

City of Melbourne, Florida
Agenda
Melbourne Downtown Redevelopment Advisory Committee

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

February 6, 2026 • 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
JoAnn Davis, Member
Marva Murray, Member
Brett Miller, Alternate Member
Chris Adams, Alternate Member
 - Absent: Gerry Smith, Member
John Lucas, Member (excused)
 - Also Present: Cindy Dittmer, Community Development Director
Robert McKinzie, Economic Development Manager
Carmin Velasquez, Redevelopment Planner
Mary Wolak, Recording Secretary
4. **Approval of Minutes – December 5, 2025**
Moved by Miller/Adams to approve the December 5, 2025 meeting minutes as amended.
Motion carried unanimously.
5. **Melbourne Main Street Update**
Kim Agee, Executive Director, Melbourne Main Street

Ms. Agee announced that this is her last day as Executive Director of Melbourne Main Street (MMS), she is leaving the organization. She shared that she has assisted in staffing MMS with a new Director of Marketing & Events, Operations Manager, and Executive Director. Ms. Agee expressed her full support for the transition and the new team and wished the organization continued success. She also hopes to participate in the Melbourne Main Street Design Committee in the future.

Ms. Agee presented the first-quarter financial report.

Mr. Luer commended Ms. Agee for her extraordinary leadership of MMS.

Ms. Agee shared updates on recent initiatives:

- Social media engagement has significantly increased, as shown in a presented graph.
- Photographs from recent holiday events were displayed, highlighting the success of the LED-lit tree.
- Health First contributed \$7,500 and provided volunteers, which was greatly appreciated.
- Partnerships with downtown businesses and organizations contributed to the success of events, including snow blowing, carolers, and fireplace photography.
- The Cookie Crawl event provided excellent business exposure, aligning with MMS's goals of promoting local businesses.

The Botanical Fest is scheduled for April 8th, and there is high demand for the event.

6. Parking Management

Mr. McKinzie reported that at the January 13th City Council meeting, City Council directed staff to continue advancing the Phase I Parking Management Plan. Staff are evaluating the most cost-effective method to establish an internal parking division. Next steps include establishing a budget, adopting a parking management plan, amending Chapter 56 of City Code, hiring personnel, and continuing community outreach meetings.

Staff have received confirmation from FEC regarding their willingness to lease the Depot Avenue lot to the city. The lease will require an application process, and Engineering will evaluate how to maximize parking utilization in the area.

Ms. Davis inquired about time limits near Holmes Park. Ms. Dittmer noted that these details have not yet been determined and will be outlined in the Parking Management Plan, which is currently in a preliminary stage.

Mr. Luer asked whether the Vernon lot will be designated for long-term versus short-term use. Ms. Dittmer stated that staff is hesitant to enforce short-term parking in that lot due to heavy employee usage. Enforcement will likely be deferred while on-street parking enforcement is monitored.

Ms. Dittmer reminded the group that the Downtown 3-hour parking restriction has existed for over 30 years but has not been actively enforced since tire chalking was prohibited. The enforcement is intended to improve customer and patron access by freeing up spaces along New Haven Avenue.

7. Downtown Security Services

Mr. McKinzie provided an update on Downtown security services. The current contract with Security Operations & Solutions, Inc. expires on February 15th. A

new contract award is scheduled for approval at the February 10th City Council meeting. Staff are recommending Signal of Central East Florida as the new vendor. A Request for Proposal (RFP) was issued on November 4, 2025, with submissions closing December 16, 2025. Three proposals were received, and the selection committee convened on January 12, 2026. Signal of Central East Florida received the highest overall score. The new contract will begin February 17, 2026, with an annual amount of \$55,762.72.

Ms. Herendeen asked about service hours. Ms. Dittmer explained:

- Garage security patrol: Thursday 8:00 p.m.–1:00 a.m.; Friday and Saturday 9:00 p.m.–3:00 a.m., including extended garage coverage later in the evening.
- Walking patrol: Tuesday through Saturday, 4:00 p.m.–9:00 p.m.

Ms. Davis asked about patrol coverage areas. Ms. Dittmer noted that the walking patrol primarily covers New Haven Avenue (US 1 to McQuaid Street) with visits to Campbell and Holmes Parks.

8. Program and Project Updates

Mr. McKinzie reported that the Melbourne Main Street Design Committee is currently drafting the City Entrance signage. The draft design will be presented to the Board at a future meeting.

He also announced a Small Business Workshop on February 10th at 8:30 a.m. in the Council Chambers. The workshop will provide information to the public about a small business incentive program.

Regarding the South Expansion Streetscaping project, Mr. McKinzie stated that the medians and irrigation systems are installed, with landscaping improvements to follow.

Ms. Davis noted that the area feels much safer and that traffic flow has noticeably improved.

Mr. Miller asked about the timeline for groundbreaking on the large apartment complex at Melbourne Court. Ms. Dittmer explained that North American Properties is planning to sell the approved project along with the land as a package. An amendment to the existing development agreement will be required, after which the property will be deeded to the City and acquired shortly.

9. Election of Chair and Vice-Chair

Moved by Miller/Adams to nominate Lisa Herendeen to be Chair of the Melbourne Downtown Redevelopment Advisory Committee.

Motion carried unanimously.

Moved by Miller/Adams to nominate Bert Luer to be Vice Chairman of the Melbourne Downtown Redevelopment Advisory Committee.

Motion carried unanimously.

10. Additional Business

There is no additional business.

11. General Public Comment

Councilman Marcus Smith, representing Concerned Citizens of South Brevard, presented a proposal for a historical cultural trail highlighting 14 properties in the South Melbourne area. The concept will be brought before City Council on February 10th. Mr. Smith explained that the trail tour could be implemented in phases and could support the revitalization of the area.

Ms. Herendeen asked about the estimated duration of the tour and whether it has been mapped. Mr. Smith noted that the plan is still preliminary.

Mr. Luer inquired about the status of the Spain's Bar building. Mr. Smith indicated he was unsure of any recent activity there.

Ms. Herendeen expressed support for the conceptual project but raised concerns regarding the disrepair of many properties. She suggested considering a museum-style component, such as a video presentation of the history followed by a site visit. She emphasized the importance of preserving the historical value of the buildings.

Mr. Miller suggested that the proposed trail might be too long for a single walkable tour and recommended considering separate tour segments or using a golf cart if the tour is done in one session.

Ms. Davis noted that having even one restored building on the tour could inspire public interest. She cited the example of the old ice cream shop as a potential engaging stop along the route.

Ms. Dittmer emphasized exploring funding sources to support the vision, noting that the historic designation opens opportunities. She recommended phasing the project to allow gradual growth. Mr. Smith agreed, acknowledging that a phased approach would make the project more manageable.

The board also discussed a potential grant opportunity for a historic signage program covering the entire trail, which could be pursued.

Tyrone Grime announced that Concerned Citizens of South Brevard will host their third prayer breakfast on Saturday, February 21st at 8:00 a.m. at the Crowne Plaza Hotel. He invited the board to attend, meet community members, learn about next steps, and build relationships with the organization.

12. Adjournment

The meeting was adjourned by Chairman Herendeen at 9:14 a.m.

Respectfully submitted,

Mary Wolak
Mary Wolak, Recording Secretary