

City of Melbourne, Florida
Agenda
Melbourne Downtown Redevelopment Advisory Committee

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

September 5, 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
John Lucas, Member
JoAnn Davis, Member
Marva Murray, Member
Gerry Smith, Member
Brett Miller, Alternate Member
 - Absent: Chris Adams, Alternate Member (excused)
Bert Luer, Vice Chair
 - Also Present: Cindy Dittmer, Community Development Director
Officer Ryan Allen, Melbourne Police Department
Mary Wolak, Recording Secretary
4. **Approval of Minutes – August 1, 2025**
Moved by Herendeen/Miller to approve the August 1, 2025 meeting minutes, as presented.
Motion carried unanimously.
5. **Program and Project Updates**

Ms. Dittmer spoke about the US 1 South Expansion Streetscape project and said construction will begin September 28th. This project is anticipated to be complete in the Fall of 2026. Regarding the Riverview Park Entrance, she displayed a photo showing the preliminary design where the new roundabout incorporates WH Jackson and US 1 with the entrance of Riverview Park along with Irwin Street. The final design will begin in October. The intent is to add signage, a sculpture or artwork at some point during the design stage. The original intent in the master plan for this project is to help the public notice that there is a park off US 1. Additionally, some extra parking has been incorporated into the design on the west side of the pavilion in the park.

Ms. Dittmer continued the presentation by saying that City Council approved the implementation of Phase 1 (Enforcement) of the Parking Management Plan, with the direction to utilize the Advisory Committee as the parking committee to get

public involvement. She said parking implementation will come before this Committee and then go to City Council. The goal is to get opinions and suggestions from stakeholders and business owners to help determine where the 3-hour enforcement will be established.

Ms. Herendeen mentioned that since this Committee will be the Parking Management Committee, it is really important to reach out to get input when it takes effect. She asked the Committee if anyone wanted to step-up and be a “point person” to be the coordinator for the Parking Management Committee.

Ms. Dittmer said things will start rolling out in the beginning of 2026 after the holiday season.

Mr. Miller thought enforcement should be done in peak season and there should be a valet station in place. Ms. Dittmer said the City did run a valet parking service stand for about a year before COVID hit. It was not utilized as much as staff hoped it would be. The vendor could not make enough money to continue it, then COVID happened and it was discontinued.

The next steps by City staff, with assistance from Melbourne Main Street (MMS) and downtown businesses, is to procure a parking management company, propose enforcement areas and timeframes, as well as areas of unlimited parking and necessary amendments to City Code. There will need to be a marketing campaign to roll-out before enforcement happens, and input and review by this advisory committee will happen, followed by City Council for approval, as needed.

Ms. Smith thought that this plan should be implemented as soon as possible. She knows employees are parking in prime spots, for long periods of time – the spots that customers can use. This has, in turn, made customers head to the Melbourne Square Mall instead of spending time and money downtown.

The Committee agreed that some type of notice should be sent out to business owners and the public, forewarning them that a parking management plan will be implemented sometime soon. Ms. Dittmer agreed that an early notice would be good.

Ms. Davis thought strong enforcement and keeping behind the plan will work and “come across”.

There was a discussion on the area where the enforcement will take place such as the different core area boundaries. The parking study showed that there were many long-term parkers on East New Haven Avenue and west of Waverly Avenue. Staff has also been made aware that some Highline residents park on New Haven Avenue for very long periods of time.

Ms. Davis asked how will the enforcement be managed.

Ms. Dittmer said this has been talked about along the way at the Parking Management Workshops. The City will be hiring a third-party contractor to enforce the parking timeframes. The Police Department will not be involved in day-to-day parking enforcement, and the cost of this will come from the CRA budget.

Ms. Davis asked if the benefit of the enforcement fines go back to the CRA. Ms. Dittmer said, as discussed at the Parking Management Workshops and the special CRA meeting that took place in June, revenue from citations will go into a parking budget, however, there will be a deficit from the parking enforcement scenario.

Ms. Herendeen suggested that some materials be prepared for the October meeting such as maps showing where the existing parking spots are located. She also suggested that a key person on this Committee step-up and be the point of contact regarding parking management.

Mr. Miller volunteered to be the point-person to work with staff and Melbourne Main Street.

Ms. Dittmer added that the time frames for meetings will be accommodated if there is a need for special Committee meeting to take place for needed input.

There was a discussion that business owners should be notified this November to make them aware of the upcoming parking management enforcement which will roll-out in the beginning of 2026. This would prompt business owner's employees to not park on New Haven Avenue, and free-up prime parking spaces for holiday customers.

Community Policing Update.

Officer Allen spoke about how the Daily Bread is closed now and it has been a positive impact in the downtown core area. Two public feedings take place in the south downtown area on Tuesdays and Sundays but overall, it has been a positive impact with less homeless people congregating. He said he continues to do early morning patrols a couple times a week, and the number of homeless people encountered has dropped significantly. Other improvements downtown include the security cameras helping to catch graffiti vandalism, and the security guards walking downtown have helped to make a positive effect.

Ms. Herendeen said this is all great news and thanked him for the update.

6. Melbourne Main Street Update

Kim Agee, Executive Director, Melbourne Main Street

Ms. Agee said Melbourne Main Street (MMS) had a Stakeholder's meeting at City Hall on September 3rd and the turn-out was lower than what was expected. Ms. Agee pointed out some of the topics that were discussed at the meeting. MMS talked about their Economic Vitality Business Advantage Program rolling out soon. She said there will be a Retail Advisory Committee meeting on September 24th at Get Fired Up. She went over some social media insights and announced there has been a strong upward projectory in terms of followers and engagements.

Ms. Agee announced that MMS has partnered with Howard Alan Events to bring back a downtown arts & craft show on February 21-22, 2026. There will be a lot of communication with the merchants to ensure their store visibility and accessibility during the event. There will be no bands or alcohol served at the event. Howard Alan Events will be overseeing the entire event, including cleanup.

MMS gave an update on the Holmes Park project such as the timelines, features and funding mechanisms of the CIP. The Police Chief also spoke at the September 3rd Stakeholders meeting, giving updates on what is happening in Melbourne including stats.

Ms. Agee said MMS teamed up with Outdoor Holiday Décor again this year and decorations will be installed early on October 27th. There will be a new Christmas Tree which will be lit on November 29th.

On Saturday, October 25th will be a Trick-o-Treat event and there are a lot of sign-ups from downtown merchants. Candlelight Shopping will be coming back and the Cookie Crawl will be on December 13th. Saturday, December 20th will be Stocking Stuffer Saturday.

Ms. Agee said the Food & Wine Festival will take place January 26, 2026. It has been pushed back due to the work being done on Melbourne Avenue in November.

7. **Additional Business**

There was no additional business

8. **General Public Comment**

There were no comments.

9. **Adjournment**

The meeting was adjourned by Chairman Herendeen at 9:11 a.m.

Respectfully submitted,

Mary Wolak
Mary Wolak, Recording Secretary