

City of Melbourne, Florida
Agenda
Melbourne Downtown Redevelopment Advisory Committee

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

August 1, 2025 • 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
LeAnn Smithson, Member
John Lucas, Member
JoAnn Davis, Member
Marva Murray, Member
 - Absent: Brett Miller, Alternate Member (excused)
Chris Adams, Alternate Member (excused)
Gerry Smith, Member (excused)
 - Also Present: Cindy Dittmer, Community Development Director
Marcus Smith, City Council Member
Mary Wolak, Recording Secretary

Ms. Herendeen announced that Doug Dombroski no longer works for the City of Melbourne, he has left for a new opportunity. The Committee wished him the best of luck with his new endeavors.

4. Approval of Minutes:

- May 2, 2025 – Regular Meeting

Ms. Davis requested a change be made to Page 5, Item 6, Paragraph 9. Instead of the sentence reading “Ms. Davis confirmed that this Committee...”, she asked for it to read “Ms. Davis was concerned that this Committee...”. Ms. Wolak will make that change.

Moved by Davis/Herendeen to approve the May 2, 2025 meeting minutes, as amended.

Motion carried unanimously.

- June 6, 2025 – Regular Meeting

Moved by Smithson/Luer to approve the June 6, 2025 meeting minutes, as presented.

Motion carried unanimously.

- June 26, 2025 – Special Meeting

Moved by Luer/Smithson to approve the June 26, 2025 meeting minutes, as presented.

Motion carried unanimously.

5. Program and Project Updates

Ms. Dittmer announced that the South Expansion Streetscape Project is moving along – there will be a pre-construction meeting on August 25, 2025 and the project is anticipated to be completed by the Fall of 2026.

The Riverview Park Entrance is awaiting a new engineering contract to begin the final design. It will be a roundabout that combines the intersection of US1 and W.H. Jackson, with Irwin Street and the entrance of the park, creating more visibility of the park, which is the intent of the entrance feature.

Ms. Davis asked if the roundabout will be at US 1. Ms. Dittmer explained that the entrance will not be in US 1 right-a-way, as it will be offset to the east so it will be in the City right-a-way and park area.

Ms. Dittmer thanked the Committee for having the special parking management meeting in June. This item will go before City Council on August 12th for consideration to accept the plan. She assured the Committee that Staff is bringing to City Council the recommendations that this Committee had, with the intention to accept the Downtown Parking Management Plan while implementing the plan starting with Phase I. She spoke of the initial steps that will be taken and explained how it will take time to get it up and running. Part of this plan is to have parking enforcement begin, once in place a six months review is to take place and see how it is functioning.

There was a discussion on how the Parking Management Plan will evolve as time passes – it is an incremental plan. The Parking Management Plan should be looked at as a “guide”. The CRA will be supplementing the operating costs of the enforcement.

Ms. Dittmer spoke about the Redevelopment Plan Amendment that was presented to City Council at the August 12th meeting. She distributed the ordinance attachment for their review. Ms. Dittmer explained the ongoing programs and projects that have already been established, along with the several new projects/programs. She added that the existing project descriptions were broaden so the projects can be funded in the future.

There was an additional discussion regarding the CIP funds and how it can continue to fund projects until the CRA’s sunset date.

6. Melbourne Main Street Quarterly Update

Kim Agee, Executive Director, Melbourne Main Street

Ms. Agee provided an overview of the budget related to income and expenses. Total expenses were in-line with the budget showing a slight improvement.

She spoke about national retail sales research that concludes that retail sales are down nationwide, including restaurants, sales have been significantly low in downtown communities.

MMS conducted a 7-day promotional campaign with target marketing which reached 11,000 people on social media. She showed some examples of the content that went out. MMS has grown their social media followers and there is a lot of engagement with the public.

MMS is rolling-out “The Downtown Advantage Program” where business owners can register to be educated on social media, posting content and learning how to “get the word out” to help to increase their sales. Approximately 5 business are currently participating. This workshop is also geared to teach business owners about storefront appearance, inventory management, personalized service, customer experience and collaborative growth.

Ms. Agee gave an overview of Holmes Park and said the presentation is on the MMS website explaining how this area will be revitalized. She showed some photographs of the conceptual design plans. Some of the conceptual ideas include an amphitheater, family play zone, splash pad, seating, restrooms and a dock.

Ms. Davis said the concept is amazing because there currently is no family space downtown. She really liked the dock attraction. She said these are the same ideas that were spoken about for Riverview Park. She thought Riverview Park had a much larger space for this concept.

Ms. Agee reminded the committee that the Main Street district does not include Riverview Park. MMS is focused on the downtown corridor.

Ms. Smithson thought this was such a wonderful idea.

Ms. Davis said the restrooms downtown are an absolute “must-have”.

7. Additional Business

Ms. Dittmer gave the committee an update on the public feedings that are occurring at Riverview Park. She said that during the July 22nd City Council meeting, Council directed staff to review the ordinance in City Code regarding public feedings. City Code currently reads that public feedings require a permit and can only occur at 7 different parks in the City, that have been allotted certain days and times of the week. Riverview Park is listed as one of those 7 parks.

Mr. Luer asked if Sundays are the only day Riverview Park is allowed to have large public feedings. Cindy Dittmer said it can be Saturday and/or Sunday.

Ms. Herendeen said the feedings in Riverview Park are taking place right next to the children’s playground and it gets very crowded in the park.

Mr. Luer asked how much do they pay for permits. Ms. Dittmer said the group made a First Amendment claim. The act of providing food is allowed under a First Amendment right, so the City fee is waived. The organization is following City Code and getting a 90-day permit issued. She was not aware of other recent large group feedings in any other Melbourne parks at this time.

Ms. Smithson is concerned about the conditions of the park after the feedings and wants Parks Department to be made aware of any problematic issues.

8. General Public Comment

Margo Price said she and her family have lived in Melbourne for many years. She has a lot of concerns about Riverview Park and the safety of it. She has worries about the trash left behind after these public feedings. She hopes Riverview Park is part of the revitalization plan.

Mr. Herendeen talked about Foods Not Bombs organization at Riverview Park – he feels this food donation only invites urination, trash and various unwelcomed behaviors.

Marcus Smith, City Council member, spoke about the West Crane Creek area and the historical bridge. He felt that the West Crane Creek Pedestrian Bridge should be a vision of the future.

9. Adjournment

Ms. Herendeen adjourned the meeting at 9:38 A.M.

Respectfully submitted,

Mary Wolak
Mary Wolak, Recording Secretary