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Hal J. Rose

DEPUTY MAYOR
Barbara A. Smith

COUNCIL MEMBERS
Pat Bentley
Stephany Eley
Bill Mettrick
John "Coach" Tice
Andrea Young

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BUSINESS ADVISORY BOARD

MINUTES

Monday, August 22, 2016

1. CALL TO ORDER

Chairman Rich Naber called the meeting to order at 6:32 p.m.

2. PLEDGE OF ALLEGIANCE

The flag was not available so the Pledge was not said.

3. ROLL CALL

Present: Chairman Rich Naber, Vice Chairman Adam Gaffney, Members Blaine Barton, Ramses Rodriguez and Ted Williams.

Absent were Bianca Bushey, Coy Clark, Alan Jotkoff and Bernard Letzinger.

City Clerk Sue Frank informed the members that Member Alan Jotkoff had submitted his resignation.

Motion made by Member Barton to accept Alan Jotkoff's resignation, seconded by Vice Chairman Gaffney – motion carried 5-0.

4. ADOPTION OF MINUTES

Motion made by Vice Chairman Gaffney to approve the minutes from the April 25, 2016 meeting as presented, seconded by Member Barton – motion carried 5-0.

5. PRESENTATION

Minton Road Corridor Study Update

Planning and Economic Development Director Christy Fischer presented the members with an update on the Minton Road Corridor Study that was performed by the American Planning Association. The study found the City of West Melbourne was family oriented and the partnership with the Field of Dreams was unique with the Field of Dreams being the only one in the state. The master plan for the City should include a twenty year vision

of the future. There should be an activity center that includes a gathering location that would be centrally located. The traffic on Minton Road had not met capacity. There were peak hours, but the traffic flow was not consistent. Minton Road was a county road and the City was able to offer input, however, the final decision regarding Minton Road would be the County's. Parallel roads could reduce up to 10% of the traffic flow off Minton Road. Projects to enhance pedestrian traffic and reducing the speed along Minton Road could help with a town center feel. The recommended location of a town center would be from Henry Avenue to just before the I-95 overpass on Minton Road. The Field of Dreams would be a primary destination and there should be trail features and increased recreation opportunities. Creating a town center would be a long-term process and should include a secure environment, a pocket of compact buildings, enhanced crosswalks and refuge islands in the medians. Several locations for a possible town center were discussed.

Motion made by Vice Chairman Gaffney to recommend the City secure an option for land located at the southwest corner of Minton Road and Flanagan Avenue to be used for the future development of a town center, seconded by Chairman Naber –

Member discussion included offering to extend the agriculture exemption for a specific time frame and to ask for the first right of refusal for the property.

- Motion carried 5-0.

Additional discussion included creating a steering committee to discuss the design for a town center, creating multi-use paths and improvements to sidewalks.

6. OLD BUSINESS

Discussion on 2016 projects

The two projects members would like to work on are 1) decreasing the number of illegal businesses that are operating in the City and 2) improve business relationships with the different City departments.

The Building Department had been very welcoming to people when they walk into the building. The Customer Service Department did not appear to be as welcoming. The members understand when people come in to turn on utilities or get a business license, the Customer Service Representatives are usually busy, but would suggest that eye contact be made and to let people know that someone would be with them shortly. This would make people feel like they have been seen and acknowledged.

The members would like to receive a monthly listing of any new business tax receipts that have been issued. They would use this listing to make contact with the new businesses to welcome them to the city and could also be used to solicit new volunteers to serve on this board. The goal would be to bridge the gap between businesses and government.

Another goal would be to expand this board into a Chamber. It was suggested the members join the West Melbourne Business Association and possibly work together.

7. NEW BUSINESS

There was no new business to discuss.

8. STAFF COMMENTS

There were no staff comments.

9. PUBLIC COMMENTS

There were no public comments.

10. ADJOURNMENT

The next meeting of the Business Advisory Board is scheduled for Monday, October 24, 2016, at 6:30 p.m.

There being no more business the meeting was adjourned at 8:37 p.m.

Chairman Rich Naber

City Clerk Sue Frank