



MERRITT ISLAND REDEVELOPMENT AGENCY BEAUTIFICATION COMMITTEE

July 20, 2006

MEMBERS PRESENT

Marcus Herman, Chair
Dick Van Epp
Alice Bubeck
Ozella Bowles
Fran Quattrocchi
Susan Hall
Betsy Keenan

MEMBERS ABSENT

None

AGENCY STAFF

Greg Lugar, MIRA Executive Director
Lisa Nicholas, MIRA Special Projects Coordinator

GUESTS

Marc Brenner
David Brenner
Rebecca Adamus

NEXT MEETING

The Next regular meeting of the MIRA Beautification Committee is scheduled for August 17, 2006, 3:00 p.m., at the Merritt Island Government Center, 2575 North Courtenay Parkway - Room 205, Merritt Island.

CALL TO ORDER

Mr. Herman called the meeting to order at 3:00 p.m.

Mr. Herman informed the Committee that Sandee Natowich had resigned her post on the Beautification Committee, as well as her position on the MIRA Board. Mr. Herman suggested that the Committee should acknowledge Ms. Natowich's dedication to the Beautification Committee and the MIRA Board in some way and noted that perhaps the Committee could recognize Ms. Natowich at a future Beautification Committee meeting.

Mr. Herman introduced Lisa Nicholas, who was recently hired to fill the position of Special Projects Coordinator for MIRA.

Mr. Lugar indicated that Assistant County Attorney Morris Richardson had extensively researched the issue of utilizing funds within the current redevelopment district for commercial façade projects in the newly expanded portion of the redevelopment district. It is Mr. Richardson's legal opinion that this is an acceptable use of funds.

APPROVAL OF MINUTES

Committee members reviewed the minutes of the June 15, 2006, meeting.

MOTION MADE BY MS. BOWLES, SECONDED BY MS. BUBECK, APPROVING THE MINUTES OF THE JUNE 15, 2006, MIRA BEAUTIFICATION COMMITTEE MEETING. MOTION PASSED UNANIMOUSLY.

ITEMS FOR DISCUSSION

I. Consideration: Commercial Façade Improvement Program Grant - Dollar Tree Center, 755 North Courtenay Parkway (Marc Brenner)

Mr. Herman acknowledged Marc Brenner and David Brenner from Edwards Macy Brenner's East, Inc., for the purpose of making a presentation. Marc Brenner informed the Committee that he had applied for a Commercial Façade Improvement Program grant in order to repaint the Dollar Tree Center, which is located at 755 North Courtenay Parkway (where the former Publix used to be). Mr. Brenner explained that, currently, the shopping center looks run down and is in need of some refurbishing. Right now, the complex is painted in varying shades of blue and gray, and it is rather drab.

Mr. Brenner referred to a computer-generated photograph in which the new color scheme was illustrated. Mr. Brenner noted that the architecture of the facility was excellent and that repainting the structure would motivate shoppers to come there and that they would probably feel safer because the area would be much brighter. In addition, repainting the shopping center may encourage other businesses in the vicinity to follow suit. Mr. Brenner explained that the paint being used would be Richard's Paints, which is manufactured right in Brevard County.

Mr. Herman indicated that the low-bid for the project came in at just over \$37,000 and inquired as to what portions of the structure would be painted. Mr. Brenner responded that the price would include repainting the east side of the facility (facing Courtenay Parkway), the metal roof, the walkway and the support bricks. The west (back) side of the plaza was not included. Ms. Hall inquired as to why there was such a disparity in the amount of the quotes, and Mr. Brenner replied that he was not sure.

Ms. Bowles noted that the area around the plaza looks rather bare, and Mr. Brenner indicated that the next large project would include landscaping and updating the irrigation system. For now, the painting would make an impact and really make the structure "pop".

Mr. Lugar indicated that, if this item were to go before the MIRA Board for approval, Board members may raise the issue of vehicles being used to advertise various businesses using banners and signs. David Brenner noted that only one tenant has permission to do that but that sometimes other tenants take it upon themselves to engage in that practice. Regardless, the practice could be stopped altogether if deemed necessary.

Ms. Bubeck asked if there were a sign in front of the plaza that listed the different tenants, and Marc Brenner responded that there was and that it would be painted as well.

Mr. Herman noted that the grant criteria being satisfied were both beautification and elimination of blight. Mr. Herman also stated that the most grant money the Brennens

could receive for this project was \$10,000. If the Brenners desired to do additional work, they could apply for another grant but would have to wait two years.

Marc Brenner presented paint chips to the Committee for their review.

Mr. Herman called for a motion to recommend to the MIRA Board that the Board approve Edwards Macy Brenner's East, Inc.'s, Commercial Façade Improvement Program grant application for the amount of \$10,000 for improvements to the Dollar Tree Plaza.

MOTION MADE BY ALICE BUBECK, SECONDED BY FRAN QUATTROCCHI, TO RECOMMEND TO THE MIRA BOARD THAT THE BOARD APPROVE EDWARDS MACY BRENNER'S EAST, INC.'S, COMMERCIAL FAÇADE IMPROVEMENT PROGRAM GRANT APPLICATION FOR THE AMOUNT OF \$10,000 FOR IMPROVEMENTS TO THE DOLLAR TREE PLAZA. MOTION PASSED UNANIMOUSLY.

II. Nomination for Beautification Award: Affordablebraces.com P.A., 455 Magnolia Avenue (Dr. Paul Ouellette)

The Committee discussed presenting Dr. Ouellette with a Beautification Award and a Commercial Façade Improvement Award for his property at 455 Magnolia Avenue.

MOTION MADE BY MS. BOWLES, SECONDED BY MS. HALL, FOR NOMINATION OF DR. PAUL OUELETTE'S PROPERTY AT 455 MAGNOLIA AVENUE FOR A BEAUTIFICATION AWARD AND COMMERCIAL FAÇADE IMPROVEMENT AWARD. MOTION PASSED UNANIMOUSLY.

III. Commercial Façade Improvement Program - Status Report

Completed Grant Projects

- a. Piece of Paradise, 224 Parnell Street (Christine Black)
Mr. Lugar indicated that the work was complete at Piece of Paradise and that paperwork was being finalized and would be sent to the County Finance Department so that Piece of Paradise could receive its money.
- b. 60 McLeod LLC, 60 McLeod Street (Linda Brandt / Bill Ronat)
Mr. Lugar reported that the property at 60 McLeod Street was substantially complete and that the paperwork was being finalized and would be sent to the County Finance Department so that 60 McLeod LLC could receive its money. Nearly \$400,000 had been spent to renovate the property, and the applicants had received grant moneys in the amount of \$20,000.

Outstanding Grant Projects

- a. Village Flooring, 127 Tangerine Avenue (Ed and Noreen Jaynes)
Mr. Lugar noted that things were moving along well and that, according to Noreen Jaynes, the project should be completed in the near future.
- b. United Solar, 41 Rose Street (Brooks Cadorin)
A message had been left for Mr. Cadorin prior to the Beautification Committee meeting. Ms. Hall indicated that she had spoken with Mr. Cadorin previously and had provided him with some suggestions on how to hide wires. Ms. Hall stated that she suggested wax myrtles, oleanders, and sea grapes.

Grants Not Submitted

- a. Buyers Advantage, 250 North Tropical Trail (Kevin Schleith)
Mr. Lugar informed the Committee that, although Mr. Schleith is interested in the grant program, he is not ready to submit a grant right now.
- b. Landmark Plaza, 400 East Merritt Avenue (Sean Crouch)
A message had been left for Mr. Crouch prior to the Beautification Committee meeting.

Mr. Lugar noted that staff would be increasing its efforts to market and to advertise the Commercial Façade Improvement Program and that this practice would be especially important with the recent expansion of the district. It was also mentioned that staff might be able to conduct workshops for business owners, perhaps in conjunction with Beautification Committee meetings, in order to provide education to business owners on the benefits of the program.

MOTION MADE BY MS. QUATTROCCHI, SECONDED BY MS. BUBECK, THAT STAFF WOULD DISTRIBUTE FLYERS AND/OR OTHER EDUCATIONAL MATERIALS TO AREA BUSINESSES FOR THE PURPOSE OF ADVERTISING THE COMMERCIAL FAÇADE IMPROVEMENT PROGRAM. MOTION PASSED UNANIMOUSLY.

IV. Staff Report

At the last meeting, Mr. Lugar informed the Committee that he would check with pertinent entities on the possibility of adding landscaping to small portions of property located on SR 520 in the vicinity of Mr. Enlow's business. Mr. Lugar reported that he had spoken with Jack West of FDOT, and Mr. West had informed Mr. Lugar that there was already a JPA in place. Mr. Lugar then spoke with Loren Rapport, County Landscape Manger, and Mr. Rapport informed Mr. Lugar that the County is indeed responsible for maintaining those sections of property on SR 520. Mr. Lugar stated that Mr. Rapport could not be present at the meeting but would be able to attend the August 17 meeting. Mr. Herman noted that a large part of the problem is difficulty installing irrigation for these parcels. If there is no irrigation, then no plants of any kind can be placed there. Mr. Herman added that a discussion with Mr. Rapport would be necessary in order to determine what, if anything, could be done in this area.

Mr. Lugar indicated that it was his feeling that Mr. Rapport would not necessarily say "no" to certain groundcovers, but something would have to be used that is low maintenance. Mr. Herman stated that money for landscaping could not be given to those businesses that do not have an irrigation system in place, and Mr. Lugar noted that being able to add landscaping to the grant criteria would benefit the entire corridor and that perhaps irrigation should be included. Mr. Herman stated that it would be beneficial to have Mr. Rapport attend the August meeting and get his perspective.

Mr. Lugar reported that Commissioner Pritchard is interested in replacing the Washingtonia palms in the vicinity of Waterway Park, as he is concerned that the fronds will fall off and pose a safety hazard. Ms. Hall noted that the majority of those trees are mature and that anything else that is planted will not have an impact for several years.

Mr. Lugar broached the matter of the light pole at Mr. Enlow's plaza, which one of Mr. Enlow's tenants had painted in very bright, bold colors. It had been at least two months since Mr. Enlow heard from anyone at FP&L regarding the painted pole, and he did not know the name of the person who called him from FP&L. However, the FP&L representative told Mr. Enlow that FP&L has no guidelines in place for how to handle a pole that someone has arbitrarily painted, but, if it had been "damaged", FP&L could do something. Ms. Bowles suggested having someone contact Keep Brevard Beautiful in order to see if that organization could be of assistance in repainting the pole. It was then suggested that perhaps prisoners could be utilized to repaint the pole and that Mr. Rapport could be asked about that also, as he schedules the prisoners.

Mr. Lugar indicated that the SR 3 Transportation Project had to be re-bid by FDOT, as all bids came in too high. Mr. Rapport is going to check the salinity of the water on McLeod Street and attempt to place a well in the median on SR 3.

Mr. Lugar circulated a photograph of tree limbs that had been chopped under the power lines on Mr. Ralph Perrone's property on North Tropical Trail. The work was obviously not performed correctly, and it was perhaps a new subcontractor doing the work. The issue would be discussed at the next MIRA Board meeting.

V. Other Business

Ms. Quattrocchi stated that she had heard about a workshop that had recently been conducted, which included participation by members of the MIRA Board. Mr. Lugar stated that the workshop had been requested by Commissioner Pritchard and that the Beautification Committee would be sent minutes from the workshop upon their completion. Mr. Lugar further noted that the workshop had been properly advertised and that its purpose was for discussion. The Commissioner, Internal Auditor and various MIRA Board members attended.

Ms. Quattrocchi mentioned presenting Linda Brandt and Bill Ronat of 60 McLeod LLC with a Beautification Award and a Commercial Façade Improvement Award for their property at 60 McLeod Street.

MOTION MADE BY MS. QUATTROCCHI, SECONDED BY MS. HALL, FOR NOMINATION OF LINDA BRANDT AND BILL RONAT'S PROPERTY AT 60 MCLEOD STREET FOR A BEAUTIFICATION AWARD AND COMMERCIAL FAÇADE IMPROVEMENT AWARD. MOTION PASSED UNANIMOUSLY.

VI. Public Comments

None.

ADJOURN

Mr. Herman adjourned the meeting of the Beautification Committee at 4:13 p.m.