

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, December 17, 2020 – 4:00 PM

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
Melanie Spreen, Heart of Brevard Representative
Dee Dee Perkins, Citizen Member
Susan Threlkel, Council Appointed At-Large Member (via Zoom)

Members Absent: Nicole Bentley, Heart of Brevard

Staff Present: Leigh Huffman, Planner
Denise Hodsdon, Executive Assistant

Guests: Billy Parrish, President, Heart of Brevard

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 4:02 PM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Ms. Spreen asked to add an item regarding an update on the Jordan Street dumpster project and Ms. Copelof asked to add an item regarding prioritizing a list of maintenance requirements for downtown. Motion by Ms. Perkins, seconded by Mr. Ray to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes of December 3, 2020 Meeting

Motion by Ms. Spreen, seconded by Mr. Daniel to approve the minutes of the December 3, 2020 meeting as presented. The motion carried unanimously.

E. Review Draft Public Art and Mural Policy

Ms. Copelof noted that the City Council 2003 resolution that created the Public Art Policy is still in affect although it is out of date and we no longer have a Community Appearance Commission. She feels that we are getting close to where we need to be with the draft policy, but we are trying to do two different things. She said we have done well with creating a policy for murals, but we also started incorporating all other types of public art, which is already in the 2003 policy. She feels that they need to be combined so that we have one public art policy that covers murals, statues and all types of public art. She volunteered to draft a version that combines the 2003 policy into our draft policy to encompass all public art. She will then give that to Planning to review and edit before bringing it back to this committee for final review, with the ultimate goal of sending it to the Planning Board in January.

F. Christmas Decorations

Ms. Copelof reminded everyone that we had talked about Christmas decorations at the beginning of the year but we were interrupted by Covid and have had so many other priorities. Although we put \$5,000 toward the emergency purchase of new Christmas lights, we never really addressed the bigger question of a plan for overall Christmas decorations for downtown. She thought it was time to revitalize this effort and asked for volunteers to form a Christmas decoration task force. Mr. Fatland, Ms. Bentley and Ms. Perkins volunteered and Mr. Fatland suggested that Ann Hollingsworth would be an excellent addition if she would agree. Mr. Fatland suggested that the task force get together and come up with a budget to bring back to this committee.

G. Jordan Street Dumpsters

Mr. Fatland said that when the committee started talking about in-ground dumpsters, staff obtained cost estimates to purchase and service the dumpsters. After analyzing the impact, he felt it should not be an expense of this committee so it will be part of our general fund sanitation/recycling program. He said we don't have money in the budget this year to pull it off. He shared this item with the Finance Committee last week and he is recommending that we form a sanitation enterprise fund for next year's budget so we get the true amount of what it cost to pick up trash and recycle. The Public Works Committee will be meeting after the first of the year and will be discussing the impact of this cost as well. Mr. Fatland has met with the Public Works Department and our trucks can't pick up in-ground dumpsters so we would have to contract out with Republic. He added that it would strictly be paying the bills and running the cost through the sanitation fund so more than likely there would be a rate increase next year, but we have not raised sanitation rates in the ten years I have been here. It will be a high priority for the Public Works Department to look at it and bring it to Council for a budget appropriation for next year. He is recommending that we finance the equipment cost over a 5-year loan rather than have a huge hit for the general fund.

Ms. Spreen noted that that puts it at summer at the earliest. Mr. Fatland said if Council approves the budget in June, since we already have the cost numbers together, we could hit the ground running on July 1st to make it happen. Mr. Fatland said he knows that it is a priority for Jordan Street and asked Ms. Perkins if she saw any problem from the merchants on Jordan Street and around the corner in taking their trash to the Jordan Street parking lot. Ms. Perkins said she could only speak for herself and it would be worth having conversations with the other merchants, but she can't imagine it would be an issue. She pointed out that Jordan Street Café and Square Root already have a dumpster over there and the retail merchants would have much smaller amounts of trash. She doesn't think they are going to mind walking across the street and putting it in an area that is meant for garbage when they know it is going to make the street more aesthetically pleasing.

Mr. Fatland asked what if we were to put regular dumpsters in now as a temporary solution and get people used to using it? He anticipates that is one of the questions that may surface from the Public Works Committee...are these merchants going to follow through and carry their stuff over there? There was considerable discussion about various options for a temporary solution, ranging from the City taking over the private dumpster that Jordan Street Café and Square Root are using now, to having all the merchants take their blue bins and put them in one designated place in the parking lot. Mr. Ray pointed out if the City were to have a dumpster where the private dumpster is now, it would get everyone used to throwing their trash into that dumpster and we would get an idea of the volume and how often it needs to be emptied. Mr. Fatland added that the cost analysis included two pickups per week by Republic and if it turns out that we need more than that, he would rather know that information sooner than later. It was decided that Mr. Fatland will meet with Public Works' Sanitation Department for their input and the committee will resume discussion at the second meeting in January.

H. Maintenance Priority List

Ms. Copelof noted that we had talked about the Heart of Brevard and the City going out and doing a walk-around downtown and she thinks this would be a good time to do that. She said this week Ms. Perkins sent her a picture of how she pressure washed the sidewalk in front of her places which begs the question of the fact that the rest of the sidewalks need to be pressure washed, which we've talked about. In an effort to aid Public Works in their planning and scheduling their manpower, she feels it would be helpful for this committee to give Public Works a prioritized list of maintenance items. She likes the idea we had talked about where we go out as a team and take a look at the things that need to be done and prioritize these things. Some things like the pressure washing would be on a regular schedule and we then determine the regular schedule for that. Other things are maybe one-time repairs or things that we just think need to be done, such as completion of bricking over the tree wells.

Mr. Parrish said the Heart of Brevard was actually going to bring that to this committee but he was nervous about asking people to take this on during the holiday season and

with our numbers going up and all that. He said they suggest that we divide it up into three chunks and have three teams get out there and do an evaluation together. Our thought was to have HOB folk and a City Planning person per team, and perhaps a City Council person, and each group presents their findings in the area they evaluate. We would have criteria set up for evaluation and encourage people to take photos, and then do a combined report that we have all done together that then comes to the Downtown Master Plan Committee. He said it may be complicated the first time, but in the future it might be as simple as getting together a couple times a year walking downtown together. Mr. Parrish will present a plan at the January 7th meeting.

There was considerable discussion regarding pressure washing the sidewalks and the possibility of hiring a contractor to do a thorough pressure washing at least once a year and Public Works doing maintenance washing at other times throughout the year. During discussion, Mr. Daniel said the spring and fall schedule for pressure washing is great, but we are behind schedule and it needs to be pressure washed now. There was consensus to get pricing for hiring a contractor to do pressure washing in January or February.

I. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, January 7, 2021 at 9:00 AM in the Council Chambers at City Hall.

J. Adjourn

There being no further business, the meeting was adjourned at 5:35 PM.

X Maureen Copelof
Maureen Copelof
Chair, Council Member

Minutes Approved - January 7, 2021

X Denise Hodsdon
Denise Hodsdon
Executive Assistant