly Clarizio, Clarizio
CPA**

**Darby Browning, 5 Gals
Decals**

**Jon Nolli, Pierced
Ciderworks**

**Andrew & Rolanda Byrd,
Big Byrd's Backyard BBQ,
LLC**

**Oscar Calzadilla, Unico Air
Conditioning**

**Hoyt Murphy, Coldwell
Banker Commerical
Paradise**

**Ann Spaeth, Freedom Boat
Club of Fort Pierce**

**Lauren Scott, Scotts
Heating and Air, LLC**

**Elba Flores, The Flower
Shop**

**Janet Bird Fuller, 2nd
Street Art**

QUESTIONS?

CRA Advisory Committee - 2 pm

Meeting Date: February 1, 2023

Re: Peacock Art District Mural Program Update

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT

Peacock Arts District Mural Program

Attachments

PAD Mural Program Presentation



Peacock Art District (PAD) Mural Program

Program Plan

Presented by Marsha Noel



Background

July 12, 2022, FPRA Meeting

- A project-based budget was approved by the FPRA Board allocating \$40,000 to the PAD Mural Program.

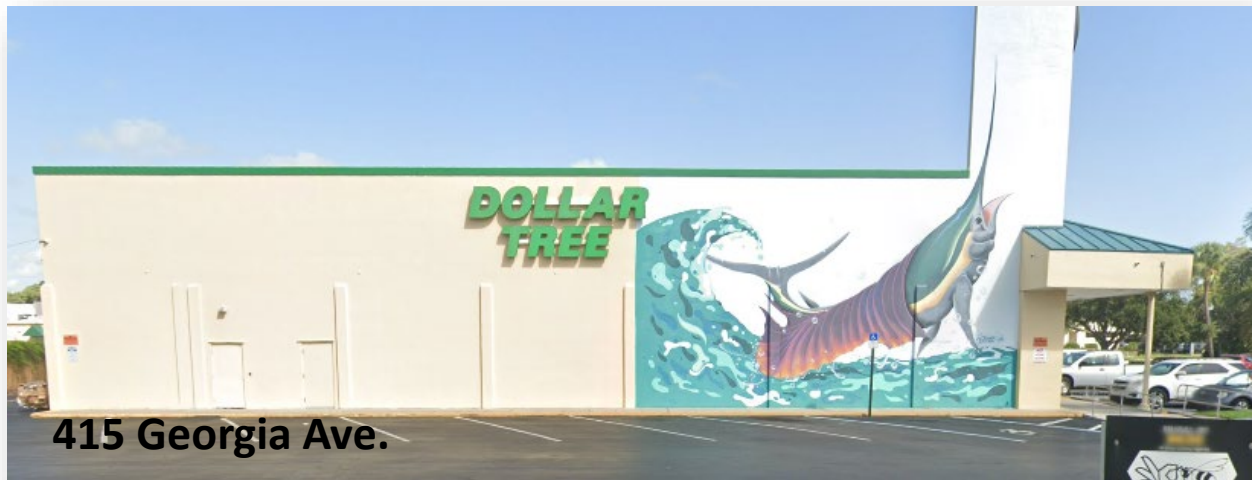
FY2023 Project-Based Budget & Work Program

GOAL 1.2 The Fort Pierce Redevelopment Agency shall coordinate with the City Manager's Office, Planning Department, and Finance Department to develop cost effective, annual budgets and work programs that will provide administrative and operational support for Community Redevelopment Agency activities.

Project	Amount	Account
Micro-Mobility Transportation	\$ 400,000.00	3490 - Contractual Fees
Arts/Cultural Programming - Sunrise Theatre	\$ 450,000.00	9166 - Sunrise Theatre
Community Policing - School Resource Officers	\$ 350,000.00	8347 - Community Oriented Policing
Community Policing - Downtown Detail	\$ 75,000.00	8347 - Community Oriented Policing
Old St. Anastasia Rehabilitation	\$ 500,000.00	6200 - Buildings
Old City Hall Renovation	\$ 350,000.00	6200 - Buildings
Sunrise Center Buildout	\$ 250,000.00	6200 - Buildings
Maintenance and Operation of FPRA-owned Property	\$ 100,000.00	4620 - Site Maintenance
Commercial Façade Grants	\$ 250,000.00	8340 - Other Grants & Aids
Property Refresh Grants	\$ 50,000.00	8340 - Other Grants & Aids
PAD Mural Program	\$ 40,000.00	6320 - Other Improvements
Community Event Sponsorship	\$ 40,000.00	8392 - Youth Activities/Events

Background

Existing Murals





Program Purpose

The purpose of the program is to promote and commemorate Fort Pierce's rich cultural heritage, reinforce the growth of arts and culture within the City and increase tourism and economic development to the Fort Pierce Redevelopment Agency (FPRA) area. The project strives for diversity of style, scale, and media represented in a series of murals on buildings within the FPRA boundary. It will assist the FPRA in reaching its strategic vision as described in the 2020 FPRA Plan.

Opportunities

- **Economic Development:**
 - Can enhance tourism and stretch activity over to US-1.
 - Grows local businesses and attract new business and development.
 - Attractive for ArtWalks, Tours and other special activities.
- **Creates a Sense of Place**
 - Further establishes the Peacock Art District.
- **Enhance the Cultural Arts Experience**





Research

- City of Fort Lauderdale – FAT Village (Flager.Arts.Technology)
- City of Miami – Wynwood Walls
- City of Hollywood CRA
- City of Tampa
- Downtown Clearwater



Strategy



Phase 1

- 22-23 FPRA FY
- PAD Mural Program will use a targeted corridor strategy to ensure effectiveness in experiencing the highest impact during the first implementation (Phase 1).
 - Area of interest: Orange Ave (US-1 to 10th street, Ave. A to Atlantic Ave)
 - This area was selected because of visibility, traffic, walkability, # of and types of developments/businesses in the area, and existing murals/artwork in the area.
 - Property Owner Applications will be available for those in the designated areas.
 - Program Guidelines will be established.
 - Mural Theme: Past, Present & Future of Fort Pierce. The physical environment, unique features, and events can be used as inspiration.



Targeted Corridor

Orange Avenue, from US-1 – 10th Street (5th, 6th, 7th, 8th, 9th, 10th Street) & Avenue A – Atlantic Ave



- Orange Ave
- Targeted Areas
- PAD Boundary



Phase 2

- 23-24 FPRA FY
- Expansion of the Mural Program into other areas of the PAD.





Phase 1 Timeline

- Jan. 4, 2023 – CRA Advisory Board Meeting Presentation (Postponed)
- Jan. 10, 2023 – FPRA Regular Meeting Presentation
- Jan. 2023 –Property Owner Application Cycle
- Feb.-Mar 2023 – Call for Artists Application Cycle
- Mar. 2023 – Staff Review & Mural Design Selections
- April 2023 – CRA Advisory Board Mural Design Selections
- April 2023 – FPRA Board Mural Design Update
- April 2023 - Property Owner Mural Final Design Selections
- April – May 2023 – Property Owner & Artist Agreements Due & Murals Can begin.
- July/Aug. 2023 – All Murals Completed
- Aug. 2023 – Mural Unveiling w/ all participants & the community

Program Guideline Key Points

Eligible Properties :

- Must not have liens, unpaid/outstanding taxes due, major code violations.
- Minor code violations may be given exceptions, e.g., debris, landscape issues, signage, derelict/inoperable vehicles, chipped/stained/rusted paint, etc.
- Property owners must maintain the murals after installation.



The Domino Effect

- Guidelines will be established for businesses in the PAD that are interested in creating a mural of their own.

A large mural on a brick building featuring sunflowers, green leaves, and musical notes. The mural is painted on a brick wall and includes several large yellow sunflowers with dark brown centers, green leaves, and musical notes. The background of the mural is a mix of purple and blue. The building is a two-story brick structure with a curved roofline. The sky is a clear, deep blue.

Recommendation

Approval to proceed with the PAD Mural Program Plan

A large mural on a brick building wall. The mural features several large yellow sunflowers with dark brown centers, surrounded by vibrant green leaves. In the background, there are faint musical notes and a treble clef. The word "Questions?" is overlaid in white text with a black outline in the center of the image.

Questions?

CRA Advisory Committee - 2 pm

Meeting Date: February 1, 2023

Re: Surplus Property Disposition Update

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT:

Surplus Property Disposition Update

Attachments

No file(s) attached.
