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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, **December 17, 2025 at 3:30 p.m.**, 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: Hoyt Murphy, Jr.; Phil Thompson; Amanda Geller; Donna Benton; Doug Miller; Charlie Hayek

Absent: Ed Becht; Daniel Lee; Patience Landers

Staff Present: Sara Delgado, Redevelopment Specialist
Miriam Garcia, Redevelopment Specialist

Attendees: Sara Hedges, City Attorney

Motion was made by Amanda Geller and **seconded by** Doug Miller to excuse the absences.

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Hoyt Murphy, Jr., Phil Thompson

Passed

4. **APPROVAL OF MINUTES**

- a. Approval of the Minutes from the October 29, 2025 meeting

Motion was made by Amanda Geller, **and seconded by** Donna Benton to approve the minutes.

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Hoyt Murphy, Jr., 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

7. NEW BUSINESS

- a. Discussion and Consideration of Moving Regular Meetings to the Third Wednesday of Each Month

• **Meeting Schedule Change**

- **Approval** to move regular meetings to the third Wednesday of each month at 3:30 PM
- **Purpose:** Align with FPRA meeting deadlines and coordinate with the redevelopment meeting held the following week

Motion was made by Donna Benton, **and seconded by** Amanda Geller to approve meeting schedule change.

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Hoyt Murphy, Jr., Phil Thompson

Passed

- b. Presentation of Hutchinson Island Committee Initiative and Recommendation to the Fort Pierce Redevelopment Agency Board

Presentation: Hutchinson Island Committee Initiative

- **Presenter:** Charlie Wilson, Agent for the Hutchinson Island Committee
- **Purpose:** Protect and enhance the public relations identity of Hutchinson Island, identified as a key city asset

Hutchinson Island Identity Challenges

- Google search algorithms increasingly associating Hutchinson Island with Jensen Beach/Martin County
- Competing branding efforts by Jensen Beach claiming island amenities
- Historical overview of Hutchinson Island’s evolution (1920s–present)

Proposed Solution

- Establish a distinct identity: **“Hutchinson Island, Florida 34949”**
- Clarifications:
 - No intent to form a separate town
 - No request for city funding or new taxes
 - Desire for a public–private partnership to operate efficiently

Branding and Tourism Strategy

- **Presenter:** Stacy, PR and Tourism Lead
- **Key Initiatives:**
 - “HI – Welcome to Hutchinson Island” branding concept
 - Signature events (e.g., jazz festival, Jimmy Buffett festival, kite surfing, fishing tournaments, hydrofoil races)
 - Logo-branded merchandise (caps, cups, decals)
 - Expanded social media presence
 - Revitalization of the Hutchinson Island magazine as a local publication

Accomplishments and Phase One Progress

- Trademarking and copyrighting ~40 Hutchinson Island names and artworks
- Official U.S. Post Office designation allowing use of “Hutchinson Island, Florida 34949”
 - Temporary post office with up to 600 boxes on Seaway Drive
- U.S. Census Bureau designation as a Census Designated Place (currently “Hutchinson Island South”)
 - Intent to amend name to “Hutchinson Island”

Phase Two Goals (2024–2028)

- FDOT signage request on I-95:
 - “Fort Pierce Hutchinson Island exit Orange Avenue next”
- Identification of potential island community center locations
- Transportation focus on the Orange Avenue corridor as the primary island gateway

Motion was made by Hoyt Murphy, Jr., **and seconded by** Phil Thompson to approve Charlie Wilson to present the ideas of the Hutchinson Island Committee to the FPRA Board on January 14, 2026.

AYE: Amanda Geller, Charlie Hayek, Donna Benton, Doug Miller, Hoyt Murphy, Jr., Phil Thompson

Passed

8. STAFF AND COMMITTEE MEMBER COMMENTS

- a. December 2025 Programs and Activities Summary

9. ADJOURNMENT