

**City of Melbourne, Florida**  
**Agenda**  
**Melbourne Downtown Redevelopment Advisory Committee**

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

**October 3, 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  
John Lucas, Member  
JoAnn Davis, Member  
Gerry Smith, Member  
Brett Miller, Alternate Member  
Chris Adams, Alternate Member

Absent: Marva Murray, Member (excused)

Also Present: Cindy Dittmer, Community Development Director  
Mary Wolak, Recording Secretary

4. **Approval of Minutes – September 5, 2025**  
**Moved by Davis/Adams to approve the September 5, 2025 meeting minutes as presented.**  
**Motion carried unanimously.**

There was a consensus among the Committee to move Item Number 5 and 6 after Items 7 and 8.

7. **Parking Management**

Ms. Dittmer said the City has been speaking to the City's special events contractor, Ameristar, who has an enforcement company, RevPark. Ms. Dittmer displayed a map highlighting where the City is proposing the 3-hour on-street parking limitations. The map also showed where all the surface parking lots are located in the area, specifically for employees and business owners to use. She said there will be more progress on the contract within the next few weeks. Additional input will be sought from stakeholders, and there should be additional information at the next CRA meeting on the progress.

She explained where the proposed 3-hour parking will be enforced, along New Haven Avenue and several side streets.

Mr. Luer asked why the Vernon Lot is not being considered for the 3-hour limit zone. Ms. Dittmer said it is a convenient customer parking lot, however it is also used by employees who park there early in the morning. There was a discussion on how a few Highline Apartment residents park on the street instead of in the on-site parking area, especially near Waverly Place.

Mr. Miller wanted to confirm that the issues arising are mainly coming from Hotel Melby, Highline Apartments and employee parking. Ms. Dittmer agreed and added that Trinity Towers' South residents are another area of concern, parking in the Henegar lot.

Ms. Davis agreed with Mr. Luer that the Vernon parking lot should be designated to have a 3-hour parking limit for customers. She added that streets all around the new Holmes Park should be a 3-hour limit as well, considering all the upgrades that will be happening. There will need to be parking areas available for visitors of the park. Ms. Dittmer agreed and said there are also 2 restaurants in the immediate area.

Ms. Herendeen also agreed. She said that the Crane Creek Promenade should be designated for 3-hour parking too, she mentioned that people go there to fish and only stay short periods of time. She did not want to see the area become a parking lot near Melbourne's water features.

There was a conversation on when the Melbourne parking garage first opened, you needed a parking pass, now it is free to the public and has no time limitations (on 2<sup>nd</sup>-5<sup>th</sup> floors), the Committee was not sure if the public was aware that it is free parking.

Mr. Adams asked if Hotel Melby had a certain amount of parking spaces allocated for public parking. Ms. Dittmer explained that included within the development agreement for Hotel Melby, there are 30 public parking spaces, which do have a 3-hour time limit.

Ms. Dittmer concluded that the parking plan will continue to be looked and a proposal should be completed shortly – an update will be brought back to the Committee. The intention is to have this go before City Council by the end of the year for approval.

## **8. Program and Project Updates**

Ms. Dittmer announced that the design of Holmes Park was funded in the current year. There is a meeting coming up with MMS' Design Team and the City's Engineering staff to go over some of the details. The scope of services should be able to go before City Council in November or December for approval. Regarding the Core Streetscaping Project, it will be designed so that it can be phased since it is a very large project. The Request for Quotes (RFQ) is being prepared for the overall project. A \$1 Million grant was received from the State for the design of this project, the estimate for the design is \$3 Million.

The staging area has started to set up for the US 1 Streetscaping Project and there will be construction activity starting soon. This will be about a year-long project.

## 5. **Melbourne Main Street Update**

*Kim Agee, Executive Director, Melbourne Main Street*

Ms. Agee said the Committee should have received the paper copy of Melbourne Main Street's (MMS) annual report.

Ms. Agee started her presentation by mentioning that MMS is structured around the Mainstreet 4-point approach: economic vitality, design, promotion and organization. She showed a timeline slide that outlined the past five years and looking forward.

Ms. Agee talked about different programs MMS has rolled out such as the Ambassador Program, weekly business training sessions, hosting Retail Advisory Committee meetings and Social Media 101 training for small businesses. MMS welcomed 30 new businesses, signaling strong investor confidence.

Ms. Agee talked about the BOOMS Tracker program they use and some of the features and information that it provides. She spoke about some design strategies MMS is working on such as the Holmes Park Amphitheater Project, conducting quarterly district walks with the City resulting in tangible improvements, parking management and signage strategies.

Ms. Agee said MMS was re-accredited by Main Street America and Florida Main Street. MMS continues to strengthen governance through board retreat, committee formalization and building a closer alignment with city and staff. MMS developed a diversified revenue model and they are starting to see a turn-around. Fundraising strategies have been evaluated and streamlined. MMS has researched and investigated various CRM models to help improve efficiency and tracking.

Ms. Agee mentioned that MMS successfully advocated against state legislation to eliminate CRAs this year. MMS played a pivotal role, over four years, in transitioning homelessness services from Daily Bread to a housing-first solution – Providence Place.

Ms. Agee talked about the promotions that MMS has worked on this year. Some points were:

- DowntownMelbourne.com attracted 101K users; top pages: Events, Directory, Dining.
- Facebook reach: 2.7M views, 444K reach; Instagram: 255K views, 110K reach – these views have been growing substantially.
- Eight major events took place including Food & Wine Festival, Candlelight Shopping, Putta Palooza, Trash Bash, Botanical Fest, Sidewalk Sale, and The Flavor Experience.
- Creation and distribution of 40,000+ Downtown Melbourne Visitors Guides.
- Secured strategic partnership for a new 2026 Arts & Craft Show.

Downtown Melbourne continues to be a dynamic destination; MMS has been working on strategic direction, partnerships, promotions, advocacy and strengthening collaboration with the community stakeholders. MMS continues to also address economic headwinds and enhance district appeal.

Ms. Agee talked about the financial reports and said they give clearer details compared to last year – She said MMS is in a healthy financial standing.

Mr. Miller asked about the large number of vacant spaces in Downtown Melbourne. Ms. Agee said the owners do not want to sell their properties and are neglecting them.

Ms. Davis thanked Ms. Agee for the excellent report, she congratulated Ms. Agee for getting the Health First sponsorship for Candlelight Shopping. Ms. Davis asked if the US 1 and 192 Wayfinding signage is still in the radar. Ms. Agee said MMS is getting more people to get involved with the signs and there will be improvements.

Ms. Davis made a suggestion that for next year's MMS report, to add a comparative report on the financials, such as "last year, this year" and add percentage of income so it might be easier to see where expenses are effective.

Ms. Agee mentioned that the Food & Wine Festival will not be managed by MMS any longer. They have outsourced the event to Arts Festival (artsfestival.com) to manage the event which will include all the permitting, marketing, signage, etc. MMS is very excited about this since they will still be benefitting from the event for three years. The event will take place January, 2026 and the plans are being worked on now with hopes that the event will grow.

Ms. Herendeen said this was a great annual report. She asked about the vacancies downtown. Ms. Agee said businesses are moving out at the same pace that they are moving in. Some property owners are not doing anything with their properties and have lost tenants due to that, but MMS is seeing some improvement.

Ms. Agee said the formatting of the financials is incorrect so the amounts that are plugged in are not lining up correctly. Ms. Herendeen said this can get very confusing. Ms. Agee will have the corrected report available for the next meeting.

Ms. Dittmer reminded the Board that the intent of this report review is so MMS can fulfill their National Main Street program agreement to continue to work with the city on the redevelopment goals of the CRA.

**6. Melbourne Main Street Funding Recommendation**

Ms. Dittmer said MMS has been compliant with their 2024-2025 agreement. She added that the city was looking for a recommendation to go forward to the CRA with MMS's Funding Agreement in the amount of \$156,550. The intention is to have the Funding Agreement request before City Council CRA on October 28<sup>th</sup>.

**Moved by Adams/Luer to approve the Melbourne Main Street Funding Agreement in the amount of One Hundred Fifty-Six Thousand Five Hundred and Fifty Dollars (\$156,550), as presented.**

**Motion carried unanimously.**

8. **Additional Business**

Ms. Dittmer announced that the city has hired a new Economic Development Manager, Robert McKinzie and a new Redevelopment Planner, Carmin Velasquez. Community Development is excited that they will be joining the team.

9. **General Public Comment**

There were no comments.

10. **Adjournment**

The meeting was adjourned by Chairman Herendeen at 9:22 a.m.

Respectfully submitted,

*Mary Wolak*  
Mary Wolak, Recording Secretary