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COUNCIL MEMBERS
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Adam Gaffney
Bill Mettrick
Barbara A. Smith
Andrea Young



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BUSINESS ADVISORY BOARD

MINUTES

August 27, 2018

1. CALL TO ORDER

Chair Ramses Rodriguez called the meeting to order at 6:30 p.m.

2. PLEDGE OF ALLEGIANCE

The chair decided to forego the pledge with the lack of flag.

3. ROLL CALL

Present: Board Members Blaine Barton, Jessica Blews, Matthew Brothers, Arvind Maddikonda, Richard Naber, Ramses Rodriguez, Carl Rutgerson, and Ted Williams.

Also present: Council Member Andrea Young, Planning Director Christy Fischer, and City Clerk Cynthia Hanscom.

Board Member Barton moved to excuse Board Member Rande Matteson. Chair Rodriguez seconded the motion, which passed with an 8-0 vote.

4. INTRODUCTION OF NEW MEMBERS

New members Jessica Blews, Carl Rutgerson and Arvind Maddikonda introduced themselves to the Board.

City Clerk Hanscom distributed a memorandum prepared by City Attorney Morris Richardson reminding members that they fell under the Sunshine Law and were restricted from discussing items outside of the meeting that may come before them for vote.

5. ADOPTION OF MINUTES

Board Member Barton moved to approve the minutes from the April 23, 2018, meeting. Vice-Chair Naber seconded the motion, which passed with an 8-0 vote.

6. NEW BUSINESS

Update on Town Center Incentives. Planning Director Fischer presented the proposal in place for Town Center incentives. She reviewed the area proposed for the Town Center, which was along Minton Road. She noted that the zoning would not change in this area because the Town Center was an overlay on the existing zoning that was in place to facilitate business and encourage pedestrian uses. A resolution recently approved by Council included incentives for businesses to develop specific things such as building closer to the street, and providing more sidewalks or pedestrian and bicycle amenities.

Planning Director Fischer explained that an intern working with the Planning Department had been assigned the task of looking at several vacant sites to determine how they could be developed using the Town Center overlay.

Chair Rodriguez asked if the City's objective was to lead the developers. Planning Director Fischer replied that they would try but there were no mandates in place to require a developer to provide additional amenities or architecture to encourage a town center.

Board Members also discussed the amount of traffic on Minton Road. Planning Director Fischer stated that they would not be able to get rid of the cars; Minton Road was a County road and was slated for going to six lanes in 2040.

Members asked several questions about parking and Planning Director Fischer stated that the goal was to provide parking behind the building but to create more pedestrian-oriented amenities to encourage people to park and walk. Board Member Barton noted that Naples was doing this in their downtown area and had built a parking garage to accommodate the vehicles.

Board Members asked about interest from developers. Planning Director Fischer stated that there had been no interest because most developers were looking at Palm Bay Road and U.S. 192. She added that most of the parcels are zoned for retail use.

Board Member Blews noted that many of the guests that stay at the hotel are looking for near-by restaurants during their stay.

Board Member Rutgerson asked if demographics had been done on the age groups that would use the Town Center area. Planning Director Fischer stated that a study had not been done but the West Melbourne community was not a sunset community and developers are not looking for a certain age group.

Board Member Brothers suggested a first floor retail or restaurant use with apartments above may be appealing to some demographics. Planning Director Fischer stated the code would not allow for a mixed-use development.

Board Members asked about several other properties that would be included in the Town Center overlay.

7. PUBLIC COMMENTS

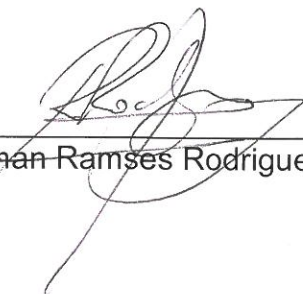
There were no public comments received.

8. ADJOURNMENT

Chair Rodriguez noted that the next meeting of the Business Advisory Board would be Monday, October 22, 2018, at 6:30 p.m.

Vice-Chair Naber moved to adjourn the meeting at 7:39 p.m. Board Member Brothers seconded the motion, which passed unanimously.


Cynthia S. Hanscom, City Clerk


Chairman Ramses Rodriguez