

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

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

**March 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  
Marva Murray, Member  
Chris Adams, Member  
Gerry Smith, Member  
John Lucas, Member  
Stefan Hartman, Alternate Member

Absent: JoAnn Davis, Member (excused)  
Brett Miller, Alternate Member

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

Mr. Hartman introduced himself to the Board and was welcomed by all.

4. **Approval of Minutes – February 6, 2026**  
**Moved by Adam/Lucas to approve the February 6, 2026 meeting minutes, as amended.**

**Motion carried unanimously.**

5. **Melbourne Main Street Update**  
*Amil Cordova, Executive Director, Melbourne Main Street*

Mr. Cordova introduced himself to the Board and expressed excitement about this new opportunity. He also introduced his staff who were present: Miranda Stevens, Director of Marketing & Events, and Kasey Heshner, Operations Manager.

Mr. Cordova provided updates from Melbourne Main Street (MMS) since the beginning of the year. He noted that MMS submitted their application for MSA

Accreditation Assessment with Florida Main Street and is awaiting the determination. A new Vice Chair and Director were appointed to the MMS Board of Directors. Additionally, a Board retreat took place in January, where members discussed transformation projects and the strategic plan for the year.

Mr. Cordova provided updates on new businesses that have joined MMS, including Crepe O'clock, Rayvel, Desert Island Press, and Kpiku. Updates continue to be made on the BOOMS Tracker, reflecting new, closed, and vacant downtown businesses.

Ms. Herendeen asked whether all MMS Board positions are now filled.

Mr. Cordova replied that there are currently nine members, which he feels is a comfortable number, though additional seats can be added later if needed.

Mr. Cordova also mentioned that during his first two weeks, he visited several businesses and met with some of the owners in the district. Since accepting his new position, he has attended numerous City staff meetings, event planning sessions, and meetings with vendors and Board members.

Upcoming events include Botanical Fest (April 11), Putta Palooza (May 9), and the Sidewalk Sale and/or Sip & Shop in the summer.

Mr. Adams welcomed Mr. Cordova and his staff and asked if there are any potential events that could bring multiple businesses together at the same time.

Mr. Cordova said that efforts are already underway, but no event dates have been determined yet.

Ms. Herendeen reminded Mr. Cordova that, in the past, the Board encouraged MMS to involve more retail business owners on the MMS Board of Directors and asked for his thoughts on this.

Mr. Cordova suggested that the MMS Board initially engage small business owners through the Committee groups.

Mr. Adams asked about Mr. Cordova's main concerns and any feedback he has received from business owners so far.

Mr. Cordova stated that the primary concern he has heard is the low foot traffic in the district. He plans to conduct research on this and believes that creating new events will help attract both locals and visitors. His goal is to work with business and property owners to find solutions and ultimately fill vacancies.

## **6. Program and Project Updates**

Mr. McKinzie reported that the Small Business Workshop took place on February 10 and was well attended, with approximately 40 participants. The workshop was interactive, featuring a live survey and open dialogue. The goal was to gather feedback on creating an effective business incentive program to attract new businesses and support the growth of existing ones. Key feedback included:

- Limited awareness of resources available for small businesses
- Low foot traffic downtown
- Demand for more family-friendly events and activities
- Need to clarify the roles of the CRA/City versus Main Street initiatives

Ms. Dittmer shared that staff plans to present a summary of the workshop discussion to City Council on March 24 to receive further direction.

Mr. McKinzie reported that the city has hired a new security service company, Signal Security Services. Their contract began on February 18, 2026, providing foot patrol and garage patrol services in Downtown Melbourne. The foot patrol primarily covers New Haven Avenue from Tuesday to Saturday, 4:00 p.m. to 9:00 p.m., and garage security runs Thursday to Saturday, 8:00 p.m. to 3:00 a.m.

Mr. McKinzie announced that the March 10 City Council agenda will include the contract award for engineering and design services for Holmes Park, as well as a presentation on the Downtown Core Streetscaping Project and encouraged everyone to attend, as both projects will be on the agenda. He also noted that the engineering RFQ for the design phase will be released later this month. The Riverview Park Entrance design is 50% complete, with final plans and cost estimates expected by approximately April 2026. Additionally, the Downtown Parking Management plan is being coordinated with the Melbourne Police Department to explore the use of existing resources.

Mr. McKinzie added that the Fiscal Year 2025 CRA Annual Reports are statutorily required to be completed by March 31, which will include the CRA Annual Audit Report. He also noted that a Downtown Melbourne Stakeholder meeting is being coordinated with MMS, and the date will be announced to the public once confirmed.

Ms. Herendeen asked about the timeline for enforcing the Parking Management Plan.

Ms. Dittmer summarized the history of the plan, explaining that staff is currently waiting for the State Attorney General's opinion to determine whether a third party is permitted to oversee enforcement. She outlined the steps taken so far and stated that, while the project is currently awaiting the opinion, Staff is still moving forward with the steps to be ready to implement.

**7. Additional Business**

There was no additional business.

**8. General Public Comment**

Marcus Smith expressed concerns regarding the recent Small Business Workshop. He noted that he expected some CRA committee members to attend and mentioned that some attendees believed it was a stakeholder meeting,

though attendance was still strong. Ms. Dittmer added that there had been discussion about participation, public notices, and how meetings are advertised.

Mr. Smith also mentioned that he has received emails regarding the February 18 Homeless Workshop. He stated that citizens remain concerned about ongoing issues but recognize the progress that has been made.

There was a discussion regarding public meeting records. It was explained that workshops are not recorded because attendees often talk from the audience (no official action is taken). Additionally, no one is seated on the dais, making the recording of votes difficult.

Mr. Smith mentioned that the Concerned Citizens of South Brevard hosted their third prayer breakfast on February 21, which was well received. During the event, they presented a proposal for a historical cultural trail highlighting 14 properties in the South Melbourne area. The concept had previously been brought before City Council on February 10. While it received positive feedback, it is currently still in the discussion phase.

Mr. Adams stated that he attended the event and noted that it was well organized, effectively raising awareness of the initiative. He also complimented the efforts of everyone involved.

**9. Adjournment**

The meeting was adjourned by Chairman Herendeen at 8:58 a.m.

Respectfully submitted,

*Mary Wolak*  
Mary Wolak, Recording Secretary