

City of Melbourne, Florida
Agenda
Melbourne Downtown Redevelopment Advisory Committee

City Hall Council Chamber
900 E. Strawbridge Avenue
Melbourne, FL 32901

August 7, 2026 • 8:00 AM

1. A meeting of the Melbourne Downtown Redevelopment Committee was held in the Council Chamber at 900 East Strawbridge Avenue and was called to order at 8:00 a.m. by Chairman Lisa Herendeen.
2. All present said the Pledge of Allegiance.
3. The following members were:

Present: Lisa Herendeen, Chair
Bert Luer, Vice Chair
JoAnn Davis, Member
Marva Murray, Member
Brett Miller, Alternate Member

Absent: Gerry Smith, Member (excused)
Chris Adams, Member (excused)
John Lucas, Member
Stefan Hartmann, Alternate Member

Also Present: Cindy Dittmer, Community Development Director
Robert McKinzie, Economic Development Manager
Carmin Domingue, Redevelopment Planner
Council Member Marcus Smith
Mary Wolak, Recording Secretary

Discussion occurred regarding the process by which an alternate Committee member may be appointed by City Council to serve as a regular member.

Mr. McKinzie reviewed Robert's Rules of Order and reminded the Committee of the proper procedure for making motions, including obtaining recognition from the Chair, clearly stating the motion, allowing for a second, discussion, and a vote called for by the Chair. He also noted that Committee members should speak only after being recognized by the Chair and that clarification should be addressed prior to a vote, if necessary, as the decision becomes official once the vote is taken and the Chair announces the result.

4. **Approval of Minutes – July 1, 2026**
Moved by Davis/Murray to approve the July 1, 2026 meeting minutes, as presented.
Motion carried unanimously.

5. Melbourne Main Street Update

Amil Cordova, Executive Director, Melbourne Main Street

Mr. Cordova provided the Committee with an overview of the organizations April-June 2026 financials, memberships, accredited, upcoming events, and ongoing programs. He reported that MMS was reccredited by Main Street America and currently has 45 members, with a goal of reaching 60 by the end of the year. MMS is also evaluating opportunities to reduce operating expenses.

Mr. Cordova highlighted continued growth in MMS's social media presence and provided an update on the Downtown Melbourne Visitors Guide, which includes 20 advertisers and 10,000 copies in distribution. He also discussed the BOOMS Tracker, noting approximately 158 downtown businesses reside within the Melbourne Main Street district and a potential request through Florida Main Street to expand their boundaries toward Front Street and Melbourne Avenue.

Mr. Cordova provided updates on current and upcoming downtown businesses, upcoming MMS events, and the next Stakeholder Meeting scheduled for September 24. He also discussed the proposed Window Cling Program to improve the appearance of vacant storefronts and efforts to identify locations for additional benches downtown.

Council Member Marcus Smith expressed support for Melbourne Main Streets' progress and the potential expansion of their district.

6. Community Aesthetics Text Amendment

Mr. McKinzie provided an overview of the Community Aesthetics Text Amendment, which is intended to address the impacts of prolonged storefront and property vacancies. He noted that a new section addressing storefront appearances has been drafted to be adopted in City Code and will be presented to City Council at a future meeting for approval. General discussion was held regarding the proposed amendment and its boundaries.

Moved by Herendeen/Luer to recommend approval of the new Community Aesthetics Text Amendment, as presented.

Motion carried unanimously

7. Parking Enforcement Program

Mr. McKinzie provided background on the City's parking enforcement program and the 2025 parking study, noting that time-limited parking has not been enforced since 2019. The study identified limited parking turnover along East New Haven Avenue and recommended a two-phase approach. The City is currently proceeding with Phase 1, which would enforce the existing one-hour and three-hour parking time-limitations while maintaining free parking. The Melbourne Police Department and Parking Enforcement Specialist would conduct enforcement using license plate reader technology.

Mr. McKinzie reviewed the proposed enforcement schedule and areas, which include portions of New Haven Avenue, Waverly Place, Livingston Street, Vernon Place, Municipal Lane, and Melbourne Court. He also presented a map identifying the proposed three-hour parking areas.

The Committee discussed the estimated first-year operating cost of approximately \$246,000, decreasing to approximately \$111,000 in the second year, as well as potential grant funding for enforcement vehicles and opportunities to reduce costs. The Committee also discussed the operation and costs associated with license plate reader equipment and enforcement vehicles.

Several Committee members expressed concerns about proceeding with Phase II, which would involve implementing paid parking.

Moved by Davis/Luer to recommend approval of Phase I Parking Enforcement with two vehicles if grant funding is awarded. If grant funding is not awarded, the Committee recommended purchasing one vehicle.

Motion carried unanimously

8. CRA Capital Projects & Programs

Mr. McKinzie announced that a contract award for the Downtown Core Streetscape Project is scheduled for the August 25th City Council meeting. He also noted that the Holmes Park Public Workshop is scheduled for September 15 at the Front Street Civic Center, and Ms. Dittmer encouraged Committee members to attend.

Staff provided an update on the US 1 medians, noting that construction is complete and staff are working to identify a location for the well needed for landscaping and irrigation. The project is anticipated to be completed on-time this fall.

Ms. Davis requested an update on the north and south City of Melbourne signs. Ms. Dittmer reported that Melbourne Main Street is working on a design concept that can be easily maintained.

9. Additional Business

Mr. McKinzie reported that the August 11, 2026, City Council agenda will include discussions regarding building permit fee waivers and the Building Improvement Program.

He also noted that City Council has requested staff review potential locations to install benches downtown.

Melbourne Main Street's stakeholder meeting is scheduled for September 24, with both a morning and afternoon session.

10. General Public Comment

Mr. Mark Herendeen requested that staff review the weeds at the crosswalks and on the right-of-way near the railroad at Prospect Avenue and Melbourne Avenue.

12. Adjournment

The meeting was adjourned by Chairman Herendeen at 9:50 a.m.

Respectfully submitted,

Mary Wolak

Mary Wolak, Recording Secretary