

**ENGLEWOOD COMMUNITY REDEVELOPMENT AREA
ADVISORY BOARD (CRA)
Minutes of December 14, 2006 Meeting**

A regular meeting of the Englewood Community Redevelopment Area Advisory Board was held on Thursday, December 14, 2006, at 1:00 p.m., at Lemon Bay Park, 570 Bay Park Blvd., Englewood, FL.

Members Present

John Radkins, Chairman
Harry Colburn, Vice-Chairman
Mary Ellen Diez
John Mead
John Davison
Norman Caldwell

Staff Present

Christine Davis, CRA Coordinator
Elaine Wickwire, Admin. Assistant II

Call to Order

Chairman Radkins called the meeting to order at 1:00 p.m. There was a quorum present.

Approval of Minutes

John Mead **moved** to approve the minutes of the November 9, 2006 meeting, seconded by Norman Caldwell and carried unanimously.

Open to the Public

Mr. Taylor Meals, representing the Olde Englewood Village Association (OEVA), presented comments regarding the Odato Marketing Group's Request for Proposal, noting that they have not contacted OEVA regarding the marketing site.

Mr. Meals also presented comments in opposition to the Town Center Plan being pulled from the advisory board's agenda. He also requested that the advisory board consider holding the meetings in the evening and requested directional signage to downtown Englewood.

Mr. Tommy Kester, representing the Arts Alliance of Lemon Bay, presented comments in favor of hiring additional County staff to accomplish various projects.

Ms. Elaine Miller-Sanchez, Suncoast Architects, Inc., noted that Odato Marketing Group has not met with merchants on Dearborn Street and requested them to become active with the merchants.

Mr. Gene McCall welcomed the new CRA Advisory Board members and presented comments in support of Mr. Kester's earlier comments.

Ms. Deborah Lee, representing the Arts Alliance of Lemon Bay, inquired about the Residential/Commercial Transition Overlay District update. Ms. Lee requested an update on the design committee which was a liaison to residents and the County.

Discussion of Marketing

Chris Davis presented the history and update on the Odato Marketing (RFP) response. The initial task was to determine how to market Englewood. Meetings were held and community representatives discussed the qualities of Englewood and a report was compiled. The next step is to create a tagline to brand Englewood. This will be presented at the OEVA meeting in January.

Ms. Davis noted that Odato Marketing Group had committed to provide 30-45 minutes to OEVA for a marketing workshop. Web site improvements are also an element of the work they will be doing.

Chairman Radkins requested that OEVA, Odato Marketing Group and the Chamber of Commerce meet to discuss the report generated from the November 7, 2006, marketing meeting. Staff will provide the suggested taglines to the Board members via email.

John Mead presented comments in support of the billboard plan and discussion ensued regarding cost for same (estimated \$600/month rental).

John Davison **moved** to recommend that the CRA provide the funding for the monthly billboard fee. The motion was seconded by Norman Caldwell. Following discussion, Harry Colburn **moved** to amend the motion that it be subject to CRA approval of the design and that the monthly fee be \$550.00 with an annual renewal approval. The original motion and amendment carried unanimously.

Discussion of Storefront Improvement Program

Chris Davis recommended and Ms. Diez **moved** that language be transmitted to the Board of County Commissioners that the intent of the Storefront Improvement Program is that project be submitted prior to the beginning of construction and that if the Architectural Review Committee could review project prior to committing to funding. The motion was seconded by Harry Colburn and carried unanimously.

Discussion of Residential/Commercial Transition Overlay District (RCTOD)/Town Center Plan

Ms. Davis presented an update on the Residential/Commercial Transition Overlay District and amendment of the Town Center Plan. She stated that there have been several setbacks with the project and it is hoped to get back on track soon.

Chairman Radkins referenced a letter dated April 26, 2006, from Mr. Rob Lewis regarding the commitment from County staff to provide support to the CRA on the achieving the goals for redevelopment projects. Discussion ensued regarding the lack of support as intended. He recommended that the advisory board discuss this matter with Mr. Lewis or the BCC.

Staff Reports/Comments

Ms. Davis noted that a public workshop will be held at 6:00 p.m. on Thursday, December 14, 2006 and Monday, December 18, 2006 at the Englewood Elementary School cafeteria. Stantec Consulting Services will conduct the workshops with an emphasis on the community's vision for the update to the CRA Plan.

Elaine Wickwire noted that Dick Howell has resigned from the advisory board. Applications will be accepted for the vacancy until January 5, 2007.

Open to the Public

Mr. John Fellin presented supporting comments regarding the RCTOD/Town Center Plan and opportunity for those to be designated in the active zoning district.

Chairman Radkins read a letter from Mr. Russ Kyper dated December 3, 2006 regarding the crossing of Lemon Bay by boat. The letter was submitted for the record.

Mr. Tommy Kester presented comments regarding electric boats, signage and bicycle racks.

Ms. Karen Maurer, Executive Director, Englewood/Cape Haze Area Chamber of Commerce, presented an update on the pursuit of funding for a new Chamber facility.

Mr. Gene McCall noted that e-mails that he has sent to the BCC have always generated a response.

Mr. Don Platt presented comments regarding the architectural plan for Englewood as it relates to Key West. Discussion ensued regarding architectural design standards. He also presented comments related to traffic issues on Dearborn Street, River Road and Pine Street.

Mr. Pete Wallis, representing Olde Englewood Village Homeowner's Association (OEVHA), inquired about the boat crossing as it relates to a pier at Middle Beach. Ms. Davis reported that the dock has gotten partial approval. Permitting may take up to two years and there is not a start date determined at this time.

Mr. Wallis also addressed the previous overlay workshops and asked if the registration was sufficient to be included in the overlay project. Ms. Davis reported that this registration process should be sufficient but that if property ownership has changed, revisions would need to be made.

Discussion ensued regarding the language of the Town Center Plan Amendment as it relates to the development of the Main Street Overlay District.

Ms. Elaine Miller-Sanchez offered her assistance with facilitating and expediting the Architectural Design Guidelines.

Advisory Board Comments

John Davison stressed the importance of determining the arts overlay district boundaries. The boundaries and criteria were discussed.

Brief discussion ensued regarding the vitality that a pier would bring to Englewood.

John Mead expressed appreciation to Ms. Maurer for the continued support from the Chamber of Commerce.

Mary Ellen Diez submitted and outlined "Bike Rack Quotes." Based upon an email recommendation by Mr. Tom McGucken, Sarasota County Procurement Office, Ms. Diez **moved** to recommend Taylor Supply Co. for the purchase/installation of bicycle racks in the amount of \$1,430.00 plus installation. The five sites were listed and discussed. The motion was seconded by Harry Coburn and carried unanimously.

Norman Caldwell commented on the Architectural Design Guidelines, noting that they should include the entire CRA boundaries, not just the Town Center.

Harry Coburn presented comments in favor of the pier as well as concerns over the success of a ferry service.

Chairman Radkins stressed the need for communication with County Commissioners.

Adjournment

Hearing no further business, Chairman Radkins adjourned the meeting at 3:00 p.m.