

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, December 3, 2020 – 9:00 AM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member
Gary Daniel, Vice Chair, Council Member
Jim Fatland, City Manager
Paul Ray, Planning Director
Nicole Bentley, Heart of Brevard (via Zoom)
Melanie Spreen, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member

Members Absent: Dee Dee Perkins, Citizen Member

Staff Present: Denise Hodsdon, Executive Assistant

Guests: Mark Burrows, Blue Zones Project

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 9:07 AM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Mr. Daniel, seconded by Ms. Spreen to approve the agenda as presented. The motion carried unanimously.

D. Approval of Minutes of November 19, 2020 Meeting

Motion by Ms. Threlkel, seconded by Mr. Daniel to approve the minutes of the November 19, 2020 meeting as presented. The motion carried unanimously.

E. Preliminary Wayfinding Discussion

Ms. Threlkel has mapped out a general plan but said she needs to partner with the

Planning Department to get a more detailed plan. The first thing we need to do is identify what we need and define what it cost for different sizes, then we bring back the details and figure out what that budget is. Mr. Fatland said if you could get a plan and budget together, we could submit an application for a grant from the Tourism Board, but if we see an immediate need for any signs to go up now, we should identify those and make it happen. Ms. Copelof asked if we could start making a list of signs that we need now, like the Depot, Dog Park, and Silversteen Playground. She stressed that we do want to get it into to Tourism because they have money this year. Ms. Threlkel suggested breaking it into two phases and add those things that are closer to finished in the first phase. Ms. Copelof said we ought to have a target to get something into Tourism by the beginning of February for anything we think we would need in the near future.

Ms. Copelof reported that Ms. Perkins has talked with Clark Lovelace about submitting some of our other projects for tourism funding. Mr. Lovelace suggested that the one we should get in as soon as possible and ask for full funding for is our planter project. He said they were looking to fund projects that would actually get implemented in the spring so our planter project would be a perfect candidate. She said Mr. Lovelace also mentioned submitting our Jordan Street fish crosswalk mural project for funding. Ms. Bentley will follow up with Mr. Lovelace about that request coming from the Heart of Brevard.

F. Review Draft Public Art and Mural Policy

Ms. Bentley reported that she and Ms. Perkins have an updated draft but were unable to get it to the committee in advance. She said they have incorporated most of Planning's suggestions, some things from Ms. Spreen, and an additional section that would help folks who are interested in doing murals by pointing them in the direction of some funding or grant opportunities. They are still working on the application and what that process will look like. She will send out what they have now in the next day or so for comments before the next meeting.

Ms. Copelof informed the committee that there was a Blue Zone Built Environment meeting yesterday and one of the things Mark Burrows mentioned was that a lot of the restaurants are asking him about bike racks. She said Frank Porter brought up the fact that Rockville had made their bike racks like pieces of art and she thought that sounded like an interesting and fun concept that would fit in with our trying to promote more public art. If Blue Zone was going to be doing this and funding it, we could incorporate this in some of our public art for downtown. Mr. Ray asked if something like a bike rack that is created by an artist would require the permitting process that goes to City Council? He said one of the questions he has about the Mural/Public Arts Policy is that it started out as a way of regulating murals on buildings and it has morphed into all of public art, which is not tightly defined and it is hard to quantify what should go to City Council. Ms. Threlkel said it needs to be broken down because this policy should hold the policy for the sculpture as a separate thing, as they have their own set of rules. It would be its own separate section and has to adhere to the general rules, but just have

the specifics of sculpture be its own chapter. Ms. Spreen said that several years ago the Heart of Brevard's Arts Committee thought about the idea of having more artistic bike racks and we abandoned it because we came to the conclusion that if it would become too eclectic if they are all different. She said it would be important as we work on the master plan to integrate that into the conversation and it should be done together as it is difficult with the limited space we have.

G. Request re Downtown Valet Parking Service

Ms. Bentley reported that while she has not talked with the person who has made this request, she has talked with HOB Board members and some business owners and there was consensus that this is not something we would want to pursue at this time.

H. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, December 17, 2020 at 4:00 PM in the Council Chambers at City Hall.

I. Adjourn

There being no further business, the meeting was adjourned at 9:47 AM.

X

Maureen Copelof
Chair, Council Member

Minutes Approved – _____

X

Denise Hodsdon
Executive Assistant