Community Redevelopment Agency
306 E. Jackson St., 2nd Floor North,
Tampa, Florida 33602
Office (813) 348-1146

# COMMUNITY ADVISORY COMMITTEE MEETING

Wednesday, February 21, 2024, at 4:30 p.m.
*(Third Wednesday of the month.)*
Tampa Municipal Office Building (TMOB) – 306 E. Jackson St., 2nd Floor

## MINUTES

1. **Call to Order and Roll Call** – Thomas Murphy, Chair, called the meeting to order at 4:38 p.m.
2. **Public Comment**
   Matt Sauvron of Patel said that they are still trying to make their project happen in the Encore development. Regarding them securing a grocery store, he said they are trying their best. Later in the meeting, Sauvron mentioned he attended the Partnership's neighborhood branding outreach meeting and many community members and business owners attended and contributed quite a bit of input.
3. **Action Items**

**3.1. Approval of the November 15 and 30, 2023, and January 17, 2024, Meeting Minutes**

**Motioned made (Murphy/Malloy) to approve the November 15, 2023, minutes, with one correction to remove the mention of Chair Murphy's report to the CRA, which was from the previous set of minutes. Motion passed unanimously.**

**Motion made (Murphy/Joyce) to approve the November 30, 2023, minutes listing Danielle Joyce as attending. Motion passed unanimously.**

**Motioned made (Joyce/Malloy) to approve the January 17, 2024, minutes as presented. Motion passed unanimously.**

4. **Reports**

**4.1. CRA Grants Portfolio Audit and Recommendations – CRA Grants Team**

Dee Reed introduced herself as the economic development coordinator and the CRA grants team (Corine and Vanassa). She mentioned they are presenting information on the audit and recommendations for commercial grants. Pens and paper were passed out for questions to be noted as the recorded voice over PowerPoint presentation played. After the presentation, CAC questions included: Attainable vs. affordable housing and funds toward grant writing assistance. Reed responded that through their pre-application consultation applicants will know exactly how to fill out the application and what documents to submit. They continuously review the agreement with the applicant as well that includes conditional deadlines to keep the grant active. The applicants economic development specialist will be their liaison as they go through the process. It was questioned what qualifies as a special grant. Reed said that special grants require CRA approval, whereas the other grants are approved administratively. Special grants are anything that doesn't fit within the standard grants. Special project grants would come before the CAC and then CRA Board. Reed continued that each grant maximum is based on funds allocated per the district's budget and that grants aren't specific to a use they are based on the improvements they are seeking. Professor Green asked about the grant program in the CRP Update…if he uses these categories in the CRP Update, which was answered yes.

**4.2.** Tampa Downtown Partnership Neighborhood Branding – Caroline Keesler and Rachel Radawec

Keesler and Radawec provided a PowerPoint presentation on the Partnership's neighborhood branding project separate from the city's wayfinding signage project, for downtown's seven neighborhoods. Water Street has a clear, defined brand. What they arrived at was to be complimentary with the TDP's branding. They used a third-party facilitator for the outreach listening sessions. They had the largest turnout for the CP session. From the sessions, they arrived at a neighborhood personality. Radawec displayed the grid image of the icons for the neighborhoods. Starting with the Ike Signs for implementation and then street amenities like traffic signal banners and painted curbs. Funds are available in this fiscal year for rollout. Ninety percent of what they are implementing is on the pedestrian scale.

Joyce asked about listening sessions and if they were virtual and in person. Radawec clarified that a third party was engaged. Joyce thought the Ike incorporation was great. Finally, color selection. Green was not brought to their attention and the lavender rose to the top. At this time, they can't shift to green but possibly could use it as an accent color. Clarification was made on the historic green versus a more seafoam green. Radawec is willing to take it back to the TDP to consider some form of use. Odom talked about how purple pops and stands out compared to the others. Not sure she wants to give it up.

Odom asked if there were minutes from the meetings regarding color selection.

They questioned using the Encore font for better alignment. Radawec offered to reach out to Leroy with Encore.

**4.3.** Community Redevelopment Plan Community Visioning Session Results – Professor Trent Green, USF Associate Professor of Urban and Community Design

Green reported on the results of the community visioning session and provided survey results so far. It is still live. He will continue to ask the CAC what to highlight in the CRP, so they have a clear idea of the CAC ideas. At next month's meeting, he'd like more time to discuss the update and will send in advance for their review.

**5. New Business**

**6. Unfinished Business**

**6.1.** Perry Harvey Park Update – CRA Manager Courtney Orr

Orr reported that Rufus, the original artist, shipped 100 blank life tiles to Tampa and will begin the repair of the damaged tiles the first of April. The group commented on thoughts given to protection from future vandalism.

**6.2.** Johnson Homes – David Hollis

Hollis was not in attendance.

**6.3.** 100-year-old Church Bell – Hollis

**6.4.** Tampa Housing Authority Monthly Newsletter CAC Inclusion

**6.5.** Paradise Missionary Baptist Church

**7. Announcements/Discussion**

**7.1.** CAC Member Orientation – March 25 or April 1 (select one) at the Ybor Entrepreneur Collaborative Center from 4:30 to 7 p.m.

Orr informed the group of the upcoming orientations and provided the flyer with QR code to RSVP.

**7.2.** Next CAC Meeting – March 20, 2024, at 4:30 p.m., TMOB – 306 E. Jackson St., 2nd Floor

**7.3.** Next CRA Board Meeting – March 21, 2024, at 9 a.m., Old City Hall – 306 E. Jackson St., 3rd Floor

**8. Adjourned at 6:28 p.m.**

**CAC Attendance**

Thomas Murphy
Danielle Joyce
Travis Malloy
Ersula Odom

**CAC Absence**
David Hollis
Andrew Kunisch

**Guests**
Professor Green and 1 student

Matt Sauvron
Lucas (Clendenin's intern)
Dee Reed
Corine Linebrink
Vanassa Ross
Rachel Radawec