



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, OCTOBER 29, 2025, IN FORT PIERCE 2ND FLOOR CONFERENCE ROOM, 100 NORTH US HIGHWAY 1, FORT PIERCE, FLORIDA.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Present: Phil Thompson; Amanda Geller; Donna Benton; Doug Miller; Charlie Hayek

Absent: Hoyt Murphy, Jr.; Ed Becht; Daniel Lee; Patience Landers

Staff Present: Sara Delgado, Project Specialist
Miriam Garcia, Project Specialist
Jessica Williams, Project Specialist

Motion was made by Donna Benton, **and seconded by** Amanda Geller

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Phil Thompson
Passed

4. APPROVAL OF MINUTES

- a. Approval of the Minutes of the September 24, 2025 FPRA Meeting

Motion was made by Donna Benton, **and seconded by** Charlie Hayek

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Phil Thompson
Passed

5. 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.

6. OLD BUSINESS

A brief discussion was held on commercial facade application submissions. Applicants are encouraged not to incur significant costs prior to approval. However, if estimates are available, they may be submitted and attached to both the CRA Advisory and FPRA Board agendas. Staff acknowledged applicant limitations due to historic designation and noted that requests for improvements beyond façade work may not be feasible. Further discussion on refining the application process was deferred to a later agenda item.

7. NEW BUSINESS

a. Review and Evaluate Youth Banner Art Showcase Submissions

Staff presented the Youth Banner Art submissions received from Fort Pierce students in grades K–10 (contest open to K–12). A total of 79 submissions were received:

Program Guidelines Reviewed:

- Artwork must represent one or more approved themes:
 - Fort Pierce Landmarks
 - Arts & Culture
 - Nature & Scenic
- Artwork must be original, family-appropriate, and free of copyrighted material.
- Entries were evaluated on:
 - Alignment with theme
 - Creativity and technique
 - Visual clarity and impact from a distance
- Original Selection Plan:
 - Four banners per grade level
 - Some grade levels had fewer than four submissions; others had none
- Discussion Highlights:
 - Board members emphasized inclusivity and the value of recognizing all student participants.
 - Banner placement planned primarily in the Peacock Arts District, including Delaware Avenue and surrounding streets.
 - Banners to be displayed for approximately 12–18 months, depending on durability.
 - Each banner will include the student's name, and a map will be created showing banner locations.
 - Estimated cost per banner: approximately \$70.
 - Public Works will install banners; some banner arms will require replacement.
 - Total CRA budget for banners (all districts): \$50,000.
- Maintenance Discussion:
 - Board members discussed the condition of existing poles and suggested future consideration of painting or replacing poles as part of a comprehensive district improvement strategy.
 - Staff noted pole painting was not included in the current budget but could be considered in a future fiscal year.

Motion was made by Doug Miller, **and seconded by** Charlie Hayek

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Phil Thompson

Passed

b. Review and Recommendations for the Commercial Façade Grant Program

Staff provided an update on previously reviewed applications:

- **Approved:** Remnant Construction Childcare Center; 515 S. Indian River Drive (approved by FP Board)
- **Conditional Approval:** 1217 Delaware Avenue (pending revised landscaping plan)
- **Denied:**
 - 300 S. 6th Street (parking lot only; insufficient transformation)
 - 616 Atlantic Avenue (basic maintenance; limited public visibility)

The FP Board agreed with Advisory Board recommendations and reiterated that:

- Funding should prioritize transformative projects and blight elimination
- Basic maintenance alone does not meet program intent
- Grants will remain reimbursable

Program Recommendations Discussed

- Parking lot improvements should only be eligible when part of a comprehensive façade project.
- Applicants should provide an overall project concept, even if funding is requested for only a portion.
- Maintain \$25,000 maximum award per property.
- Retain five-year waiting period before reapplying for the same property.
- Consider limiting or prioritizing eligibility to primary corridors to maximize impact.
- Increase emphasis on community impact and public benefit in scoring.
- Add potential bonus points for projects located on major corridors.
- Nonprofit and church eligibility to be reviewed with legal counsel, with consideration given to tax contribution and corridor visibility.

8. STAFF AND COMMITTEE MEMBER COMMENTS

a. October 2025 Programs and Activities Summary

b. Staff Updates:

- Old St. Anastasia Master Plan community survey is open.
- Indian River Drive Corridor Improvement construction to begin in November; ribbon cutting announced.
- November CRA meeting rescheduled from November 26 to November 19.
- December 31 meeting to be held only if necessary.
- Possible shift to third Wednesday meetings beginning January discussed.

9. ADJOURNMENT