

City of Melbourne, Florida
Minutes – Workshop Meeting Before City Council
July 22, 2025

A workshop meeting of the City Council was held in the City Council Chamber, 900 East Strawbridge Avenue, and was called to order at 6:00 p.m. by Vice Mayor David Neuman.

A. Call to Order

B. Roll Call

Present:

David Neuman	Vice Mayor, District 3
Marcus Smith	Council Member, District 1
Mark LaRusso	Council Member, District 2 (arrived at 6:27 p.m.)
Rachael Bassett	Council Member, District 4 (arrived at 6:17 p.m.)
Mimi Hanley	Council Member, District 5
Jenni Lamb	City Manager
Joan Junkala-Brown	Deputy City Manager
Adam Conley	City Attorney
Kevin McKeown	City Clerk
Justice Stevens	Assistant City Clerk

Absent:

Paul Alfrey	Mayor (medical recovery)
Julie Kennedy	Council Member, District 6 (out of town)

C. Council Presentations

1. Environmental Justice – Camille Hadley, Little Growers

Ms. Hadley stated that Little Growers was founded in 2017 for the purpose of providing fresh food for her sons. The organization started with planting and growing healthy foods in pots and ultimately, in 2018, planted its first community garden at the Eddie Lee Taylor, Sr. Community Complex. Unfortunately, Hurricane Irma damaged these gardens and made the organization change how it operates.

Continuing, Ms. Hadley described how the organization began working with the community to address various issues, like food toxins, and how the community can come up with solutions for itself. Ms. Hadley stated that “make a green noise” workshops have been held with over 150 attendees to provide education on the climate, environment and food security. She spoke on how Little Growers has partnered with Florida Institute of Technology (FIT) and the East Central Florida Regional Planning Council to obtain grants that will develop community

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food entrepreneurship and climate resiliency plans. In closing, Ms. Hadley discussed the native garden at Stone Magnet Middle School.

Vice Mayor Neuman asked if there is a call to action for City Council. Ms. Hadley invited Council to attend a planting event on August 6 from 9:30 a.m. until 11:30 a.m.

Council Member Marcus Smith asked about other community garden projects in the south Melbourne area. Ms. Hadley discussed a project at Heritage Park and the development of a project with the Macedonia Community Development Corporation.

Mr. Smith encouraged Ms. Hadley to submit some form of proposal to City Council on how the city can assist her efforts. Ms. Hadley replied that the next “make a green noise” event will be the fourth Saturday of October and that Little Growers will be submitting something to the city soon. Ms. Hadley expressed her desire to get Council’s support on permitting for its Brothers Avenue/Crane Creek restoration project.

2. Asset Mapping – Kristy Stuart, Love INC.

Ms. Stuart displayed a video on Love INC.’s mission and introduced Tara Pagliarini, Executive Director, Family Promise of Brevard. Ms. Pagliarini discussed the structure of the continuum of care and stated that asset mapping began in the fall of 2023 through LEAD Brevard’s community action project, which resulted in recommendations such as organizing “boots on the ground” community stakeholders; targeting geographic regions with deeper connections; building a platform with real-time updates; and facilitating easy information sharing among community assets. The first workgroup, called the “922 Crew”, was established to assist the zip code in Brevard County (32922) with the most need for services.

Following various workshops, Ms. Pagliarini stated that the following lessons were learned: there was not a full understanding of the scope of resources of each community partner; duplication of efforts was occurring; each organization was operating off self-made resource lists; and answers to common questions were not available on an existing online database. She discussed how the efforts in Cocoa were expanded north with the assistance of the North Brevard Community Health Partnership, facilitated by Parrish Medical Center.

Continuing, Ms. Pagliarini stated that community organizations learned that building trust amongst each organization is critical and that regular meetings were necessary to discuss active project engagements and lessons learned by each organization.

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With regard to asset mapping, she stated that community assets can be leveraged to help solve various problems but stated that this can be hard if people do not know where those assets are located. Community assets were based on the “10 Causes of Poverty” and a free platform called Sympara, whereby each organization can add its assets into maps and then share that information with key stakeholders.

In closing, Ms. Pagliarini stated that the expansion of this service to the City of Melbourne is being facilitated by Love INC and is in the process of bringing partners together to create an even better map of community services.

Council Member Mimi Hanley discussed the local Sharing Center and asked how that entity is involved in the process. Ms. Pagliarini stated that the goal is to take the existing entities, such as the Sharing Center, and bringing them together to talk about what resources exist and how they are tackling challenges in their geographic areas.

Ms. Pagliarini thanked the City of Melbourne for collaborating on this effort.

3. Kathryn Rudloff - weVENTURE

Ms. Rudloff stated that weVENTURE Women’s Business Center was established in 2007 and is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA). Locally, the organization is housed at the FIT Bisk College of Business and its mission is to ignite the economic power of women by being the leading regional voice and resource for professional women. She described the services offered by weVENTURE, such as free business coaching, low to no-cost business education, mentoring and purposeful networking.

Ms. Rudloff described the typical path of a client utilizing the organization’s “IGNITE 360 Program” and noted that the economic impact of weVENTURE between October 2023 and September 2024 included: 994 clients served; assisting 23 new businesses with their opening; 1,261 hours of free business coaching; and noted that 34 clients received capital infusions totaling nearly \$2 million. Continuing, weVENTURE’s clients helped to create 126 new jobs and reported nearly \$22 million in sales revenue.

Ms. Rudloff described various SBA-funded resource partners, such as the Association of Women’s Business Centers, and key local community partners, such as FIT, Career Source Brevard, and Groundswell Startups. She discussed the importance of small businesses in the community and country and noted that the vast majority of small businesses have a small number of employees. Ms. Rudloff ended by stating that weVENTURE’s goal is to work with any sort of business, some side hustles to national brands, and stated that she would love to

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speak further with city staff about helping more small businesses thrive in the City of Melbourne.

D. Adjournment

The meeting adjourned at 6:45 p.m.

/s/ Kevin McKeown, City Clerk – July 30, 2025

Approved by Council: August 12, 2025