

City of Melbourne, Florida
Minutes
Olde Eau Gallie Riverfront Community Redevelopment
Agency Advisory Committee / Waterfronts Florida Partnership
Committee Meeting

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

November 13, 2025 ♦ 8:00 A.M.

1. A regular meeting of the Olde Eau Gallie Riverfront Community Redevelopment Agency Advisory Committee was held at the City Hall Council Chamber, located at 900 E. Strawbridge Avenue, and was called to order at 8:00 A.M. by Vice Chairman Tom Richards.

2. Pledge of Allegiance.

3. The following members were:

Present: Tom Richards, Vice Chairman
David Wickham, Member
Karen Kissack, Member
Buz Underill, Member
Justin Jennings, Member
Ilana Grimes, Alternate Member
Kyle Smyth, Member

Absent: George Alexander, Chairman (excused)
Edilene Johansson, Alternate Member (excused)

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

4. **Approval of Minutes – September 11, 2025**

Moved by Wickham/Kissack to approve the September 11, 2025, meeting minutes, as presented.

Motion carried unanimously.

New City of Melbourne employees Robert McKinzie, Economic Development Manager, and Carmin Velasquez, Redevelopment Planner, introduced themselves to the Board. The Committee welcomed both team members and extended their well wishes.

5. **Program and Project Updates**

Mr. McKinzie provided an update on the Guava On-Street Parking Conversion Project, which will convert existing parallel parking to angled parking. The project will include a one-way travel lane running from St. Clair Street to Creel Street. This will serve as a temporary pilot project to evaluate operations and gather public feedback. Upon completion, the project is expected to add approximately 15 new on-street parking spaces. Work is anticipated to begin around November 17th. If the pilot

proves successful, Guava Avenue will be resurfaced and restriped for permanent implementation. Aerial photographs of the project area were displayed.

Mr. Wickham raised a concern about the south entrance on Guava Avenue, inquiring whether the sidewalk would be repaired due to a noticeable divot in the ground.

Ms. Dittmer stated she will relay this concern to the Engineering Department for further review

Mr. Smyth inquired if other streets will be resurfaced in the area. Ms. Dittmer explained that the Engineering Department manages the resurfacing program. Streets are assessed annually based on pavement condition, size, and overall need to determine priority of streets to repave.

Mr. McKinzie also provided an update on the Eau Gallie Garage/Hotel Project. The proposal includes a 542+- space parking structure with 300 public parking spaces, with 156- room full-service hotel featuring on-site amenities and a restaurant. The project was presented to City Council on October 28th, where council voted unanimously to proceed with preparing a P3 Comprehensive Agreement (pursuant to Section 255.065, Florida Statutes) with Melbourne Hospitality Holdings, LLC. The Agreement will incorporate the revised terms and negotiations outlined in the staff memorandum.

Mr. Wickham asked whether Staff had followed up with Brevard County regarding revisions to the existing Interlocal Agreement.

Mr. McKinzie stated the revised Interlocal Agreement will go before City Council on November 25th and that staff is prepared to finalize it.

Mr. McKinzie shared a 3D rendering of the hotel and the parking garage, showing the view from Pineapple Avenue.

Mr. Underill asked whether parking in the new garage structure would be free. Ms. Dittmer responded that the current Interlocal Agreement specifies free parking. Future parking management strategies will be discussed. The draft amended Agreement proposes that once the City/CRA adopts a Parking Management Plan, the city may implement paid parking beginning five years after construction of the garage.

Mr. Wickham expressed his hope that the parking garage will feature “Eau Gallie” signage. Ms. Dittmer noted that signage will need to be planned in advance.

Mr. McKinzie reported that the Grant Funding Agreement between the City of Melbourne and the Eau Gallie Arts District Main Street, Inc. (EGAD) was approved at the October 28th City Council meeting in the amount of \$85,000 for FY 2025-2026. This agreement supports the Florida Main Street Program within the Olde Eau Gallie Riverfront Redevelopment Area.

**6. EGAD Main Street Annual Report
Kathie Elias, Executive Director, EGAD Main Street**

Kathie Elias, Executive Director of Eau Gallie Arts District (EGAD), gave her first quarter report to the Committee. She noted recent changes in Board Membership and stated that two Board positions remain vacant. Ms. Elias reminded the

Committee that EGAD operates under the Four-Point Approach: Economic Vitality, Design, Organization and Promotion. She highlighted the following accomplishments and updates:

- A new newsletter has been launched with approximately 3,000 subscribers.
- Existing businesses in Eau Gallie generated six new full-time and four part-time jobs.
- Wayfinding area maps are in development and expected to be finalized soon.
- Additional holiday décor is being expanded due to increased funding.
- Merchant George Alexander continues to sponsor the district's annual tree-lighting event.
- EGAD has launched an investor program website, which has already secured three investors.
- Funding is now available to hire a company to manage EGAD's social media, which is expected to enhance the district's exposure.

Ms. Elias reported that she has attended all Main Street related and quarterly conferences and that EGAD's financial reports are all current. She shared that they recently participated in the TUI Airways educational group trip, which brought international representatives to learn about the area.

Mr. Richards thanked Ms. Elias for her efforts in promoting the Rocky Waters Brew Fest event.

7. **General Public Comment**

There was no general comment.

8. **Additional Business**

Mr. Wickham announced that the Christmas Tree lighting will take place on December 5th at 6:00 p.m. in Eau Gallie Square.

9. **Adjournment**

Tom Richards, Vice Chair, adjourned the meeting at 8:30 a.m.

Motion carried unanimously.

Respectfully submitted,

Mary Wolak
Mary Wolak, Recording Secretary