Tampa Community Redevelopment Agency
306 East Jackson Street 2N
Tampa, Florida 33602
(813) 274-8325
tampa.gov/CRAs

EAST TAMPA COMMUNITY REDEVELOPMENT AREA
COMMUNITY ADVISORY COMMITTEE
Meeting Summary

September 2, 2025, at 6 PM
City Center at Hanna Avenue
2555 E. Hanna Avenue Tampa, FL 33610

Meeting Called to Order by Dr. Jeffery Johnson, ETCAC Chair at 6:03 p.m. Roll call was taken.

CAC Member	At-Large or Ex-Officio Seat	CAC Term (FY)	Present or Absent
Vacant	At-Large	2026	P
Eboney De Costa, Vice-Chair	At-Large	2026	P Virtual
Toinette Gaines	Ex- Officio - Legacy at Fair Oaks N.A.	2026	P
Kimberly Headland	Ex-Officio – V.M. Ybor N.A.	2026	P
Aileen Henderson	At Large	2026	A
Dr. Jeffery Johnson, Chair	Ex-Officio – CDC of Tampa	2026	P
Frankie Jones	Ex-Officio – Rainbow Heights N.A.	2026	P
Carlos de la Ossa	Ex-Officio - S.E. Seminole Heights N.A.	2026	P Virtual
Fran Tate	Ex-Officio – Jackson Heights N.A.	2026	P
Diann Zeigler	At-Large	2026	P
Cedric Carrington	At-Large	2026	P
Dayna Lazarus	At-Large	2026	A
Mimi Martinez Andrea White	Ex-Officio – Ybor Heights N.A. At-Large	2026 2027	P P

Staff present: Cedric McCray; Melisa Martinez (Virtual); Bryce Fehringer

Public present:

Public Comments: Alison Hewitt, Rick Kugler; Jason Rickmons; and Connie Burton

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Action Items:

Approval of August 5, 2025, CAC Meeting Minutes – ***Approval of*** *minutes moved to October 7, 2025, meeting due to technical issues.*

Presentations

A. East Tampa Wayfinding and Gateway Signage Project Update, John Scheffel and Erin Konley

- Mr. Scheffel recapped the first phase of the ETCRA wayfinding project.
- Coordination with City of Tampa staff; FDOT
- Wayfinding survey make-up; selections and results
- North bound on 22nd Street, E. bound on Martin Luther King Jr. Blvd and 275, and southbound on 50th Street were highlighted as gateway were identified as primary gateway/identification sign locations.
- Five concepts were shared with ETCAC members in attendance.
- Light pole banners were also incorporated into the concepts being shared.
- Incorporated the East Tampa stamp previously used in the East Tampa strategic action plan in 2021.
- ETCAC members shared their thoughts on the concepts presented. Several appreciated that the consultants listened to previous suggestions from the initial meeting.
- There was some concern that there were only 44 responses from the online survey.
- ETCAC members requested the presentation and concepts be provided to share and solicit feedback from their respective neighborhood organizations.
- A majority of the ETCAC members agreed that concept 4 was most optimal.

B. Staff Reports

- East Tampa Project Tracker - included in meeting packet.
- Commercial Grants Tracker - included in meeting packet
- Housing Grants Tracker - included in meeting packet
- Managers' Report
    - Director McCray made comments related to the Gator Building and progress.

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D. Announcements

- The compressive plan update was commented on by ETCAC member Headland related to transit corridors being removed from the plan and the lasting impact on the East Tampa community.
- ETCAC members discussed needed progress related to density, soliciting community buy in and feedback and overall growth and development in the East Tampa area.
- Chair Johnson shared the need to pay close attention to proposed changes at the Hillsborough Regional Transit Authority (HART) and how it might impact residents.

Adjournment: Meeting adjourned at 7:21 p.m.