

City of Melbourne, Florida
Agenda
Melbourne Downtown Redevelopment Advisory Committee

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

December 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
Bert Luer, Vice Chair
Gerry Smith, Member
John Lucas, Member
JoAnn Davis, Member
Brett Miller, Alternate Member
Chris Adams, Alternate Member

Absent: Marva Murray, Member

Also Present: Cindy Dittmer, Community Development Director
Robert McKinzie, Economic Development Manager
Carmin Velasquez, Redevelopment Planner
Mary Wolak, Recording Secretary

4. **Approval of Minutes – November 7, 2025**

Ms. Herendeen requested a minor revision to the minutes on Page 2, Paragraph 5. She clarified that she did not intend to suggest that holiday lights be displayed year-round and requested that the language be revised to read “white lights up year-round”

Mr. Luer requested revisions on Page 4, Item 7, Paragraph 3, last sentence, recommending that the phrase “business owners will incur” be revised to “property owners will incur.” He also requested a corresponding change in the following paragraph, first sentence to replace “business owners who may” with “property owners who may.”

Moved by Adams/Luer to approve the November 7, 2025 meeting minutes as amended.

Motion carried unanimously.

5. Melbourne Main Street Update

Kim Agee, Executive Director, Melbourne Main Street

Ms. Agee reported that one of the four holiday events has taken place and was well attended, though cloudy weather may have limited turnout. She noted that significant marketing efforts are underway, including billboards in Fort Pierce, a holiday gift guide, advertisements in business publications and extensive social media promotion. The four Candlelight Shopping events include the Tree Lighting Celebration, Mistletoe Magic & Reindeer Games, Cookie Crawl and Stocking Stuffer Saturday. Ms. Agee expressed appreciation to Health First for serving as the presenting sponsor. She also acknowledged the many volunteers who assisted with various tasks throughout the events.

Ms. Agee stated that Parking Management planning continues in coordination with City staff.

Ms. Herendeen inquired about the theft of the large light bulb decorations. Ms. Agee responded that the decorations have not yet been recovered. She noted that relocating the remaining bulbs to a different area has been discussed and this incident has resulted in significant media coverage.

6. Parking Management

Mr. McKinzie reminded the Committee that Staff must establish an internal division before on-street parking enforcement can begin. A budget is currently being developed, and Staff anticipates presenting information to City Council and seek further direction.

Mr. McKinzie reported that a meeting was held this week regarding the FEC/Depot Drive Lease to explore the potential usage of the lot for additional parking. He also noted that staff is coordinating with internal departments on enhancements to the Palmetto Lot, which will include tree removal, landscaping, lighting, resurfacing and restriping.

7. Entrance Signage

Mr. McKinzie reported that staff is working with the Parks Department on a new sign design for the southern entrance of the city at University Blvd. and U.S. 1. The goal is to have a finalized design concept by February. He also shared images of the existing signs for reference.

Mr. Adams inquired about the number of "City" monument signs in Melbourne. Staff confirmed that one sign is in CRA's southern area and another sign is located north of the CRA boundary.

The Committee agreed that Melbourne Main Street's Design Committee should be involved in the process. There was a discussion regarding the wording of the sign and the installation of a new sign at the intersection of Front St. and E. New Haven. Ms. Davis commented that incorporating lighting and greenery features would be beneficial.

Ms. Dittmer mentioned that the Parks Director requested utilizing this sign style, as the Parks Department is tasked with their maintenance and there are several

signs of this style that are easy to maintain. She emphasized that the final sign design must strike a balance between constructability, ease of maintenance, and aesthetic considerations.

8. Small Business Program

Mr. McKinzie stated that staff has received direction from City Council to develop a small business assistance program specific to Downtown Melbourne, in partnership with weVenture and Melbourne Main Street (MMS). Dr. Kathryn Rudloff, Executive Director of weVenture, gave an overview of different programs and highlighted the types of support and resources available to benefit small business communities. She explained that weVenture serves as a community resource partner, offering coaching, and mentorship to help businesses grow and succeed.

A tentative workshop meeting is scheduled for February 10, 2026, at 8:30 a.m. in the Council Chamber to gather feedback from the small business community in Downtown Melbourne.

Ms. Herendeen expressed her thanks to Dr. Rudloff for the insightful summary and conveyed her appreciation for the valuable work weVenture is doing to support the small business community.

9. Program and Project Updates

Mr. McKinzie reported that the Holmes Park design project has been funded for Fiscal Year 2025-2026. Coordination with Melbourne Mainstreet Design Team and City staff will be ongoing. The engineering design scope of services is anticipated to begin in approximately January 2026.

10. Additional Business

Ms. Davis requested an update on redevelopment activity occurring in the southern portion of the US-1 corridor.

Ms. Dittmer reported that Red Tail Brewery received unanimous approval on first reading at last week's city council meeting and is scheduled for its second reading on December 9. The project site is located on the west side of US-1, south of Powell Avenue, and will include a microbrewery and pizzeria. She also noted that staff is hopeful that this project will help catalyze additional revitalization efforts along that segment of US-1.

Ms. Davis also inquired about the property on the south side of Riverview Park. Ms. Dittmer stated that the property is under single ownership. While preliminary conversations have taken place, no development applications have been submitted at this time.

Ms. Davis asked about the property south of W.H. Jackson that was recently purchased. Ms. Dittmer explained that the owner has discussed conceptual plans with staff, and staff has provided guidance regarding development for the site. The existing structures were demolished for safety reasons; however, no formal development applications have been submitted

The committee engaged in discussion regarding zoning designations and permitted uses within the CRA, including what constitutes conforming and nonconforming uses.

Mr. Luer asked for clarification regarding the properties located south of Riverview Park. Ms. Dittmer stated that the properties are owned by Tricon, a developer of residential and commercial projects, and displayed a map to identify the parcels.

Mr. McKinzie introduced Ms. Carmin Velasquez, the City's new Redevelopment Planner. Ms. Velasquez shared a brief introduction and expressed her appreciation for the opportunity to meet the committee.

11. General Public Comment

There was no public comment.

12. Adjournment

The meeting was adjourned by Chairman Herendeen at 9:17 a.m.

Respectfully submitted,

Mary Wolak
Mary Wolak, Recording Secretary