

MAYOR
Hal J. Rose

DEPUTY MAYOR
Andrea Young

COUNCIL MEMBERS
Daniel Batcheldor
Pat Bentley
John Dittmore
Daniel McDow
Stephen Phrampus



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BUSINESS ADVISORY BOARD

MINUTES

February 28, 2022

Call to Order. Chair Rusty Melle called the meeting to order at 6:37 p.m.

Roll Call. Chair Rusty Melle, Vice Chair Brian DeGonzague, and Board Members Cody Naber, Matthew Brothers, and Rande Matteson.

Also in attendance: Assistant City Manager Tim Rhode, Council Member Daniel McDow, City Clerk Cynthia Hanscom and other members of the public.

Chair Melle moved to excuse Board Member Ramses Rodriquez. Board Member Brothers seconded the motion, which passed with a 5-0 vote.

Adoption of Minutes. *Chair Melle moved to adopt the minutes of April 26, 2021. Vice Chair DeGonzague seconded the motion, which passed unanimously.*

Presentation from Waste Management. The Board received a presentation from Waste Management, Inc. of Florida, on the new commercial customer account enhanced communications system. Public Affairs Manager Dina Reider-Hicks presented the new platform called "MyWM." The site catered to commercial customers. As a franchise for West Melbourne, this community and one other community in California was chosen to pilot the program. Ms. Reider-Hicks provided a summary of the site and how it could benefit the customer.

Board Member Matteson asked if the site would allow the user to see the status of work orders for dumpster repairs. Ms. Reider-Hicks stated that was not yet available.

Board Members discussed issues with collection and that trash left by others has triggered an overcharge. Ms. Reider-Hicks stated that there were lock bars available if it is a problem. Also, the installation of a camera can be effective.

Chair Melle asked if accounts could be linked. Ms. Reider-Hicks indicated that all the accounts would need to be within West Melbourne.

Chair Melle asked if the system would be expanded for residential customers. Ms. Reider-Hicks replied that Waste Management hoped to expand to other cities as well as for residential customers.

Council Member McDow asked how the customers would be informed about the website. Ms. Reider-Hicks stated West Melbourne customers will be informed through their bill. A QR code will be provided so that they can simply scan the code to reach the website. She stated that they would also be doing an email campaign.

Vice Chair DeGonzague asked the feedback that had been provided. Ms. Reider-Hicks explained there was a soft roll-out in November and customers appeared to like the ability to manage the service themselves. She stated that any feedback from customers would be welcome.

Update on City Projects. Assistant City Manager Rhode updated members on City projects occurring in the next 12 months. He stated that there were 20 projects for a total of \$18 million. However, most of the projects were not being funded by taxpayer money but with American Rescue Plan Act, Community Development Block Grant, and Save our Indian River Lagoon grants. He highlighted projects such as the water plant, the M-1 Canal Water Main Extension, and the signalization of the Hollywood Boulevard-Imagine Way intersection.

The Board discussed the future County project to widen Hollywood Boulevard and the extension of Norfolk Parkway to the St. Johns Heritage Parkway.

The Board also asked about the future connection at Doherty Drive on Henry Avenue to Heritage Park Boulevard. Assistant City Manager Rhode indicated the project had been delayed with stormwater issues but had been designed and was ready to go to bid.

Assistant City Manager Rhode also reviewed other future transportation projects in 2022, such as the Ellis Road widening and the engineering design for the Hollywood Boulevard widening. He noted that both of these projects were not currently funded.

Board Member Matteson asked about projected growth. Assistant City Manager Rhode indicated the population was about 30,000 and the projected build-out for the City would be at 40,000. He noted that there would be a point where there was no more land available. He stated that the City has been very aggressive about applying and receiving grants so that capital improvement tax dollars could be used for basic improvements such as road infrastructure and pipe sealing.

Board Member Matteson also asked about concerns with traffic given the geographic restrictions. Assistant City Manager Rhode replied that they try to provide options when developing a subdivision so that there is more than one connection. This was why it was important to finish some of the major road projects.

Chair Melle asked about a northbound right turn lane at the Minton-Henry intersection. Assistant City Manager Rhode indicated that this was part of the Minton Road study. No funds had been budgeted for the improvements by the Space Coast Transportation Planning Organization (TPO).

Chair Melle also asked about sidewalks on Sheridan Road. Assistant City Manager Rhode indicated that he had heard of expanding sidewalks on John Rodes Boulevard by the County in the next five years, but there were no plans for sidewalks on Sheridan.

New Business. Chair Melle suggested that the canals in the City could be used for pathways to connect areas or parks in the City. Council Member McDow stated that the Parks and Recreation Advisory Board would be considering this concept. Chair Melle asked that the Business Advisory Board be informed of future pathways. He stated that he predicted that more commuters would be using e-bikes in the future. Assistant City Manager Rhode indicated there were three agencies involved with the canals which would require a great deal of coordination.

Vice Chair DeGonzague asked if the signalization of the Hollywood-Imagine intersection would include crosswalks. Assistant City Manager Rhode replied that they would be part of the proposed improvements. He noted that because of the delay in getting the necessary materials, he expected the project to be delayed until the end of the year.

Board Member Nabor stated that the City was growing quickly and asked if there were plans to expand U.S. 192. Assistant City Manager Rhode stated that there were plans to resurface the roadway with added queuing areas. However, there were no plans for expansion.

Public Comment. Rob Brothers, representing the West Melbourne Business Association, stated that the organization had been in hibernation for a couple of years but were now active and looking for ways to help West Melbourne businesses. He invited Board Members to attend their March 9 meeting at 5:30 p.m. He also asked them to consider becoming members.

Adjournment. There being no further business the meeting adjourned at 7:45 p.m.

The next meeting of the Business Advisory Board is scheduled for Monday, April 25, 2022, at 6:30 p.m.