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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, MAY 28, 2025, AT 3:30 P.M. IN THE FORT PIERCE 2ND FLOOR CONFERENCE ROOM, 100 NORTH US HIGHWAY 1, FORT PIERCE, FLORIDA.

1. CALL TO ORDER

2. ROLL CALL

Present: Hoyt Murphy, Jr.; Phil Thompson; Amanda Geller; Ed Becht; Daniel Lee; Patience Landers

Absent: Donna Benton; Brandon Nobile; Doug Miller

Staff Present: Shyanne Harnage, Community and Economic Development Director
Awilda Colon, Redevelopment Assistant
Sara Delgado, Redevelopment Specialist
Miriam Garcia, Redevelopment Specialist
Jessica Williams, Redevelopment Specialist

Motion was made by Ed Becht and seconded by Daniel Lee to accept the excused absences.

AYE: Amanda Geller, Daniel Lee, Ed Becht, Hoyt Murphy, Jr., Patience Landers, Phil Thompson

Passed

3. APPROVAL OF MINUTES

- a. Approval of the Minutes from the April 30, 2025 Meeting

Motion was made by Ed Becht, and seconded by Hoyt Murphy, Jr.

AYE: Amanda Geller, Daniel Lee, Ed Becht, Hoyt Murphy, Jr., Patience Landers, Phil Thompson

Passed

4. PUBLIC COMMENT

Any person who wishes to comment on any subject on this agenda may be heard at this time. Please limit your comments to five (5) minutes or less, as directed by the Chairperson. The CRA Advisory Committee will not be able to take any official actions under Comments from the Public. Speakers will address the Chairperson, committee Members, and the Public with respect. Inappropriate language will not be tolerated.

5. OLD BUSINESS

6. NEW BUSINESS

a. Review and Evaluation of 722 Orange Avenue Commercial Facade Application

Redevelopment Specialist Miriam Garcia provided an overview of the Commercial Facade Grant Program, which aims to improve the appearance of buildings and reduce blight in the FPRA District. The program offers reimbursable matching grants of up to 50% of project costs, not to exceed \$25,000.

This month, one application was received from Botanical Sanctuary LLC, the owner of the property located at 722 Orange Avenue. The parcel includes three units and a vacant area to the west, which is also part of the same property.

The proposed improvements include:

- Replacing windows and doors with impact glass on Unit 722
- Replacing a metal roof located behind the building
- Installing gravel and pavers for decorative purposes in the vacant area to the west of the building

The total proposed investment is \$57,575.79, and the applicant is requesting the maximum grant amount of \$25,000. All costs are to be paid upfront by the applicant. Reimbursement will occur only after the project is completed and all required documentation (e.g., invoices, checks) have been submitted. Final disbursement is contingent upon written confirmation of project completion.

Evaluation Process and Criteria:

Committee members were asked to individually review and evaluate applications based on established scoring criteria. The evaluation is based on a 100-point scale, broken down as follows: Visual Impact & Blight Elimination (50) points; Total Project Investment (25 points); Design & Creativity (15 points), and Community Impact/Public Benefit (10 points).

Each committee member received an evaluation sheet, including project details, grant amount requested, and space to score and provide comments.

A motion was made to approve the application, with an amendment recommending that all three doors on the building be replaced to ensure a uniform appearance.

Motion was made by Ed Becht, and seconded by Patience Landers

AYE: Amanda Geller, Daniel Lee, Ed Becht, Hoyt Murphy, Jr., Patience Landers, Phil Thompson

Passed

b. Review and Evaluate the Sunrise Theatre Mural Artists Submissions

Redevelopment Specialist Sara Delgado provided an overview of the Sunrise Theatre Mural Project, originally proposed by committee member, Amanda Geller. A public Call for Artists was issued with a working budget of \$50,000. All submissions received came in under the \$50,000 cap.

Committee members were provided with evaluation forms listing the selected artists and scoring criteria. The scoring breakdown is as follows: Artistic Quality & Creativity (40 points); Aesthetics (20 points) and Artistic Qualifications & Experience (40 points).

Redevelopment Specialist Sara Delgado confirmed that all artists were provided with the mural parameters, including:

- Photographs of the Sunrise Theatre and proposed mural wall
- Wall measurements
- Inspirational imagery to guide design submissions

More than 70 artist submissions were received. Only those who submitted a proposed design were considered; artists who declined to provide designs due to design fees were excluded from the final review.

Redevelopment Specialist Sara Delgado briefly presented each of the qualified artist submissions for committee consideration.

After discussion, a motion was made to advance the top three artist proposals for public input through a social media poll and/or a survey on the City's website.

Motion was made by Ed Becht, **and seconded by** Hoyt Murphy, Jr.

AYE: Amanda Geller, Daniel Lee, Ed Becht, Hoyt Murphy, Jr., Patience Landers, Phil Thompson

Passed

c. Review & Evaluate the FPRA Mural Program Property Owner Applications

Redevelopment Specialist Sara Delgado reported that applications for the FPRA Mural Program were opened two weeks ago, with a total approved budget of \$50,000 by the FPRA Board. Three property owner proposals were submitted for mural consideration:

1. Project L.Y.F.T. – 601 Atlantic Avenue
2. 722 Orange Avenue
3. Sailfish Brewing Co. – 130 N. Second Street

Committee members received evaluation forms and were instructed to rate each proposal based on the following criteria (1–10 scale per category): Visual Appearance; Visibility & Accessibility, and Theme & Artistic Significance.

Members were reminded the total available funding is \$50,000. After scores are submitted, selected properties will move to the next phase, which includes:

1. Issuing a Call for Artists for approved sites based on the selected themes.

2. Reviewing submitted artwork.
3. Final recommendation and approval by the FPRA Board.

Following the evaluation and scoring of mural proposals, the top two scoring applications were identified as follows

- 130 North Second Street (Sailfish Brewing Co.): 179 points
- 601 Atlantic Avenue (Project L.Y.F.T.): 167 points

A motion was made to recommend both properties for inclusion in the FPRA Mural Program based on their scores and alignment with program goals.

Motion was made by Patience Landers, **and seconded by** Daniel Lee

AYE: Amanda Geller, Daniel Lee, Ed Becht, Hoyt Murphy, Jr., Patience Landers, Phil Thompson

Passed

7. STAFF AND COMMITTEE MEMBER COMMENTS

8. ADJOURNMENT